



DEEPDALE PETS

NEWS!

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

Isn't it great that summer is well and truly upon us? The long clear nights are just great for having extra fun with our little friends. Of course, getting out and about in the fresh air for long walks with our dogs is great exercise for us too!

As it's summer, I've put lots of helpful, seasonal information into this issue to help you with your pet. As always, I really hope you get lots from it. Thanks and have yourself a wonderful July.

Rowena

Why You Must Watch for Ticks this Summer!

The summer months send many of us into the great outdoors, as there are so many activities to enjoy during warmer weather. But if you plan to venture into the countryside this summer, you would do well to know a little about the dangers posed to you and your dogs by ticks.

Ticks are small parasites that attach themselves to both animals and humans so that they may feed from the blood of their host. They can be quite a nuisance, but they can also transmit very serious illnesses to you and your dogs. The tick population seems to be rising in recent years, so it's important to watch out for them whenever you take your dogs through fields and wooded areas, or whenever they'll be near other animals, such as deer and sheep.

Whenever you return from an outdoor activity, you should always check your dogs and yourself for any ticks that may have climbed onto fur, skin, or clothing. They tend to be a bit spider-like in appearance; when engorged with blood, some ticks swell into a bulbous mass with little legs. You may want to look up pictures of them on the internet so that you can easily recognise them.

Once a tick has attached its barbed mouth to a host's skin, it can be very difficult to remove correctly. You must take extreme care when removing ticks; otherwise, you risk leaving the tick's head imbedded in the skin, which can result in a nasty infection. Proper tick removal methods reduce the chance of getting a secondary infection or of spreading harmful bacteria.

But it's important that ticks are removed quickly from your dog. If they're removed within 24 hours, it's much less likely that they will transmit a disease. Be sure to check your dog's entire body, and remember to check the inner and outer skin of a dog's ears. Sometimes an attached tick feels like a small, flat, hard spot beneath a dog's fur. On humans, they tend to attach to the hairline, armpits and groin, but you should check your entire body too.

Symptoms of Lyme disease in dogs include fatigue, loss of appetite, and fever. Many dogs will also start limping, as the disease gives them painful joints. You may experience similar symptoms and see a rash on your skin if you have contracted a tick-borne illness. These are very serious and require medical attention, but they are also easily treated with early detection.

You cannot catch the disease from your dog or vice-versa, and not all ticks carry disease. So please enjoy the outdoors with your dog but just take a little care to prevent tick bites. If your dog does pick some up, have them removed safely.

Deepdale Pets

Deepdale Farm House, Leasingham Moor, Sleaford, NG34 8SH

Tel: 0845 0942448

Email: info@deepdalepets.co.uk

www.deepdalepets.co.uk

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.

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The Things Some Dogs Do!

! Alfie, a Cocker Spaniel from Leeds, decided to play 'hide & seek' with his owner's car key and put it in the darkest place possible – his tummy! According to the Yorkshire Evening Post, Alfie had grabbed the key after owner Charlotte Hanson had dropped it on the floor. "He thought it was a game," said Charlotte, "and when I tried to prise it from his mouth he wouldn't let go." Alfie then swallowed the key and had to be taken to the vet for an op to remove it. Luckily the stranded owner was soon behind the wheel again, and Alfie recovered okay.

! Bailey, a 14-month-old Golden Retriever, called the police on his owners. According to Sky News, police were alarmed when they received an emergency call and heard a voice say, "Come out or else - I'm warning you." They feared that an attack was about to take place. But when they called the number back, Bailey's embarrassed owner shed light on the 'shaggy dog story'. Apparently Bailey had grabbed the phone handset and ran out to the garden with it. He inadvertently rang 999 with his teeth and the voice was that of his owner trying to get him out from behind the garden shed!

! Sophie, a Springer Spaniel, has adopted an orphaned baby owl, Bramble. According to the Sun newspaper, Bramble went to live in a Bird of Prey centre in Cornwall. Sophie immediately took to Bramble and the two are inseparable. Sophie licks Bramble clean every day. According to Sharon Bindon, who runs the centre, "Bramble has the cleanest beak and feathers of any bird in the country!"

"Dogs are not our whole life, but they make our lives whole" ~ Roger Caras

"Your little friend we leave beautifully clean, when you're out for a walk you'll love them being seen!"

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**

Keeping your Dog Cool this Summer!

As the beautiful summer days bring us the treats of warmth and sunshine, we now get to focus on keeping cool instead of keeping warm! And just as protection from the heat is important to us humans, it's also important to the health and well-being of our dogs.

Whether you're travelling or spending time at home, it's very important to take extra precautions against rising temperatures. We're not the only ones who can suffer from heat stroke – our dogs can, too! But there are plenty of things you can do to help your dog stay cool this summer.

* Always remember to supply cool, fresh water for your dog throughout the day. Although this may seem obvious, water bowls can easily spill over or dry up during those hot summer days.

* If you're going out in the car on a hot day, it's better if you don't take your dog at all. Many dogs have died from heat stroke when left in a hot car – even with the windows open! So you're not doing them any favours by taking them in the car on warm or hot days.

* When your dog spends any amount of time outdoors, be sure that he has access to a shady area. If there is not a cluster of trees, you can always prop up a canopy. By hanging a tarp high up in the air, your dog will have shade and a flowing breeze. This would also be a great spot to keep the water dish!

* Consider taking your dog for a nice swim or chasing her around with the garden hose. Some of the best precautions are also the most fun! Dogs love the extra attention and activity, so they'll very much appreciate refreshing summer activities with the family.

* Try to use the mornings and evenings as an opportunity for physical exercise. Walking, hiking, and playing fetch can all be hot and tiresome on a summer afternoon, but they're perfect during the cooler hours of the day.

* If you'll be boarding your dog with a kennel while you travel, be sure to choose a kennel that takes every precaution against the heat.

Watch out for Heat Stroke!

There are a few signs to watch for that will indicate if your dog is suffering heat stroke. Be on the lookout for extremely heavy panting or shallow breathing. As heat stroke worsens, a dog may vomit, have diarrhoea, or show pale gums. If you see any of these signs, immediately remove him from the area, place cool water around his neck, armpits and stomach, and seek veterinary attention immediately after first aid.

Keep them Groomed to Keep them Cool!

Keeping your little furry friend's coat well maintained will also really help keep them cool. While many people wish to have their dogs shaved during the summer months, and even though this is with the good intention of keeping them cool, it's not always the best choice. Just as our exposed skin is prone to sunburn, so is that of our dogs. A dog's hair actually insulates their skin from both cold and hot weather.

So it's better to have your dog regularly groomed to get rid of dead undercoat and to leave a nice layer of light hair covering their skin. This will protect their skin from the sun and stop the heavy undercoat acting like a fur coat during the summer months.

Please don't forget that all of the scary symptoms of heat stroke can be avoided with a few precautions. Just remember that, like us, your dog also needs time out from the hot weather. Taking a few steps to keep them cool will mean you can safely enjoy all the summer activities together, while the weather lasts!

"There is no psychiatrist in the world like a puppy licking your face"

~ Ben Williams

Please Send Your Email Address!

I know most of you have already passed me your email addresses but if you haven't, please do. This newsletter is available for you every month and I really don't want you to miss out.

You don't have to worry about giving me your email address. I hate spam and hard selling tactics. So you can be assured that you won't get bombarded with emails from me. I take your privacy very seriously and never share email addresses with anyone.

Mixed Up Dogs?

Can you unscramble these dog breeds?
Answers are on the back page.

- | | |
|-----------------------|------------------------|
| 1. rrdeob leclio | 5. adersnhio kgbadicer |
| 2. ghnfaa duhno | 6. ufabfilm1st |
| 3. wsssi tmaoiunn ogd | 7. dnelnofwunad |
| 4. sbeats uhdno | 8. nongetlidb |

Dog Training Tip!

Your dog cannot understand the English language. They hear sounds not words, so you can use any word you want to get them to carry out an action. The key to using words as commands is that you use that same word consistently. Obviously you'll want to use words that make sense to humans – no point in using 'sit' if you want them to 'lay down' or 'stay'!

"He is your friend, your partner, your defender, your dog. You are his life, his love, his leader. He will be yours, faithful and true, to the last beat of his heart. You owe it to him to be worthy of such devotion."

~ Unknown

Always Use a Lead when out Walking!

With the long summer evenings, many of you will no doubt be taking the opportunity to get your dogs out for long walks. This is a great thing to do but please don't ever walk your dog off the lead along a road or in areas where there's traffic!

You may think that's obvious but the amount of people who do this is quite staggering. You see them often when driving or walking down a busy road and there comes someone walking with their dog off lead. Many times their dog is a few yards ahead or behind them.

The thing is that no matter how much verbal control you have over your dog, you're simply not in control if something happens out of the blue.

For example, it takes just a split second for a cat or another dog to appear on the other side of the road; maybe some kids appear with a ball, or a cyclist comes from behind and startles your dog! It can take very little to make your dog dart out in front of oncoming traffic, even if they're normally quite relaxed when out walking.

I'm afraid it happens all too often and people always say, *"I never thought that would happen, he's never run out before."*

Of course, it's great allowing your dog off lead to run freely but that should be done in a safe area, well away from traffic.

No matter how much control you feel you have over your dog or how 'streetwise' you think they are, please never, ever allow your dog near traffic without a lead on.

It's simply not worth it to lose your best friend by not taking this simple precaution while walking. Please don't take that risk!

Doggy Humour!

Several dogs were standing in a circle in a dark room discussing how one of them needed to change the light bulb. Here's the discussion:

Chihuahua: "Come on guys, look at me! You think I'm going to get anywhere near that stupid light?"

Labrador: "Oh me, me!!! Please can I, can I? Please, please, pleaseeeeeease!!! Let me, let me!!!"

Mastiff: "I'mmm not scard of the dark! I'mmm not scard of the dark! I'mmm not – Whaaat was that??? Did anyone else hear that??? Please tell me you heard that too!!!"

Rottweiler: "Yea go on, just you try making me do it!!!"

Poodle: "Do I have to? I've just had my nails done!"

St Bernard: "ZZZZZZZZzzzzzzzzzzz.....ZZZZZZzzzzzzz"

German Shepherd: "Alright, everyone stop where you are! Who broke the light? I SAID, 'STOP WHERE YOU ARE!'"

Springer Spaniel: "Where's the new bulb? Where's the new bulb? I can't find it! Is it behind the seat? Is it under the TV? Where is it? Where is it?"

Jack Russell: "It's not a toy and you can't chase it, so who cares? I'm going out to play!!!"

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.

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.

Answers to Quiz
1. Border Collie
2. Afghan Hound
3. Swiss Mountain Dog
4. Basset Hound
5. Rhodesian Ridgeback
6. Bullmastiff
7. Newfoundland
8. Bedlington Terrier

Why it's a Problem if you Arrive Late!

While it's sometimes difficult to get to an appointment on time, a very late arrival can unfortunately result with me being unable to groom your dog that day!

Although 5 or 10 minutes won't usually be too much of a problem, being 30 minutes or an hour late does make for a very difficult day.

The reason for this is that it affects all the other clients' scheduled appointments for that day!

It usually takes a certain amount of time to groom each dog correctly. The only way to reduce this time is to cut corners, which I simply refuse to do. So when you book your appointment, that time slot is allocated for grooming your dog.

On that same day, other clients have dogs scheduled for grooming as well. With each late arrival, my schedule is pushed further, which means each dog is finished much later than scheduled. One late arrival can cause a domino effect of each client's dog leaving later than they should have!

It's kind of like turning up late for your flight at the airport. The plane can't wait because it would miss its take off slot and would then arrive late to its destination. This would mean that a lot of other people, who turned up on time, would be held back as well, and I'm sure you'll agree that's simply not fair to them!

Of course, I totally understand that events can sometimes occur that leave it impossible to get to your appointments on time. I know things happen, so please just let me know if you're going to be late.

If I get as much notice as possible then I may be able to switch things around a little so that you might still get your dog groomed that day. While I can't promise that, where I can do it I definitely will try.

It's So Appreciated!

Given the turbulent times that are going on in the world with the recession and all, I'm constantly reminded of how lucky I am to have such great clients as you.

I know that without you and your little four-legged friends, my business would not be in the strong and stable position it is.

So just in case you haven't heard me say it recently, please know that I really appreciate your business and -

Thank You!

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Deepdale Farm House, Leasingham Moor, Sleaford, NG34 8SH

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