



# DEEPDALE PETS

# NEWS!

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

## For the Love of Dogs...

It's been said that dogs enter our lives to teach us valuable lessons. Some of those lessons we are quick to learn and slow to forget (e.g. don't leave sandwiches unattended), but others we can be slow to learn and quick to overlook (e.g. my dog is anxious because *I* am). As frustrating as the latter can be, they're truly a gift. If we allow it, our relationships with our dogs can provide stunning self-reflection that leads to personal growth, and this is only one of the many ways they enrich our lives. The poem *What I Asked For, What I Needed* voices this wonderfully:

*When I got my new dog,  
I asked for strength that I might rear her perfectly;  
I was given weakness that I might feed her more treats.*

*I asked for good health that I might rest easy;  
I was given a "special needs" dog that I might know nurturing.*

*I asked for an obedient dog that I might feel proud;  
I was given stubbornness that I might feel humble.*

*I asked for compliance that I might feel masterful;  
I was given a clown that I might laugh.*

*I asked for a companion that I might not feel lonely;  
I was given a best friend that I would feel loved.  
I got nothing I asked for, but everything I needed.  
I got a dog.*

Dogs can surely put our strengths and weaknesses to the test, yet they remain loyal and loving as we learn—or as *they* train us, rather! And, of course, they carry the traits of a true best friend all the while. Nuzzling your knee when you've had a bad day; begging you to explore the great outdoors; bowing and frolicking when it's time to play; and giving you looks when you've clearly gone mad. These are only a few of the ways they enrich our everyday lives.

Here's wishing you a month (and many more) of much love! Regardless of whether you've a sweetie in the picture, you've certainly got a dear companion by your side. A Happy Valentine's Day to you, and I look forward to seeing you and your best little friends again. In the meantime, do treat yourself to some pampering and cosy relaxation for the holiday—or simply for the fun of it!

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:

- A Look at the French Bulldog
- Pregnancy Cycles in Dogs
- Collar Cleaning Tips!
- Canine Heart Health
- Shedding out of Season?

## A Wild World of Animals!

! Police arrived at the home of Mr Moss in the middle of the night, following a 999 call from his phone. He was confused as to why they were there, as he'd been asleep for hours and had not called. One of the officers then noticed Mr Moss's cat, Ginger, curled up around the phone, off the hook, with his paw laying on the keypad. The police thought it a purrfect ending that it was Ginger who'd rang them, according to *Orange News*, but I imagine Mr Moss will now be keeping his phone away from the kitty!

! It turns out that reindeer really do fly in winter, though their feet don't leave the ground. According to researcher Andrew Hayes, reindeer feed on 'magic mushrooms' in the wild to experience an altered state of consciousness, thus escaping the dull dreariness that wintertime brings them.

## Did You Know?

Dogs were the first animals to be tamed and domesticated by people. This was prior to the domestication of livestock, too—not just companion house pets such as cats.

Experts are unsure of how humans and dogs first befriended one another, but they believe it may have been from hunters adopting the young pups of wolves.

*"A well groomed pet you'll love being seen, with a shiny coat so soft and clean"*

# 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: **0845 0942448**

## **A Look at the French Bulldog!**



The French bulldog or Boule-Dog Francais actually originated in Nottingham, England, when lace makers bred down English bulldogs to make a toy variety. They were bred as lapdogs.

Most easily recognised by their 'bat ears' and somewhat flat skull, French bulldogs have the muscular build of a large dog—in a small body. Their demeanour is sometimes silly, sometimes serious, but overall they are affectionate and alert companion dogs.

They do well in indoor settings and don't require as much exercise as larger dogs. In spite of their small size, they do act as watchdogs and may establish themselves as leaders within a group of other dogs.

Shorthaired and smooth-coated, French bulldogs have minimal grooming needs. Routine nail clipping and bathing as needed is often sufficient.

## **Doggy Grooming Quiz!**

1. The most commonly groomed dog comes in three sizes: mini, toy, and standard. Which breed is it?
2. Each nail has a vein in it called the \_\_\_\_\_.
3. All dogs need at least one bath monthly. T or F
4. Short-haired dogs such as the Chihuahua don't need grooming because they don't shed. T or F
5. The \_\_\_\_ glands of a dog may need to be expressed if the dog has been scooting on the floor.
6. Dogs need their teeth brushed regularly. T or F
7. Dogs don't shed in winter. T or F
8. Daily \_\_\_\_\_ can help prevent matting in a dog's hair.

*Check your answers against the key on Page 4!*

## **Collar Cleaning Tips!**

When you're not yet ready to buy a new collar but need to remedy the sullied look or smell of an existing one, try this:

Rub cloth collars between your palms, in a mix of water and a few drops of laundry detergent. Rinse, squeeze out any excess water, and lay it flat to dry.

Wipe off a leather collar, and then apply saddle soap. Buff it off for a fresh and clean look!

## **Pregnancy Cycles in Dogs!**

Many pups are born in late spring, following about nine weeks of pregnancy, so we'll soon be seeing a lot of intact female dogs coming into their heat cycle. Noticeable symptoms such as bleeding and restlessness last for only a week or so, but they're receptive to pregnancy for some time thereafter.

After a dog's first proestrus (bleeding) cycle, and if not already spayed, you may notice symptoms of pregnancy. But this does not necessarily indicate that she is in fact pregnant.

This is called a 'Phantom Pregnancy'. Her hormones may assume that she has conceived, regardless of whether she did, and her body will respond accordingly. In some cases the dog lactates, creates a nest of blankets and looks for all the world like she's pregnant. She may even have a distended stomach—but no pups.

For accurate certainty you would have to have her blood tested. It's also advised that you *not* have her spayed during a false pregnancy, as it does not interrupt the hormonal process and can actually prolong the problem.

Now may be a good time to consider having your dog spayed if she is of an appropriate age. If not, prepare for giving her lots of extra attention and special care, as she will likely feel anxious, needy and slightly unwell as her body transitions through her cycles. You will also need to closely guard her from male suitors, as she will attract them in droves!

## **Why it's better to have a Dog than a Hot Date!**

A dog never asks about the other dogs you've known previously in life, nor do they care if you pet another one.

Dogs never expect you to phone them. And if you're running late, they're even happier to see you when you finally arrive.

A dog is only ever in the bathroom for a quick drink—there's no waiting around for them to come back out.

While you might meet your dog's parents when you first pick the pup up, they'll never visit with you—no matter how long you're together.

A dog will never think you're messy if you leave a pile of clothes on the floor. They'll love it!

And they'll never expect a gift for Valentine's Day.

## **Canine Heart Health!**

Dogs' hearts are very similar to ours, and are susceptible to many of the same problems. Although they need not monitor their cholesterol and won't suffer heart attacks because of it, they can develop arrhythmias and heart disease.

Symptoms that can indicate heart disease include coughing, particularly when laying down or waking up; rapid breathing, heart rate and panting when at rest; lower energy levels or a need to rest frequently when exercising; and a swollen belly.

Seeing any of these signs in your dog can alert you to the need for veterinarian attention between their regularly scheduled wellness check-ups.

A quick study on the basics of canine CPR can also be helpful in the event of a heart-health emergency. The techniques save lives on the way to vets surgeries. Just like us, dogs can regain breath and consciousness following full collapse.

## **Newsletter Copyright!**

This newsletter is provided to you every month so that I can give a little bit extra back to you. The content has been carefully selected in order to provide you with the best possible information. Hopefully you find it entertaining and useful.

Much of the information and articles have been sourced from a Dog Grooming publication company and it is strictly copyright protected. So I'm afraid it can't be copied or re-used. If you are ever given a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

- Answer  
To  
Quiz**
1. Poodle
  2. Quick
  3. False
  4. False
  5. Anal
  6. True
  7. False
  8. Brushing

## **Shedding Out of Season?**

We often refer to spring as the 'shedding season', but this doesn't mean a dog stops shedding in winter. Indoor domesticated dogs shed pretty evenly throughout the year, as they're mostly in an environmentally controlled setting. It's not always noticeable, however, because it varies by the type and growth cycle of their hair.

In some breeds, the dead hair simply collects within their coat until it forms into tufts and falls out. This appears to be an increase in shedding, as they're suddenly dropping hair everywhere, but the rate of their hair growth cycle hasn't really changed. In other breeds, the hairs fall out as they die off, leaving no discernable difference in the amount of shedding at any given time.

Dogs that mostly live outdoors do undergo significant coat changes as the seasons change, as do indoor dogs that were bred for harsh climates.

Regardless of their breed type or typical living environment, dogs greatly benefit from routine combing and brushing. The consistent removal of dead hair can stop it from falling out in tufts, and it also helps their skin 'breathe'.

Use brushes designed for your dog's coat type, and aim to brush them thoroughly at least a few times weekly. This can be an excellent bonding experience too, while possibly reducing the amount of time you have to spend on Hoovering!

## **Get This Newsletter Every Month!**

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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