



DEEPDALE PETS NEWS!

Tips, advice and some fun facts about our best little friends who mean so much to us!

Hello again and welcome to the February edition of this newsletter! With love in the air this time of year for Valentine's Day, we're reminded of the special relationships we share with others and how much they mean to us. Although our love for dogs is different in nature from what we share with humans, there are many similarities to be celebrated!

You may have noticed that some dogs gravitate towards a certain member of the family and that some people develop a really special bond with a particular dog. It's also not uncommon for a person to wonder why their dog seems to love the spouse or child more in spite of that person being the one to feed, walk, and cuddle the dog the most. There are a few interesting theories on these loving relationships.

Firstly, it's possible that a dog seemingly loves a certain person more because the person exhibits a dominant attitude and strong leadership skills. This is often one of the more confusing dog-human relationships we witness. We wonder why a dog would be so attracted to someone who rarely pets them and refuses to share toys or food! But when we consider dogs' natural inclination towards packs and hierarchy, it begins to make more sense. In this type of person's presence, a dog may feel safer, calmer, and more receptive to following direction.

Researchers have also found that dogs are attracted to the complex behavioural patterns of humans. They learn by watching and interacting with us, and the more interesting our behaviours, the more interesting we seem to them. So, it's also possible that a dog is simply more intrigued by a certain person's traits and behaviours than they are by those of others. One thing is clear, though: Unless a person treats a dog poorly, there's certainly nothing personal about the animal taking more of a liking to someone else.

The tendency for a person to 'fall in love' with a particular dog is not so easily explained. The reasons for this can range from the dog being there for the person in a time of stress, to the person simply enjoying the mannerisms of a certain dog. What we do know is the dog-human relationship can be healthy and nurturing for both and that strong emotional bonds are developed.

If you wish to show your dogs how much you love them in return, lots of praise for good behaviours and an outdoor adventure will be sure to please them. Unfortunately for them, they can't share the sweets and chocolates. Here's wishing you a lovely month full of warmth and happiness with your pets and loved ones.

Rowena

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Are you new to this Newsletter or trying to find a good Dog Groomer?

If you're reading this newsletter for the first time or are looking for a Dog Groomer, please read page 2. There you'll find out how we could really benefit you and provide you with exactly what you're looking for.

Inside this Issue:

- Does Your Dog Need a Jacket?
- Sharing the Bed With Dogs
- Heart Health Reminder
- Why Does My Dog Scratch?

A Wonderful World of Animals!

! A farmer in China was troubled to see his vegetables were frequently being raided from the land—by a monkey entering the farm on a goat's back. This dynamic duo belongs to a nearby acrobatic animal troupe, which has compensated the farmer for his losses. According to *Orange News*, the monkey would stand on the goat's back to peer over the fence and ensure the coast was clear before they would both stroll in for a snack.

! The Association for Pet Obesity Prevention has reported that more than half of dogs in the US alone are overweight. Fortunately, this trend can be reversed! With everyone still in gear for the New Year, now is a great time to be thinking on all the lifestyle and behavioural changes we can make to help us and our dogs feel fit, healthy, and happy. Only 10 extra minutes per day spent walking or playing can make a significant difference!

Did You Know?

Dogs can develop a bond with each other similar to that of a love relationship, which may be due to their natural instinct to bond in packs. Researchers disagree over the types of emotions experienced between close dogs, but they all agree that dogs do develop dependencies on one another. This is evident in the mourning period they undergo when one leaves or passes away.

"It's fantastic to do so give yourself a shove, go out walking with your dogs and give them lots of Love"

Why I'm the Right Choice to Groom your Dog!

Five Important points to look for when choosing a good Dog Groomer!

It's important to remember that not all groomers are the same and that the service they provide will not always be what you'd expect. It's so important that the person who grooms and cares for your dog does so to the highest standard. Because it's critical that you have trust and confidence in this person, I have highlighted the five benefits that a good groomer will provide to you:

1. Assurance that the care and welfare of your dog is their top priority:

Any good groomer is first and foremost a dog lover, so caring for your little buddy comes as second nature to them and is given at all times. By providing breaks during the clipping process and by never leaving your dog unsupervised, they reduce unnecessary stress while ensuring safety and security. They also attend to your dog's basic needs by providing them with such things as fresh drinking water.

2. Grooming of the highest standard that reflects the needs of you and your dog:

A good groomer must be able to demonstrate the ability to groom your dog to high standards and to provide an appropriate look for your pet. They must have the ability to accurately determine your needs while advising you on different options for style and finish. A good groomer will never inflict pain or undue stress on your pet just to achieve a certain style.

3. Understanding of the different temperaments and characteristics of dogs:

As not all dogs are the same, they cannot all be approached and handled the same. For example, a shy and slightly fearful dog requires calmness and patience, while a lively bouncy dog may require immediate leadership. A good groomer will be able to adapt their approach to meet the psychological and behavioral needs of different dogs to ensure minimum stress during the grooming process.

4. Quality products and methods that do not risk the health of your pet:

A good groomer will never compromise on the quality of products they use on your pet. Cheap dog products are available everywhere, yet they can cause severe health problems for your dog. Therefore, you must be confident that your groomer uses quality controlled professional grooming products. A good groomer will never cut corners with their products just to save money or to provide cheaper prices.

5. Advice and information on all aspects of dog ownership:

It's important that you have someone to turn to when you need advice or help with your dog, and a good groomer will be this person. While groomers cannot offer all of the answers, such as a medical diagnosis, they should be knowledgeable enough to offer some assistance and to point you in the right direction. A good groomer will always attempt to identify and inform you of any physical or behavioral changes that may indicate a health problem. This can make all the difference in recovery, as early detection ensures early treatment.

As a groomer, the above five benefits are the guide by which I provide my services. Dogs and grooming are my passion, not just my business. By bringing your dog to me for grooming, you can be assured that you and your dog will receive all five benefits as well as the care and service that you deserve.

What you can Expect if you Bring your Dog to Me!

Would you like your dog groomed so that she's looking gorgeous and left just the way you want her to look? Do you want her coat smelling delightful so there's no more 'doggy' smell in your home? Would you like her coat feeling as soft as velvet and just a dream to cuddle? And above all, do you want reassurance that your dog is getting the same gentle care and kindness during grooming that you give her at home?

Well, you've just found a groomer that can provide everything you want, plus much, much more!

With me, you can be sure that your dog will be groomed to the highest standard. You'll be so pleased with how she looks that you'll be proud to walk her down your street and show her off to your neighbours - just like the many other clients I have.

When I advise you on grooming styles for your pet, I always take your preferences, lifestyle and your dog's character into account. The health, safety and welfare of your pet are always my priority, so you can have peace of mind knowing that you'll get the best advice available to help you choose the right options for your dog.

As a good and caring dog owner, you'll want your pet to be healthy and happy. Therefore, it'll be reassuring to know that with me you'll have someone looking out for potential health issues and changes in your dog - some that may only be noticeable during grooming. Early detection of worrying ailments can make all the difference to your pet, so I make sure to keep a close eye during grooming.

Your dog will be well looked after and will always get the 'one to one' attention that she needs. You'll always feel confident that she's in the safest of hands with me; I can assure you of that.

Your pet deserves the best so I only use the best and safest products that will get her coat looking gorgeous but won't ever harm her. Others may choose to use cheaper, inferior products in grooming but that's something I simply will not compromise on.

With me, you'll also have someone to turn to if you have issues or worries about your pet. Advice and help is a free extra service I'm more than happy to provide. You can call me if you ever have any problems or just need to chat about your little friend.

So if you're looking for a groomer who will leave your dog looking fantastic then give me a call. You'll be over the moon when you see what I can do for you and your little furry friend.

Deepdale Pets

"Expert in leaving your dog looking gorgeous"

- ✓ **Have your dog gorgeously groomed so that she is left looking and smelling wonderful. You'll be delighted with how she'll look and you'll be so proud to show her off to your family and friends.**
- ✓ **You'll never have to worry when you leave your pet with me. She'll be groomed in a clean, relaxed environment where only the best and safest products are used.**
- ✓ **As a customer of mine, you'll get the respect and service from me that all good dog owners like you deserve.**
- ✓ **Help and advice is freely given so you'll always have someone to turn to if you ever have a problem or a worry about your little friend.**
- ✓ **I use a calm, 'tender loving' approach when grooming, where patience, praise and kindness is assured.**
- ✓ **And of course, kisses and cuddles for your little buddy are provided in abundance. She'll just love being groomed with me and you'll love how she looks afterwards!**

Call for an appointment today. Tel: **01529 307385**

Waxy Buildup in the Ears

A common concern among dog owners is a persistent waxy buildup in their dogs' ears. While this is considered normal in some cases, it can be a sign of a problem. A dark residue with a smell could indicate ear mites, especially if the dog is incessantly scratching their ears or shaking their head. A buildup could also indicate an infection. Having their ears checked by a vet can rule these problems out. Following that, routine ear cleaning can keep their ears looking and feeling much better!

Does Your Dog Need a Jacket?

There are two schools of thought on dog clothing:

1) dogs are naturally clothed in hair and therefore no need for clothing, and **2)** clothing is as appropriate for dogs as it is for us. Perhaps it depends on the individual dog and type of clothing, as there is a functional aspect to it.

Although dogs are naturally equipped to handle various types of weather, domestication can make them thin-skinned, so to speak. When they are used to living in an indoor environment, rain and cold temperatures can have more of an effect on them. Some dogs are very hesitant to go outside in poor weather and may even refuse to do so. In these cases, a jacket is a great idea.

It's important to consider the breed and its natural environment. A Great Pyreneese may be perfectly comfortable in the snow, whereas a Chihuahua is less likely to be. Short-haired dogs, especially smaller ones, tend to shiver when it's chilly, and many of them are much more comfortable in cold elements when bundled up.

A jacket can also help prevent matting in long-haired dogs, as the moisture from rain and snow tends to cause their hair to clump together. Putting them in a jacket before going out can save you lots of time and hassle with keeping their coats soft and clean!



Doggy Humour: New Dog Rules

1. The dog is not allowed in the house.
2. OK, the dog is allowed in the house, but only in certain rooms.
3. The dog is allowed in all rooms but has to stay off the furniture.
4. The dog can get on the old furniture only.
5. Fine, the dog is allowed on all the furniture, but is not allowed to sleep with humans on the bed.
6. OK, the dog is allowed on the bed with us, but only by invitation.
7. The dog can sleep on the bed whenever he wants, but he is not allowed under the covers.
8. The dog can sleep under the covers by invitation only.
9. The dog can sleep under the covers every night.
10. Humans must ask permission to sleep under the covers with the dog.

Should You Share Your Bed With the Dog?

Many people intend to have their dogs sleep in a doggy bed or on the floor when they first bring them home but then ultimately allow them into their beds. It's difficult not to, especially when they whine all night to be with you. Is it OK to let them up, though? The answer depends on your needs and your dog's personality.

If your dogs tend to bully their way into getting what they want, you may want to consider enforcing a no-bed rule. The training can be difficult and time consuming; however, it will carry over into other areas of your relationship with the dogs and promote more obedient behaviour.

You may also want to keep them out if you suffer allergies, are prone to insomnia, or have a significant other who doesn't want to share the bed with pets. In some cases, people find they sleep better without their dogs because the dog often scratches or hogs the blankets. On the other hand, having a dog in bed can actually help some people get a better night's sleep. Their presence can be very comforting.

If you prefer they stay off, you have a couple options. You could begin crate training them or set up a sleeping area for them on the floor. The key is to be consistent with whatever direction you give them. For example, you tell them 'off' each time they jump up, direct them to the appropriate area, and then praise and reward them. This can take a few weeks and several restless nights, but the training does pay off in the long run!

Heart Health Reminder!

If you haven't already done so, speak to your vet about having your dog tested for heartworm. Catching heartworm early can reduce the risk of serious health complications from it and will ease the treatment process. A clean test is also an opportunity to start your dog on a preventative medication for heartworm. This is usually administered as a monthly pill and can save you and your dog the heartache of infection.

Word Search

Find the hidden words listed below!

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X Q T R E E F E P U R M G C
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Why Is My Dog Always Scratching?

A dog's constant scratching can be worrisome, as well as bothersome. Many people have difficulties focusing and sleeping when their pets are always scratching or grooming themselves. This behaviour can be stopped, however. You simply must figure out the root cause of the problem and address it.

Firstly, it's helpful to rule out the most common culprits: mites, fleas, and ticks. Not seeing any evidence of them does not necessarily mean they aren't there and aren't responsible. A single flea bite can cause incessant scratching in dogs with flea allergies. Other types of allergies are another possibility. You may want to try using hypoallergenic products in the home or having your dogs tested to see if certain irritants affect them. Your vet can also identify and help you manage any underlying skin disorders.

Surprisingly, nerves and anxiety can have a lot to do with this behaviour. Some dogs will lick their paws or legs nonstop to soothe themselves, and others claw at themselves when they're distressed. Wearing them out during the day and reducing stressors in the home can greatly help with this.

Following that, a nutritious diet and routine grooming can help keep their skin and coats feeling clean and comfortable.

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To continue to provide you with information, help and a little bit of fun, we publish this newsletter at the beginning of every month. There will always be a copy available for you. So, in a month that's between your appointments please drop in to pick one up (it'll be nice to catch up as well). Or if you'd like your newsletter emailed to you every month just leave us your email address or request your newsletter by sending us an email. Once you're on our list we'll send you a copy every month.

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