



DEEPDALE PETS NEWS!

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



November is the month for thanksgiving and even though the act of thanksgiving may not be celebrated here as much as in the US, it is still a good time for all of us to give thanks for what we have. So I'd like to thank you for being my client. I really do appreciate your business

because without you and your fantastic little friends, my business would not exist. It's a pleasure to spend my days with them, and I thank you so, so much for blessing me with this opportunity.

Rowena

5 Ways to Give Thanks to Our Dogs

It's also good to say thanks to our dogs as they enrich our lives and provide us with such treasured companionship. Oftentimes we find ourselves spending lots of money on all manner of supplies and posh accessories in order to treat and care for our dogs. While this is great, it really is the little, simple things that brighten dogs' days and enrich *their* lives. ...and some of those things may surprise you! Here's a few simple ways in which you could show your dog how much they're loved and appreciated, too.

- 1. 'Good Dog!'** Dogs love to hear praise from us, yet we often forget to do this once we expect nothing but good behaviour from them. Praise not only teaches proper behaviour to puppies, it reaffirms to adult dogs that they're performing well and are much appreciated for it.
- 2. Go on an Adventure.** This need not be an exotic holiday. For dogs, a different route on the daily walk can be rather exciting! New scents, places and experiences stimulate their minds and bodies—and are fun for us, too.
- 3. Add a Twist to Treats.** Dogs love to get a bone or treat, but they love it even more when we turn it into a game. Play 'Hide and Seek' with treats beneath an assortment of dishes. They'll appreciate the quality time spent with you and benefit from the mental exercise.
- 4. Schedule a Breed-Specific Activity.** Whether your dog was bred to hunt fowl or search and rescue from water, you're both likely to have a fascinating time with an activity that's suited for their breed.
- 5. Provide Structure and Routine.** While we love having freedom to do as we please, dogs can get bored or anxious with it. Strive to make every day consistent yet fulfilling for your dogs, and the relationship will continue to be mutually rewarding!

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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:

- Why's the Dog Scooting?
- A Look at the Shih Tzu!
- Preparing for the Big Chill
- Brushing Once a Day...

A Wonderful World of Animals!

! Santra, a bear at the Ahtari Zoo in Finland, has been performing yoga—seemingly without any training or encouragement from people.

According to *Orange News*, Santra's eyes are half-closed and focused as she performs her 15-minute balancing act each morning. A photographer in the area said Santra didn't seem to notice all the people standing around smiling at her, either.

! A dog and bird in China have become such good friends that their owner built a small perch for the dog to carry on walks. The bird sits atop the perch on the dog's back, which gets lots of attention from passersby!

The dog also barks like mad if anyone approaches the bird, according to *Orange News*, and the bird grooms the dog as he takes his naps.

Did You Know?

It's thought that dogs who live in a city live approximately three years longer than those that live in the country.

A German shepherd guide dog led a blind companion along approximately 2100 miles of the Appalachian Trail.

"For loving them and all that you do, they give a lick on your face to say a great big thank you"

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**

Doggie Humour!

A duck hunter found the dog of his dreams—one that could walk on water! He took a friend, a pessimist by nature, on the next hunt to show off his dog. A flock of ducks flew by, he shot, and a duck fell. His dog then walked across the water to retrieve it, but his friend said nothing. On the way home, he said to his friend, 'Notice anything unusual about my dog?' to which his friend said, 'Yes I did—he can't swim'.

A Look at the Shih Tzu!



Perhaps you wouldn't guess it from looking at them, but the name Shih Tzu actually means 'lion'. Their exact origin is unknown, but they appear in historical artefacts dating back to

the year 624 A.D.

Unlike most other breeds, the Shih Tzu was bred as a house pet, specifically within the Ming Dynasty. They're thought to be a cross between the Pekingese and Lhasa Apso.

A playful and loving companion, the Shih Tzu typically gets on well with people. They're often very friendly and poised, yet they'll also not back down easily from another dog if they feel threatened.

Shih Tzus are low maintenance in terms of training and exercise, but high maintenance in regard to grooming. The long, flowing coat requires daily care and brushing to prevent mats and tangles. Otherwise, their hair can be kept short through regular clipping.

Word Scramble!

Unscramble the letters to reveal a quote on dogs

A O G S D E A D I

F O S O N P E R L A

R G I N G O O M

S I O T L L R O N I

A E A D D I S H F

James Gorman, comparing dogs to narcissistic cats
(answer on Page 4)

Why's the Dog Scooting Around on their Bum?

You may have heard that a dog will scoot their bum across the lawn or floor because of intestinal worms but, in most cases, this behaviour is actually due to clogged anal glands.

The two glands, one located on each side of the anus, secrete a scent that's unique to the dog. This is why you'll see dogs sniffing each other's bum when they meet—it's a lot like exchanging business cards! The secretion also marks each stool, which then lets other dogs know who's been in the area.

Problems can and do arise with these glands, though. If you see your dog scooting and licking the glands, or if you notice a foul, fishy odour coming from them, it's likely due to impacted secretions. This can become quite painful for them, too, especially if there's an abscess or infection. When this occurs, the dog will typically show discomfort if you touch anywhere near their tail.

The question is, then, what can you do to keep them healthy? Some dogs need to have their glands expressed (or emptied) regularly, yet other dogs don't need any type of gland care unless there's a problem.

Have a professional express the glands if needed, as people can unintentionally harm the dog if they don't know how to do it properly. In the event of abscesses or infection, they may require veterinarian care.

Is the Doggie Dish Half-Full or Half-Empty?

A veterinary scientist at the University of Bristol has concluded that dogs too can be pessimistic about life. According to *The New York Times*, the more separation anxiety a dog experiences at home, the more likely it is that their emotional state will affect their decision-making process.

Researchers studied the dogs' behaviour while alone, and then taught them that some food dishes were full while others were empty. The less anxious, 'optimistic' dogs would race to the dish, whereas the anxious, 'pessimistic' dogs did not.

Dr Mendl noted that dogs suffering from anxiety when alone should be treated, as it can be a sign of instability and unhappiness.

Preparing for the Big Chill

As you've no doubt noticed, it's getting a bit chillier outside! And with that cold air comes a few extra things our dogs will need for their comfort, especially if they'll still be spending lots of time outdoors.

Firstly, now's a good time to start letting their hair grow out if you've kept them clipped. But, of course, this all depends on their hair type and how often they'll be outside. It's important to find a good length to keep their hair so that they're comfortable yet mat and odour free.

Maybe consider increasing their food intake around this time, too. Again, this depends on the individual dog and environment. If they'll be expending lots of energy outside or spending a great deal of time in the cold, they could benefit from the extra calories.

And, perhaps most importantly, look for ways to provide them with lots of shelter from the elements. A raised platform in the garden, for example, can help keep their feet dry and warm, whereas a blanket in and over the doghouse can help insulate them if they must be outside. Just a few preparations can keep them warm and cosy throughout the colder seasons.

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.

Brushing Once a Day Keeps the Mats Away!

With wintry weather fast approaching, now's definitely a good time to continue or get into the daily brushing routine. While it won't *always* keep the mats away, it does help prevent them from forming and can break them up before they get too unruly to manage.

If you'll be letting your dog's hair grow out for the cooler season, maybe try brushing them twice daily as their coat comes in. In any case, all the growth and undercoat can quickly get knotted, particularly if they'll be out rolling around in moist grass or other foliage.

The nice thing about this—aside from all the benefits to their skin and coat—is that it really doesn't take much time at all. As with most things in life, prevention is simply much easier than sorting through a mess! The trick is to start with a clean, tangle-free coat. From there, you'll likely need only ten minutes or so to get through most of their coat each day.

If you're saying, 'Yes, but my dog doesn't like the brush!' then it certainly could take a bit longer. So please do check back next month for tips on calming their home grooming behaviour!

Word Scramble Answer:

'A dog's idea of personal grooming is to roll in a dead fish'.

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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