



DEEPDALE PETS

NEWS!

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

Hello again and a warm November welcome to my newsletter.

With winter fast approaching and the wet, colder weather setting in, many of you may be wondering if getting your dogs groomed at this time of year is really necessary. After all, won't they be cold if they get their hair cut in the winter months?

This is understandable—no one wants their dog to freeze—but what you may not realise is that grooming is just as important in winter as it is in every other season, for short- and long-haired dogs alike.

When out walking our dogs, their coats are exposed to rain, snow and dampness from the ground. For a dog with a thick coat, getting wet is like us wearing wet clothes—we soon get cold and start to shiver! It takes much longer for the coat to dry when it's thicker, so they're left cold and shivering for longer. Plus, even a little bit of moisture is enough to cause matting, and we all know how dreadful those hair mats are for our dogs. A long coat is far less comfortable for a dog when it's full of mats and knots, as it pulls on the skin and can cause painful irritation.

But, how will they stay warm without lots of hair? The same way we do! When they spend most of their time indoors with central heating, it's really not necessary that they have a thick winter coat. In fact, having such a thick coat indoors is like us sitting in our living rooms with the heating on and wearing our warmest coat.

When going for walks outdoors, it's easier to put them in a little doggy coat or sweater than it is to manage an unruly coat of knotted hair. Plus, if the coat or sweater gets wet, we can easily remove it when we return home so our dog is not sitting with wet hair for hours.

Winter grooming also helps keep their ears and paws free from extra hair while ensuring healthy nail length. When spending more time indoors, dogs' nails don't wear down as quickly as they do with regular walking on a pavement.

By keeping the same grooming routine in winter that you would during any other part of the year, you can prevent a lot of the mess and discomfort that comes from matting, damp weather and less frequent grooming. Better to keep up with it now than to wait until spring returns with warmer weather. Your dog will definitely be so much happier with a lighter, cleaner and matt-free coat!

If you have any questions or concerns about keeping your dogs warm and clean through the winter, please ask. Together we can find the best routine to make this cold season healthy and delightful for you and your best little buddy.

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.

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Miracle Dog Walks Again!

! A smooth-haired Miniature Dachshund has taken his first steps after pioneering treatment by scientists at Cambridge University. According to ananova.com, Henry was left paralysed after discs ruptured in his spine last November.

Using a new treatment that is hoped to one day help humans with spinal injuries, cells were taken from Henry's nose and were injected into his spine.

His jubilant owner, Sarah Beech from Birmingham, told how Henry is now walking and wagging his tail again.

"It's incredible. I didn't think Henry would ever be able to walk again, but over the last few months he has been wagging his tail and taking small steps. The vet told me to put him to sleep because he wouldn't have a very good quality of life and he was very depressed. But this treatment has really helped."

! A cat and dog in China are sharing the job of looking after their offspring. According to ananova.com, both the cat and dog gave birth only a few days apart and moved their newborns into the same box together.

When the dog goes out, the cat will lie down and nurse the kittens and puppies, and when the dog comes back, the cat will go out, leaving the nursing job to the dog.

When both mothers are in the box they can get quite mixed up but, overall, it works well for them all.

From Little White Westies to Large Red Setters, we treat them really well yet they treat us even better!

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**

Walking Safely at Night!

Longer nights and colder weather make it a little more difficult to get out for all of the exercise our dogs need. But a dark evening can actually be a nice time to go for a stroll with your best furry friend, because the crisp air and exercise can be quite refreshing for you both, especially if you've spent lots of the day indoors.

Safety for you and your dogs is of the utmost importance, though. If the evenings are the only chance you have to get out for exercise, it's good to be cautious and to have a plan in place for returning home safely.

Firstly, you want to be sure that you are both protected from the cold weather. If your dogs have short hair or if they've been groomed recently, it's good to dress them in sweaters to keep them warm and clean. It's also better for you to have extra layers of clothing that you can take off if you get too warm.

Try to find a brightly lit area to walk when you're going at night. This helps protect you, but it also makes you and your dog easier to see for people who are driving through the area.

If you'll be walking near traffic, remember to dress your dog and yourself with highly visible clothing. You can purchase reflective dog leads and collars to make them stand out, and you can also put reflective stripes on your own clothing. Light colors and reflective materials will immediately jump out to drivers. But let your dogs walk near the hedge rather than the edge of the street, because they might try to jump at something or slip their feet into the roadway. Try to always walk on roads with pavements, but if you need to walk on roads with no pavements, always walk on the side where you'll be facing oncoming traffic. Facing the traffic means you can quickly step out of the way if a car is coming too close to you.

Think about packing a little bag of items that could help you out during a late-night walk. Plastic bags and a poop scoop are necessary if your dogs relieve themselves along the way. A whistle, flashlight, some money and a mobile phone are also good to have in case of an emergency. You might even take a little snack for you and your friend in case your pleasant walk takes you a bit further from home than you had planned.

Try to walk with a friend or family member whenever possible. If you have no one to walk with, let someone know where you're going and when you plan to return. That way, they'll know that you may be in need of help if you haven't checked in with them by a certain time.

While we need to take extra care when walking our dogs in the winter, the most important thing is to have fun with our little friends. Taking these few extra precautions will mean that it's safe for us as well as fun.

Mixed Up Dogs Quiz

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

- | | |
|------------------------|---------------------|
| 1. tianrmeui zehnrcsua | 5. rekocc esiapln |
| 2. edr tretse | 6. ansaakl Itemamau |
| 3. lbcka rdrlarbao | 7. drdaeeb lciioel |
| 4. erebsen | 8. nahsudhdc |

Doggy Humour!

A police dog handler was getting out of his van when he noticed that his dog was barking loudly. Then he saw a little boy staring at him.

"Is that a dog you got back there?" the boy asked.

"It sure is," the policeman replied.

Puzzled, the boy looked at the officer and then towards the back of the van. Finally the boy asked,
"So... What'd he do?"

The Basics of Doggy Paw Care!

The proper care of dogs' paws is so very important to their health and happiness. Their feet require a lot of attention throughout the year, but the winter months beg for extra attention to foot and paw pad care. The ice, snow, road salt and cold air can hurt a dog's paw pads, and extra time spent indoors means their nails usually require more frequent trimming.

When they're unable to walk comfortably, their everyday lives suffer from the soreness, so it's really important that their feet receive routine care and that we take extra precautions when needed.

Nail trimming: If you're not able to trim your dog's nails, it's best to have them done monthly at the groomer's. When they spend extra time indoors, they may need it as often as twice monthly. If you can hear their nails clacking across the floor, or if they're beginning to curl inward, it's time to have them trimmed as soon as possible. The quick, which is a tiny blood vessel, can actually grow longer when nails aren't trimmed regularly, which makes it very difficult to keep them at a healthy length. Dogs can also get muscle and joint pain, so try keeping their nails trimmed all year long.

Dewclaws: The dewclaws are the tiny toes on the inside of a dog's legs. These claws are not necessary and are sometimes removed when a dog is still a young pup. But a lot of dogs have them, and they're not always noticeable. These claws can curl into a circle or even puncture the inside of a dog's leg, so they must be trimmed as often as the other nails. If they do become completely curled or if they've burrowed into the skin, a trip to the veterinarian is in order. These can become painful and infected, so they often require treatment or surgical removal.

Paw Pads: Paw pads will crack or dry out from ice, road salt, allergies, fungal infection or chemical irritants. Be sure to wipe your dog's feet off with a wet, warm cloth when you both return from a walk outdoors. This will remove any irritants and can prevent the skin from drying and cracking. In the winter months, consider protecting their paw pads with doggy boots or a paw pad balm that provides a layer of moisture. In the case of severe puncture or irritation that persists, please see your veterinarian for treatment.

Extra Hair: Hair grows from between the toes and out from paw pads without regular grooming. By keeping this trimmed, you greatly reduce the risk of painful mats and lodged debris. This is especially important in winter, because ice, rain and snow can leave a mess between their toes and paw pads.

Regular grooming and preventative care will keep your dog's feet healthy and comfortable to walk upon all year.

Top Reasons Why it's Great to be a Dog....

1. If it itches, you can reach it. And no matter where it itches, no one will be offended if you scratch it in public.
2. Who needs a big home entertainment system? A bone or an old shoe can entertain you for hours.
3. You can spend hours just smelling stuff.
4. No one ever expects you to pay for lunch or dinner. You never have to worry about table manners, and if you gain weight, it's someone else's fault.
5. It doesn't take much to make you happy. You're always excited to see the same old people. All they have to do is leave the room for five minutes and come back.
6. Having a wet nose is considered a sign of good health.
7. No one notices if you have hair growing in weird places as you get older.
8. No one thinks less of you for passing gas.

Take Your Dog's Flatulence Seriously!

While it may just seem like a smelly problem that ends up with your dog being moved to another room for an hour or two, flatulence may indicate a deeper issue. In most cases it's due to no particular reason. However, it may be a sign of infection or inflammation in their bowels. If your dog also shows changes in their motions or has lost their appetite at the same time, you should speak to your vet immediately.

Diet, and your dog's age, can also play a big part but please do take any noticeable changes seriously.

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. Miniature Schnauzer
2. Red Setter
3. Black Labrador
4. Bernese
5. Cocker
6. Spanish
7. Alaskan Malamute
8. Bearded Collie
Dachshund

Dog Owners Tip!

To be completely sure that you are doing the best for your dog, do a little research into what your dog's breed was originally used for. This will give you a great understanding of your dog's mental and physical needs. For example, Terriers were bred for digging out vermin, Springers & Pointers for flushing out birds, German Shepherds for guarding, etc. Reading up on your dog's background will make it much easier for you to choose the right sort of exercise and games they need to keep in tiptop mental and physical shape.

Thanks to You!

Traditionally, November is the month for giving thanks for the harvest gathered in during the summer months. While 'Thanksgiving' is celebrated more in the United States than here, it is always good to take some time to remember all the things we are thankful for in our lives.

I'm thankful for lots of things—my health, my family and, of course, all of my fantastic clients. I'm thankful that I get to do the job I love and spend each day with lots of dogs.

I'd like to give thanks to all of our dogs! They fulfill our lives, and they may even make us better people. Dogs bring us a lot of joy and laughter through the time they share with us, and their loyal companionship really does make them man's best friend.

Thank you for supporting my business through your visits and referrals. And thank you for giving me the opportunity to provide my service to you. You are appreciated for all that you do and for taking such excellent care of your beloved dogs.

I hope that you enjoy the month of November and that you too have a lot to be thankful for in your lives.

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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