



# DEEPDALE PETS

# NEWS!

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

Hi and welcome to the first issue of Deepdale Pets News. Every month I'm going to be bringing you this free newsletter which will be packed full of interesting, useful and fun articles and facts about our four legged friends. I'm doing this to give you back a little bit extra and to say thanks for being such a great client.

I really hope you enjoy reading the stories and articles and that you get a little something from it to help you and your dog. There should be a few laughs along the way for you as well! Please let me know what you think of it. I really want to make it as good as I can for you every month.

Anyway isn't it great that March has arrived? With a little luck we've seen the back of all that snow and cold weather for a while. Hopefully you weren't affected by it too badly.

But now Spring is coming and I can't wait. That's what I like so much about March, it always feels like a fresh new month where there's an expectation of change and better things to come, (warmer weather at least I hope!). The lengthening of the evenings marks an end of the dark winter months and the change of the season brings with it a sense of newness and hope for the year ahead. Even just seeing the early buds on the trees and the flowers starting to appear lifts everyone's spirit.

March is also a really eventful month. Wales and Ireland celebrate their Patron Saints, there's Mother's Day, the changing of the clocks and a few more events to boot. So many that I thought I'd list them on the back page for you.

Oh and speaking of Mother's Day. That's at least one day that all you Mothers out there should be able to put your feet up, sit back and enjoy being looked after for a change. Come on all you Fathers, Sons and Daughters, give Mum a nice Mother's Day (Sunday Mar 22<sup>nd</sup>) - you know she deserves it!

Anyway, I've packed this newsletter full of fun, interesting and useful information for you and your dog. So why don't you go make yourself a cup of tea, sit yourself down, relax and enjoy the rest of this newsletter.

Have yourself a lovely March and I'll speak to you soon.

Rowena

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### INSIDE THIS ISSUE:

- \* What good Groomers will provide!
- \* Dogs in the News!
- \* Why does my Dog bark so much?
- \* Puppy's First groom!
- \* Don't Delay your Dog's Grooming!
- \* Doggy Word Search!
- \* March – A fresh New Month!
- \* Doggy Thinking!

*"Dogs are miracles*

*with paws"*

~ Attributed to Susan Kennedy

### More Fascinating Facts about Dogs:

- ! Basset Hounds cannot swim.
- ! It is thought that obesity is one of the most common health problems among dogs.
- ! It is estimated that approximately 70% of Americans sign their pet's name on greeting and holiday cards.
- ! The bible mentions dogs 14 times.
- ! It is thought that the oldest known breed of dog is the Saluki - trained by Egyptians to help them track game.
- ! A Pomeranian, a Newfoundland, and a Pekingese all survived the sinking of the Titanic.
- ! The Basenji, a hunting dog from central Africa, is the only breed of dog that cannot bark. Instead it produces a unique yodel-like sound.

*"Man's best friend that we love lots, keep them brushed to remove those knots"*

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## **Five important benefits that any good Groomer must provide for you!**

It's important to remember that not all groomers are the same and the service they provide will not always be what you'd expect. It's so important to you and your dog that who you choose to groom and care for them is doing it to the highest standard. Having confidence in this person is critical so in this section I've highlighted the five most important benefits that a good groomer must provide for you:

### **1. They should leave you without any doubt that the Care and Welfare of your dog is their top priority.**

Any good groomer will be first and foremost a dog lover, where caring for your little buddy is second nature and top of their to-do list. This caring approach should be given at all times while your dog is in their care. The clipping and bathing process should be stress free and little breaks should be given to your dog during the process. A good groomer will ensure that they are always safe, secure and never left unsupervised and will take care of their basic needs, such as providing them with clean drinking water.

### **2. They should groom your dog to a high standard and put the needs of your dog and you first.**

A good groomer should be able to demonstrate the ability to provide a groom and finish on your dogs coat that is of an adequate standard and an appropriate look for your pet. They should also be able to advise on different options available on style and finish, as other options may sometimes suit your needs better. To do this they must have the ability to correctly determine your needs. A good groomer will never inflict unnecessary pain or stress on your pet just to achieve a certain finish or look.

### **3. They should have an ability to read and understand the different temperaments and characters of different dogs.**

As not all dogs are the same they cannot all be approached and handled the same. For example a shy, backward, slightly fearful dog must be approached and handled a lot differently than a lively, bouncy, friendly dog. A good groomer will be able to adapt their approach and handling of different dogs to reflect their nature so that all stress or worry is removed from their grooming experience.

### **4. They should always use the best products and systems to leave your dog looking great but without risking him in any way.**

A good groomer will never compromise on the quality of the products they use on your dog. There are cheap dog products available everywhere but many can cause severe problems with your dog's health. Therefore you need to be confident that the products being used on your dog have been properly tested and are of the highest standard. A good groomer will make sure they are always using the best and safest products. Plus, they will never cut corners in grooming your dog just to save money.

### **5. They should be able to provide you with advice, knowledge and information about other aspects of dog ownership.**

It is important that you have someone to turn to when you have a problem or need advice on anything to do with your dog and a good groomer can be this person. While it wouldn't be expected that they would be able to have all the answers they should at least be able to point you in the right direction. A good groomer should also look for and be able to see changes in your pet that may indicate health worries. They should be able to advise you of the direction to take. This can mean so much to you as early detection of ailments in your pet can make all the difference in their recovery.

The above five benefits are the basis of everything I do for you and your dog in my salon. All of what I do everyday comes from my adherence to these principals. So you can be assured that by bringing your dog to me to be groomed, you are getting the best of these benefits and will receive what you and your dog deserves.

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## **Dogs in the News!**

! A Jack Russell in Wolverhampton has become an expert tree climber. Penny, who was recently featured on the BBC news channel, has decided that it's much more fun to scale the trees in her local park than have a run around on the ground like most dogs. Penny's owner Gwen told the BBC that Penny likes to chase squirrels in the trees, even though she has no chance of catching them. For passers by it's quite a spectacle seeing a dog run along the branches of a tree, 30 feet in the air!

! An Italian woman had to call police to retrieve part of her nose after her dog had bitten it off! According to Annova.com, the woman was asleep in bed when the pet Poodle inexplicably bit off part of her nose. Police had to chase the Poodle around the owner's garden to retrieve the nose before surgeons could sew it back on. The woman, who will have to undergo a lot more reconstructive surgery, has forgiven her pet but is refusing to let it sleep in her bed again!

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## **Why does my Dog Bark so Much?**

Some dogs bark more than others, maybe even to the point where it's a total nuisance. Different breeds of dog, such as terriers and the smaller breeds, tend to have higher levels of barking. Also, the personality of your pet can play a part as dogs that are bubbly and excitable do tend to bark more.

But in many cases there is an underlying reason for excessive barking that must be addressed before the behavior can be corrected. For instance:

- Dogs that bark at night or while they are on their own may be suffering separation anxiety!

- Dogs that bark at noises, postmen or people coming to the front door may be assuming the role of 'den' protector or 'territory defender'.

- Dogs that bark when other dogs bark may have simply learnt from imitation. Especially if they have spent time in kennels or near other barking dogs when they were young.

But regardless of the cause, what's really important is that you address the underlying problems before doing any training to correct the behaviour. If you don't then you'll find it difficult to get the correction you want and may even create more problems in the process.

Speak to a reputable dog trainer and spend time studying dog behaviour before doing any training.

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## **Puppy's First Groom!**

For a puppy it's so important they learn as soon as possible that grooming is nothing to be feared. Getting them used to being brushed, bathed and even the noise of clippers at a young age, can mean such a difference to them when they get older.

While the actual need for grooming of a puppy will vary from breed to breed, the important thing is to get them used to their surroundings and the process of grooming. This should happen as early as possible. Anytime soon after they've had their puppy vaccinations.

Waiting till a puppy is 7, 8 or even 11 months old before having their first groom, will be so much more stressful on them. Indeed, it's a lot harder and more work for the groomer as well.

Most situations of dogs being nervous about grooming can be blamed on their first few grooming experiences. That's why I take extra special care with puppies so they learn that grooming is a fun and exciting thing to have done. Oh, you can also be sure that kisses and cuddles will abound when the little cuties are around me!

## **Don't delay your Dog's Grooming!**

It's really important that your dog gets groomed regularly in order to help keep him happy and healthy.

Different breeds of dog require different intervals between grooming. But experience has shown that leaving even one or two weeks extra between your dogs grooming appointments can create a lot of problems. Here are just a few of the most common:

### **! A build up of matts and knots on your dog.**

The longer your dog's hair gets to grow between appointments then the more likely that it will become knotted. Even with daily brushing it can be much harder to get those knots out. They can easily develop into solid matts which can cause irritation to your dog's skin and damage their coat. Plus when a dog's coat has gotten too long and has become matted then the only option may be to clip off the entire coat. But this will leave your dog looking much, much different!

### **! Excess hair means more cost to you.**

Obviously your dog's hair continues to grow between grooming appointments. So the greater time between clipping then the longer and thicker your dog's hair will be. In most cases it then takes longer to wash and clip, especially if it's matted. This extra work in grooming can therefore result in extra cost for you.

### **! Potential health issues for your dog.**

Not only can matts cause problems for your dog but there are also other potential health problems as well. Ear infections can easily occur because of the extra time between appointments. Hair and dirt will build up in your dog's ears which can cause them pain, irritation and infection which could lead to expensive vet's bills.

Your dog's nails can also grow longer than they should which may lead to complications, especially with dew claws.

### **! Unnecessary discomfort for your dog.**

Most dogs will spend much of their time in the house along with you, where no doubt the central heating will be on to keep you all warm. But just imagine sitting in your living room wearing your warmest outdoor coat with the heating on. You'd feel pretty uncomfortable! But it's no different for your dog when its hair is allowed to grow longer and thicker than it should be. To them it's like wearing a woolly coat on a warm summer's day! Not very pleasant as you'd imagine!

### **! Reduced chance of finding problems early.**

During the grooming of your dog we are always on the look out for any lumps, bumps, cuts or anything that may be a concern to your dog's health. These are things that you may not easily

don't delay your dog's grooming continued....

see yourself, especially under a thick coat. But early detection of health concerns can mean all the difference when it comes to your dog recovering again. Therefore, that extra couple of weeks when issues are not detected could be disastrous for your dog!

Overall, allowing more time between your dog's grooming appointments is likely to cost you more money. But most worryingly it may cause discomfort, pain and even lead to health issues for your pet. And that's just not worth it, especially if you add in the worry of having to pay extra vet's bills as well!

*"Scratch a dog and you'll  
find a permanent job"*

~ Franklin P. Jones

## **Did You Know!**

**!** When your dog rolls over on his back he's showing you that he completely trusts you. This is a vulnerable position for your dog as his throat is exposed. Plus he may just want you to scratch his belly!

**!** Brushing your dog regularly will not only help to keep your dog's coat in great condition but it'll also help your dog to bond with you. Grooming and close contact with its pack members is a very natural process for your dog.

**!** You should never leave any dog alone with young children or small animals no matter how well you think your dog gets on with them. A dog has a natural predatory instinct which cannot be totally controlled, so in some situations a split second left alone could be tragic.

## **Doggy Word Search!**

The following Word Search contains the names of 10 breeds of dogs. The breeds included are listed on the back page but can you find them first before looking at the names.

K G A O D T S N S A E T T J H R O C G  
C O R D S D I A S O R A L E E N O E O  
A D E E Y P T E D T O L E L V U R J D  
B P D O I I A E E E E S S E Y M R E P  
E E C N N R A A P S S T K D A E E A E  
G E T P O L R T S P D Y L N Y S T B E  
D H O F R W T U R A I R S A M F I U H  
I S S C A T R A T P H H S E W E R F S  
R H E D S K O I N P E L W Y O L I E D  
N S I U C M I I L P J S O R N H S E N  
A I C A F S E P H I B H K T O O H M A  
I L J M E U U E H T O U P H A T S Y L  
S G R S D H R S I E X O L O M I E D T  
E N O E A D O S T T E W D T U A T O E  
D E K H E E A E G G R A H D P R T B H  
O D R G I E F I A D R M T I A O E Z S  
H L S C O T T I S H T E R R I E R C E  
R O R M S O P Y R T S A O T B T H T T

## **March – A Month of Freshness and Hope!**

In the Roman calendar March was officially the first month of the year, which was only changed in 1752 to January. In lots of ways March does feel like it's the start of something new. It certainly is a month full of freshness and hope.

Traditionally associated with the Wild Daffodil, March is also a busy month with plenty of events to get us out and about enjoying ourselves. Here are some of them:

- Mar 1<sup>st</sup>** – St David's Day (Wales)
- Mar 8<sup>th</sup>** – International Women's Day
- Mar 9<sup>th</sup>** – Commonwealth Day
- Mar 17<sup>th</sup>** – St Patrick's Day (Ireland)
- Mar 20<sup>th</sup>** – First day of Spring
- Mar 22<sup>nd</sup>** – Mother's day
- Mar 29<sup>th</sup>** – Changing of the Clocks

*"A dry March and a wet May  
Fill barns and bays with corn and hay"*

~ traditional saying

## **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 or offered a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

**Answers  
to Quiz**  
Boxer  
German Shepherd  
Scottish Terrier  
Whippet  
Shetland  
Sheepdog  
Rhodesian  
Ridgeback  
Old  
English  
Sheepdog  
Irish Setter  
Lhasa Apso  
Jack Russell

## **Doggy Thinking!**

Dogs seem to have a great sense of fun. That's maybe why when they're soaking wet and covered in mud, they insist on finding the lightest coloured piece of furniture you have, stand on it and then shake themselves. - *"It just isn't any fun doing it outside because then my master doesn't get to chase me around the house with a towel"*

## **Thank you for All Your Referrals!**

It's always overwhelming and really fantastic to see that so many of you are kind enough to refer me to others. You really are helping to keep my business moving along and for that I am so grateful. Thank you so much.

## **Please Pass it On!**

If you know of anyone that you think could benefit from my services or who may like to read this newsletter then please pass this copy on to them.

Maybe when you've finished reading it you could leave it in a place where others might get to read and enjoy it as well. What about in your hairdressers, dentist or doctors' reception. Or could you take it to your work so that your colleagues could benefit from it as well.

It's always good to reuse and recycle so by passing this newsletter on or leaving it where others could get to read it really would be benefiting everyone.

## **Get this newsletter every month!**

To continue providing you with information, help and a little bit of fun about dogs, 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 me your email address or request your newsletter by sending me an email. Once you're on my list I'll send you a copy every month.

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