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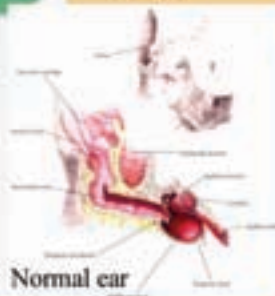
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Cover
Lori Craig, winner of the Barkleigh Creative Styling People's choice Award at Groom & Kennel Expo 2001, with her creation, Tiger vs. Dragon.

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Off the Top of My Head by Todd Shelly



Midwesterners awoke on the morning of November 3, 1948 to see a banner headline spanning the Chicago Daily Tribune: “Dewey Defeats Truman.” You don’t have to be a history buff to know we never had a president by the name of Dewey. That headline is considered by many to be the biggest blunder in journalism history.

I take a lot of pride in maintaining the highest level of journalistic integrity possible. I humbly believe that I am above making a blunder anywhere close to that scale. However, that belief came crashing down several days ago.

I received a voicemail from Jay Scruggs. He stated that several people had commented on my mention of him in my June editorial. At first, I was just impressed that enough people had read the column to be classified as “several.” However, Jay quickly made it clear that the purpose of his call was not to inflate my ego.

The editorial discussed my attempts at landscaping my house and my realization that I should hire people to do that type of work. The last line stated, “I will stick to my earlier inclination and hire others to do it while I spend my time trying to get an answer from Jay Scruggs about his availability for Groom Expo.” That was the very last line, so those “several people” actually read to the end!

However, Jay’s point is that I implied he is difficult to deal with or did not get back to me in a timely manner. He began the call by voicing his fascination that I own a home and don’t actually live in my parents’ basement. He then insisted on the opportunity for a rebuttal. I agreed that was fair. Here it is:

Dear Todd,

Why are you having such a hard time with your landscaping? I really wish you would have called me for advice. Oh sorry, what I meant was maybe you should have had your people call me since they handle the booking of your speakers at Groom Expo. Your article implied that you were working hard on getting me to speak at your show, but I guess you were busy landscaping. Just to keep you in the loop, your people did book me for Groom Expo, so I look forward to seeing you and your green thumb there.

*Sincerely,
Jay Scruggs.*

P.S. Perhaps you should stick to writing about your dogs. At least they won’t point out your inaccuracies.

In my defense, at first I didn’t realize the sentence would read that way. I was making the point that working on scheduling shows was more important. However, the first person to proof the article did point out that it came across as a stab at Jay. I decided to leave the comment in.

In fairness to Jay, he is one of the best speakers in the industry to work with. In hindsight, I probably should have concluded the editorial with the line:

Standing exhausted in my yard and covered in mud and sweat, I couldn’t help but think, “I bet Jay Scruggs doesn’t have to do his own yard work.”

Todd Shelly
todd@barkleigh.com

Star, Stripes and Stovepipes

By Emily Rupe

aww, spring cleaning! 'Tis the time of year when months of neglect to my home are tackled. Dust bunnies suffer a massive ethnic cleansing, and treasures long thought missing return from the abyss. Lugging totes and bins out to my garage, mumbling and grumping all the while, I spot an odd box in the corner. Knowing that inside is probably some incredibly valuable piece of crap my hubby can't bear to part with, I decide to tackle its contents next. By standard protocol, I do the bug and critter check. Dwelling in rural redneck Florida, you never know what stowaway waits. The box seemed vacant, so I popped open the flaps and peered inside.

It looked like Uncle Sam had a wild night and threw up in it. Patriotic streamers, tinsel, flags, and any other manner of paraphernalia one could imagine were crammed inside. This was the parade box for my husband's hot rod and Ms. Daisy.

Every year in my redneck community, we hold a Fourth of July parade. This is not a Macy's celebration by any means. Every man, woman, and child takes a

moment to spit out their Skoal and find something to decorate and ride down Main Street. There are old, half-rusted hot rods... mostly Camaros and Firebirds as good ole boy tradition requires, camo-covered tykes and their ATVs, and horses of every shape and color decked out in their finest. What provides the best entertainment, though, are the Sons of Confederate Soldiers and their annual battle/march-off with the Northern re-enactment squad.

Last year I decided to embrace this somewhat comical tradition and drive Ms. Daisy in the parade. She was sparkling from her bath and adorned with beautiful streamers and banners. If Dolly Parton could be a Sprinter van... Daisy would

have been her. With our finery on, we drove and spoke to wranglers of the parade to find our spot. The lean gentleman with his Stetson and a Marlboro in his mouth smirked in my direction. "We put ya as a buffer between the Sons and those Yanks over there." Trying not to take offense to his obvious favoritism (I'm considered a Yank from Kentucky in this neck of the woods), I gleefully drove in their direction. This was going to be awesome – a front row seat to the 19th century version of "Bring It On!"

Suddenly I was in a sea of passionate folks sweating like hogs, authentic wool uniforms and all, in the hot Florida sun. In front of



Illustration by Lucas Colton



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Ms. Daisy was the South, the home team here in Geneva. This year they had pulled out all the stops to one-up the North. Wives were dragged out in their hoop skirts, and reproduction cannons were going to be pulled alongside the soldiers. Then in true, tacky Southern manner, they had somehow convinced some of our African-American community to dress up in plantation/farmhand-type costumes. I almost died!

To Daisy's rear was the North, surprisingly larger in turnout (it's those darn snow birds!) and no less extravagant. Some of their officers had commandeered horses and fitted them with military finery. They sat upon them like statues with cutlasses drawn. However, their secret weapon to enrage the South marched at the head of their group. Leading the charge was a tall, thin man in an ebony suit, stovepipe hat, and homegrown beard. To say the South was boiling at Lincoln's

participation would have been an understatement, and at that moment, I truly understood what was meant when Daisy and I had been referred to as a buffer.

As we awaited the start of the patriotic promenade, a few members of each army stopped by to ask about dog grooming services. It did seem like some odd acid trip to be giving price quotes to Lincoln, but overall he was a pretty nice guy and thought Ms. Daisy was amazing. Then the generals came up... individually, thank God. With them came the awkward inquiries as to my opinion of their units in comparison to their rivals. "Don't ya think the cannons are a little much?" "What elitists to bring mostly cavalry when this is a working man's celebration!" "Lincoln! They brought Lincoln! They want a real hero, next year they'll get Robert E. Lee." "Do you know anyone that resembles him?" Just as I was starting to

worry about my position between these two prides of prima donnas, the shots went off, and the parade had officially begun.

As I stared down into this forgotten box in my garage, a smile came to my face. Although the day had its uncomfortable moments, it truly had been a great time. The kids loved the giant van with the puppies, and they enjoyed the candy I threw from it. Plus, about a week afterwards, I did get some phone calls from spectators and those curious soldiers about scheduling their puppies. So although it seemed like a bad episode of "The Dukes," it had paid off in good advertising and good will toward my community. Now I can say I groom Lincoln's dog.

So as I rummaged through the parade décor, I silently made my next year's goal: next year I'll pick up Robert E. Lee's pooch as well.

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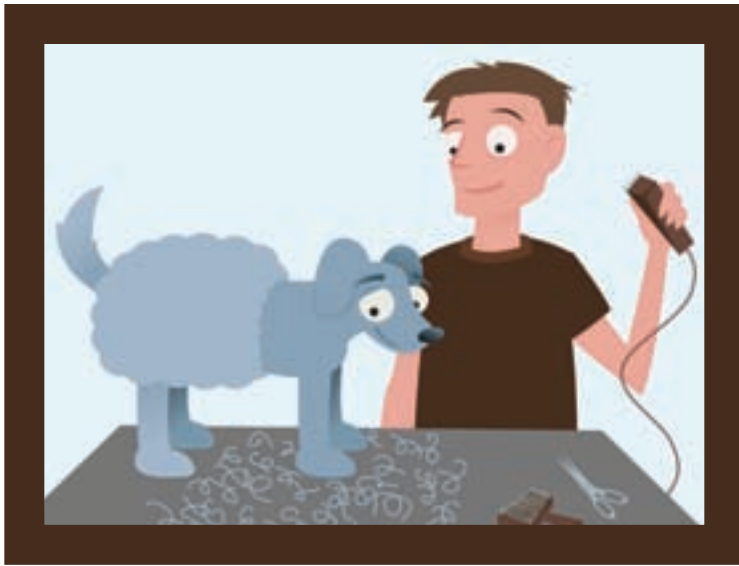
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Clipper Burns

by Donna Owens, ICMG

Thankfully, gone are the days when mentioning accidents and injuries in the grooming salon is considered taboo, although most grooming salon owner/operators, when asked, will still say nobody ever hurts or nicks an

animal at their salon. Hopefully this is true, but those who swear that in their salon no accidental injury has ever occurred are usually in denial, or they should “knock on wood” because they’re probably due. The fact is that if you have been grooming

long enough, especially if you have a successful, high-volume business with several employees, an accidental injury will unfortunately occur at some point. After all, these are

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live, moving animals we work with, and we use some rather sharp tools specifically designed for cutting.

It is so important to have a specialized first aid kit and learn first aid, safety, and CPR for dogs and cats. Whether you are an animal attendant, brusher/bather, groomer/stylist, or an employee at any type of pet care business, being properly trained and learning first aid skills is, in my opinion, an absolute must for any responsible pet professional.

As a pet business owner, having yourself and employees properly trained and certified can also be a positive selling point to your clientele. Fortunately there are a variety of organizations that provide education and certification for pet first aid. You can find these programs/educational seminars given at your local vet or Red Cross and more specialized pet first aid programs for professionals at industry trade shows such as Barkleigh's.

In this issue, I will discuss one of the more common injuries that may occur in a grooming business, which are clipper burns. There are two types of clipper burns: thermal burns and mechanical burns. Both types generally result in a superficial burn in a localized area of the skin. Just like it sounds, thermal burn has to do with the temperature, and in our case, the cause is usually a very warm to hot blade. A less common burn that may also occur in a grooming salon is caused by hot water. Thermal burns are a completely avoidable accident and would be considered groomer negligence, even if accidental.

Mechanical burns are caused by mechanical action and are abrasive burns that can be avoided most of the time. They can accidentally occur, but not necessarily due to negligence. Some dogs are hypersensitive to close blades, and without their previous history, (like in

There are two types of clipper burns: thermal burns and mechanical burns.

the case of a new client or first-time clip) a mechanical burn can occur. This is similar to some men who get very red and irritated when shaving. Usually the blades involved in either type of burn injuries are the "F.F.T." blades: #40, #30, #15, and #10. Burns occur in the face, feet, and tail areas as well as the tummy and privates, or "sani" areas. They can

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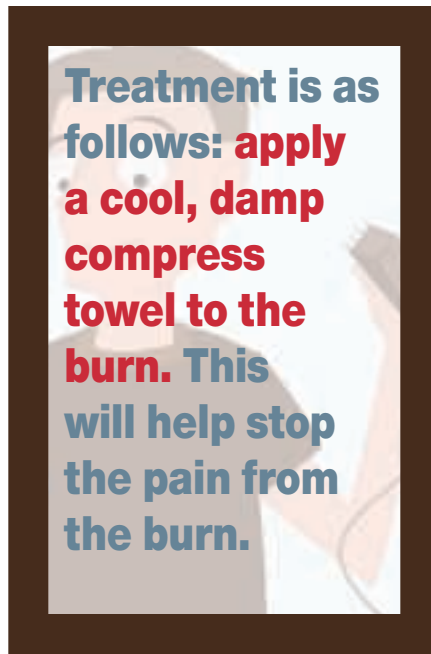
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also occur with hot, close-cutting body blades (i.e. series #9, #8 1/2, #7s, #5s, and #4s).

The symptoms of a burn are red skin, discomfort, swelling, and tenderness. In the case of thermal clipper burns, a dog or cat experiencing discomfort can be identified by the animal's sudden objection to the clipper, trying to flee, whimpering, or in the case of a cat, growling, hissing, or attacking! Reddening of the skin will appear immediately in the case of a severe burn, or it can take as long as thirty minutes in the case of a less severe burn.

Unfortunately, the less severe burns often go unnoticed. While the dog is waiting to be picked up, he may have rubbed or scratched, turning a very minor burn into a serious wound. First aid for this type of burn should occur as immediately as possible. With most first aid, the more immediate the response is, the more successful the outcome.



Treatment is as follows: apply a cool, damp compress towel to the burn. This will help stop the pain from the burn.

Treatment is as follows: apply a cool, damp compress towel to the burn. This will help stop the pain from the burn. When redness has dissipated, you can apply a burn cream or gel specially formulated for

pets. Monitor the pet so they don't aggravate the condition by scratching or rubbing. Sometimes a light application of hydrocortisone cream is helpful under the direction of a vet consult. An e-collar may also be necessary to prevent the animal from rubbing or scratching.

Always notify the owner upon pickup, and show them exactly where the burn is located. Give them any additional home treatment that the vet consult advises, and always recommend the owner follow up with a vet if necessary. If treated immediately, the burn will no longer be visible, but in those cases you still want to notify the owner. Honesty is always the best policy. The signs of a mechanical burn can be the same: red skin, discomfort, swelling, and tenderness, but in addition, the skin can appear like it has been scraped.

These burns can be caused by applying too much pressure when you clip or by using only the cutting edge of the blade and tipping it in an upright position on the skin at an angle of 45° or more. It is most commonly caused by clipping over the same area too many times. That is why newer groomers tend to have more incidences of inflicting a mechanical burn compared with more experienced groomers. That's not to say that experienced groomers never do. Dull blades can cause groomers to go over the same area over and

Continued on page 16

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*According to a recent survey at www.petgroomer.com/surveys.htm the national average for a mobile stylist is \$61.00 per pet compared to a stationary salon average at \$40.00 per pet.

over again in their efforts to get a smooth, close clip. The treatment is primarily the same as above. In some cases, however, when this type of burn goes unnoticed, the animal may make matters worse by scratching the area, infecting abrasions with bacteria, and causing deeper abrasions with their nails. This will cause additional redness, swelling, and sometimes a suppuration of blood on the surface of the skin.

With these severe conditions, place the animal in the tub as soon as possible. Cool burns immediately with water. I even recommend using a hypoallergenic, or in severe cases, a cortisol-type shampoo, which will disinfect the abrasive wound. This will help relieve the burning, redness, and swelling. Wrap the area with a clean, sterile dressing. Sometimes you may need to wrap the animal's rear paws to prevent any further abrasions. Notify the owner

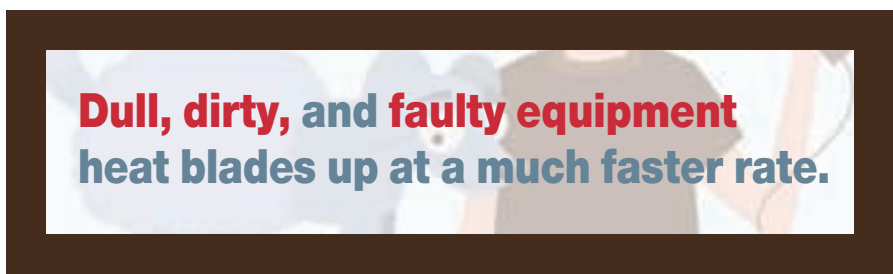
and recommend taking the animal to the vet.

Prevention and knowledge is the key to keep accidents or injuries from happening to you. In the case of thermal burns, always check your blades frequently for any heat on the inside of your lower arm. This area is similar to an animal's sensitivity level. When I say "frequently" that means every one second to two minutes. Spray at the slightest detection of temperature elevation. Using this method ensures that you won't burn dogs, and you use a minimal amount of cooling spray. Keep in mind that

the higher the RPM, the quicker the blade will heat due to friction. That is just the scientific reality and nature of motion. Never wait until the blade is warm before checking or spraying, because even a warm blade can cause a superficial burn on sensitive areas. If you check your blade and it's already very warm, wherever you just clipped, I guarantee, is already burned even though there may not be immediate redness of the skin. Therefore treat areas immediately, just as if you could see visible symptoms.

Multiple blades will also help. So you can change your blade frequently, get a minimum of two blades in each size. Use properly sharpened and maintained equipment. This means a well-maintained clipper and sharp blades that are

Continued on next page



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Prevention and knowledge is the key to keep accidents or injuries from happening to you.

cleaned and oiled. Dull, dirty, and faulty equipment heat blades up at a much faster rate.

With clipper burns, learn to use the correct blade selection for the density of coat and the area on the body that is being clipped. The age of the animal should be taken into consideration. Young puppies and elderly animals have thinner coats than animals at a healthy adult age.

With poodles, coat color can be a factor as well. As a general rule, silver shades, red shades, and chocolates, as well as the fancy

colors (i.e. parti-colored or phantom-marked animals in the previously mentioned shades) will also have thinner coats. In these cases, make the proper blade selection for the individual's coat. Also, look for pre-existing skin conditions such as eczema, seborrhea, inflamed skin, warts, and growths. Make a longer blade choice based on these conditions. Always check the health history of the pet for any previous incidence of clipper burns, skin problems, etc. In the case of a new client, if a mechanical clipper burn occurs due to the extreme sensitivity of the pet, make sure to note on the card the corrected blade choice. Always remember to notify the owner, be professional, and strive to

groom safely and humanely.

*It should be noted that scalding hot water (especially when hot oil treatments are used), also causes thermal burns. Cool the burn immediately with cool water and seek veterinary treatment.

Donna Owens has been a professional groomer for over 30 years. She is an international award-winning groomer with over 60 award wins. Donna was a 1993 U.S.A. Groom Team member and gold medalist. Donna remains active in the pet industry as a respected industry speaker and consultant, salon design consultant, grooming demonstrator, and contest judge. Judging assignment experience includes Novice, A & B Divisions, Expert Poodle Classes and Creative Design. Donna has an Associate Science Degree and a California Teaching Credential from USD. She is an I.P.G. Master Groomer and I.P.G. Certifying Judge. She is also a Red Cross Pet First Aid and CPR Certified Instructor and a Certified Animal Hygienist.



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GET A GRIP ON CAT HANDLING

Behavior CLIPS

by Gary Wilkes



More than ever before, salons are beginning to see the benefits of grooming cats. Cat owners love their felines every bit as much as dog owners love canines. The long-haired varieties are stunning – until they develop mats. Grooming a matted Persian or Himalayan is a great way to discover the down-side to cat grooming. You have to know how to restrain them. Unless your cat skills are good, you'll need some bandages and a gallon of lube for your clippers. If you are just getting started with cats, here are some ideas that may help:

LOCAL RESOURCES

If you are new to cat wrangling, the best first step is to contact people in your area who are good at it. Just like dogs, cat shows are a good first step to learn the proper cuts for various breeds. This is also a great way to see cats being handled correctly. The next logical source for handling information is your personal veterinarian. Their cattery staff and vet techs handle prickly felines every day. They also have to perform unpleasant procedures on them. Getting a cat to lie still while you cut and brush out mats is similar enough to removing stitches or doing a general exam that you will benefit from their knowledge. Another good resource is your local animal shelter.

Shelters often get feral and half-wild cats that are at the extreme of the spectrum. To get the experience, consider volunteering at the shelter enough to learn their secrets. Once you learn how to efficiently handle normal cats, it's time to plan for the worst. Some cats will tolerate long sessions of grooming – some do not. Some cats do not like to be held at all. If a cat is severely matted, the process is going to take time. Some cats will tolerate short bouts of restraint better than one long session. Regardless, you will need to know when to throw in the towel – and I don't mean what you think I mean.

THE MAGIC TOWEL AND THE CAT IN THE BAG:

If a cat starts to become prickly, tossing a towel over them can save you a great deal of trouble. A towel does two things immediately that will benefit you. First, it prevents the cat from bolting off the table. If they can't see where they are going, cats tend to freeze. That may give you enough time to pick them up and get them to a cage. The towel also tends to protect you from their claws and teeth. Another advantage to a towel is that you can expose parts of the cat while retaining overall control. This allows you to safely work

Continued on page 20

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on a specific area and then move to another part of the cat. If you aren't comfortable using a towel, you might consider a veterinary cat restraint bag. This is a bag that exposes the cat's head and has several zippers that expose a part of the cat, but prevent freedom of movement.

SHOULDERS, LEGS, TEETH:

The three areas you must deal with in restraining a cat are the shoulders, legs and teeth.

Shoulders: We all know about picking a cat up by its scruff – most

of them hang comfortably when suspended this way. Make sure you always support the cat's rear end when you transport them. If you wish to keep a cat in one place on a grooming table, putting downward pressure on the cat's shoulders is a great technique. This keeps the cat's legs under his body and tends to prevent flight.

Legs: A cat's hind legs are your worst enemy. Felines can rotate their spine over 90%. This allows the front end to look like a Sphinx and the rear end to launch two well

armed sets of claws in your direction. If a cat starts to flip out on the table, you need to lock up those back legs, quickly. The simplest way is to rest your hand on the top of the cats back and slide it toward the rear. As your hand slips down, encircle the cat's legs with your hand, just above the hock. If your other hand has a grip on the cat's scruff, you can now comfortably roll the cat to his side.

Teeth: Cat teeth are like large, conical ice-picks. Unlike the scissors action of dog teeth, cat teeth are meant to puncture. Their bite often leads to serious infections in fingers and knuckles. A safe wrinkle on the typical scruff hold can prevent the cat from biting your hand if he flips out. To start, align your knuckles with the cat's spine. Grip with your fingers and then lay your thumb against the cat's cheek. This prevents the cat from whipping around and biting your thumb or hand.

As with most endeavors, becoming a good cat handler doesn't happen overnight. The payoff for your efforts will be new clientele, new profitable products and an additional service for current clients who own both cats and dogs.

Gary is an internationally acclaimed behaviorist, trainer, author, columnist and lecturer. He has more than 30 years experience working with dogs, including eight years of shelter work. Gary Wilkes is responsible for the innovation and development of clicker training as a practical methodology for dogs and with his former colleague, Karen Pryor, introduced this method in 1992. He currently has a full-time, veterinary referral based behavior practice in Phoenix, Arizona and is an author, a columnist and feature writer for Groomer to Groomer and Off Lead & Animal Behavior magazine. Contact Gary at wilkesgm@aol.com or visit www.clickandtreat.com.

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READER SERVICE CARD #8056

EASY MONEY

By Kristen Fulton

Christmas *in July*

Before we know it, the holidays will be here, and we will get ready by having fancy bandanas and decorative bows. We will make sure to have fresh, bright nail polish and offer seasonal scented colognes. The tips will be higher, clients are happier, and pets will be wagging their tails. The excitement is contagious, and the business is booming, but for some reason we limit this strictly to the holiday season. It is time to celebrate the season all year long

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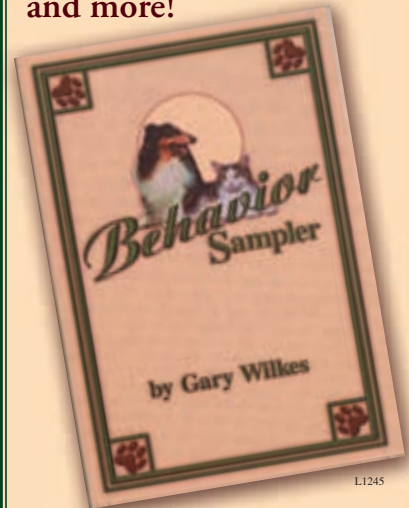
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and make every groom an enjoyable experience. By using some of the same ideas we generate in December, we can make themed or seasonal packages that encourage our clients to pamper their pets and help us generate more income. Our clients will feel involved when they get to choose the bows, the scent, and bandana from our assortment displayed on the counter.

I enjoy seeing a "Spa Bar," where different bows are arranged in clear jars, and silk flowers are set in vases with each one scented by a different cologne. Stuffed animals are set neatly, each one donning a different bandana with little rocks, each painted with a different color nail polish. When clients select our monthly theme, they can decide which items they want for their pet.

Most of us enjoy the time spent

"Does Fifi need to be pampered today?..."

at a spa with facials, manicures, and the latest hairstyles. This same pampering is brought into our grooming and mobile salons with minimal investment and a small amount of personalized attention to each pet. With a variety of great pet facial scrubs and shampoos, our clients will enjoy the thought and share a laugh over their pets' getting more attention than they do. Many companies now offer a variety of nail colors, from solids to glitters, as well as nail decals that add a little pizzazz. The latest hairstyles can be exciting when creative coloring,

feathers, or banding is added to make the ordinary extraordinary.

Over the years, I have found a few favorites that I always incorporate during the year. During October we offer our "Spook-tacular Special" with the tag line, "Is your pet's breath spooky?" Our Spook-tacular includes teeth brushing, breath freshener, and Halloween bandana and bows. I keep the breath freshener in my pocket and spray the pet's mouth just before the parents arrive to help them enjoy the benefits when the first thing their pet

Continued on page 24

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does is kiss them. Our summer “Cabana Boy Package,” with the cute slogan “We all want a Cabana Boy,” includes coconut-scented shampoo and cologne with a surfer dude bandana and hibiscus bows.

Offering these great packages to your clients can be as easy as greeting clients in July with a smile and asking, “Does Fifi need to be pampered today? We have our Red, White and Blueberry Special.” Or as August approaches, clients getting their pets groomed see a cute sign on the counter that says, “Don’t forget to book your next appointment and pamper your pet with our “Back To School Special.”

Remember to advertise in a variety of media formats. Using online tools, such as your website or Facebook, can help reach clients who may not get their pets groomed monthly and new clients searching for something different. Putting your business name in front of clients is easy as well. Have an ink stamper made to feature your business name and phone number. You can use this stamper with colored ink to stamp bandanas, or order printed ribbon with your logo. Inexpensive business cards can be ordered with



appointment reminders. Before clients leave, write their next appointment down and spritz each card with next month’s special scent. You can print a small coupon on each card, which will get clients looking forward to their pet’s next groom.

In our economy, many of us are worried about raising our prices even though everything costs us more. The few dollars (I keep packages between \$3.00 and \$10.00) we generate from each monthly package can help us and our budgets. Many clients will enjoy certain features, such as the teeth brushing,

and will continue having you add that to their services, making every groom a few dollars more. Purchasing fabric and ribbon for bandanas and bows after each holiday will also help you save money and create a higher profit margin the following year.

Creating themes is not only a great way to raise enthusiasm in your clients and generate more income, but it is a way to set your business apart from the others. It will also show that you are not merely a groomer but someone who has a love and enthusiasm for your profession. After all, this is a happy place to have your pets pampered.

Kristen Fulton, ICMG, PTI, owns Faux Paws a grooming salon and fleet of mobile vehicles. She is the author of “Bathroom Trivia for the Pet Groomer and Happy Everything”. A graduate from the University of Florida school of Veterinary Science she discovered pet grooming as a second career. Prior to becoming a Pet Groomer she worked with Direct Sales Companies on training their sales force. She is excited to share her love and education for animals with her background in sales and marketing. Kristen is a Pet Grooming Advisor with companies such as Kim Laube and PetzLife.

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Guidelines for Safer Grooming

By Karla Addington-Smith

I'll never forget the day, 30 years ago, when one of my stylists turned her back to the large dog on her grooming table. In the blink of an eye, with the restraint around his neck, the dog jumped, flipping the table up and over. The dog's injuries required veterinary care. Had the stylist followed salon procedures, the situation would have never happened. It was a regretful and costly mistake.

Even if your staff is experienced and blessed with common sense, there is potential for accidents and injuries to pets and people all around the grooming salon. Consider the electrical equipment we use around water; the wet, hair-covered floors; the sharp instruments we use on moving objects; and dogs with big teeth. Envision the little salon of horrors!

A holistic approach to grooming, with a focus on pet and staff safety,

health, and comfort, will create an environment that reduces the risk of injury while enhancing the entire grooming experience.

Groomer Care

Grooming dogs can be extremely rewarding and lucrative work, but our industry is plagued with burnout, repetitive motion disorders, and hearing loss. The work can be physically, mentally, and emotionally exhausting. Here are a few tips to ensure you and your staff will enjoy a long, healthful career.

Project a clean, professional image while protecting skin by wearing hair-repellent groomer apparel. Protect your feet from injury while reducing fatigue by wearing enclosed, slip-proof shoes that provide comfortable support. Jewelry should be small and practical. Refrain from wearing hoop earrings, and brow,

nose, and lip rings, as a struggling pet can easily rip these from skin. Rings and bracelets can get tangled in the dog's coat or accidentally caught on cage doors.

Wear earplugs to protect from hearing loss due to the long-term use of high-decibel, forced-air dryers. Dust masks will prevent the inhalation of hair and debris sent into the air by high-velocity dryers. Safety goggles will protect the eyes from flying hair and debris.

Be sure to use proper body mechanics when lifting, and ask for help with larger dogs. Hydraulic and electric grooming tables, anti-fatigue mats, and bathing tubs with ramps are no longer a luxury. They are necessary pieces of equipment for the professional wanting a long and healthful career in the grooming field.

Continued on page 26

Pet Safety

To ensure pet safety, health, and comfort while in your care, salon staff should follow these “always” and “never” guidelines.

1. Always keep the dog on a kennel lead when walking or carrying it from cage to table or tub.
2. Always double-lead the pet if you are taking it outside for a potty break.
3. Always keep one hand on the dog while it is on the table or in the tub. This helps the dog to feel more secure, and it allows you to monitor subtle

changes in the dog’s posture so you may anticipate the dog’s next movements.

4. Always remove the collar and lead before placing the dog in a crate to prevent accidental choking. Place cage-aggressive dogs in bottom units with the leash attached to the collar and accessible to the attendant for easy removal from the cage.

Monitor these dogs closely.

5. Always double-check that the cage door is closed and latched securely to prevent strangulation or escape.
6. Always keep restraint slack to a minimum to prevent the dog from hanging over the edge of the tub, creating a potential hazard with pooling water on the floor or twisting around in the tub and choking.
7. Always pack cotton in a dog’s ears prior to bathing to prevent water from entering the ear canal.
8. Always avoid getting shampoo or rinses in the dog’s eyes, even if the product is labeled as “tearless.” If this happens, rinse the eyes immediately with cool water.
9. Always closely monitor dogs being cage-dried to avoid dehydration and heat exhaustion. Be sure the dryer is set at a low temperature and that air can freely circulate through the cage.
10. Never allow a dog to roam free in the salon. This can be a dangerous distraction to other pets.
11. Never leave a dog unattended on a table or in a tub, even when it is secured with a grooming restraint. Lasso-style restraints pose a higher choking risk than loop styles.
12. Never allow a dog to jump onto or off the grooming table, or into or out of the tub or cage.

Do not use damaged or broken tools and equipment.

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Continued on next page

- Never place more than one dog in the same cage, on the same table, or in the same tub, even if they belong to the same family. A new or different environment can create stress and provoke aggressive behavior toward other canine family members.

A Safer Workplace

Reduce pet and staff exposure to accidents and injury by following these simple rules.

- Remove hair from the table and sweep up hair from the floor after each pet. You should never be standing in the hair of more than one dog while grooming. Clipper vacuum systems are great for maintaining a cleaner, safer environment. Never blow hair into the air to clean off the tables.
- Keep all but essential tools off the grooming table. Place all tools, including brushes, facedown on tables to prevent injury to the dog.
- Clean up wet floors or spills immediately. After picking up pet waste, use a disinfectant to clean the area.
- Keep grooming products, shampoos, and rinses clearly labeled.
- Keep all cleaning and disinfectant products in clearly labeled containers in a separate area away from grooming supplies.
- Keep MSDS (Material Safety Data Sheets) on hand in case of accidental ingestion.
- Keep laundry and dog dryer filters clean and free of debris.
- Keep electrical equipment away from water at all times. Keep electrical cords untangled and

away from pets' reach while in their crates.

- Do not use damaged or broken tools and equipment.

Client Safety & Etiquette

It is hard to believe that an owner would feed a pet a pound of ham as a pre-grooming treat or not allow the pet time to potty before his grooming, but they do. Because many clients don't realize that they can increase the risk of injury, ill health, and distress to their pets during the grooming session, you may consider implementing policies for salon safety and etiquette geared toward the pet owner. Here are a few safety suggestions:

- Require proof of vaccinations.
- Pets must be on a lead at all times. Retractable leads must be locked at a four- to six-foot length.
- Do not allow the pet to have direct contact with other pets in the reception area.

For the pet's comfort you may want to suggest the following:

- Be sure the pet has taken care of his or her potty business before entering.
- Do not feed large meals or unusual treats before the grooming appointment.
- To prevent unnecessary stress for the pet and stylist, please do not arrive before the scheduled pick-up time. If the client's schedule changes, suggest they call instead of dropping by.

Grooming should be a safe and enjoyable experience for the pet, client and groomer. A common sense approach to following safety procedures will ensure you avoid becoming the next little salon of horrors!

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The Groomer's Roundtable

Roundtable Question:

- How do you obtain new customers?

Monthly updates on our website are bringing traffic, as well as constant contact through a monthly newsletter, promotions, coupons and advertising. *Margie Stevens, A Touch of Class Pet Grooming, Cape Coral FL*

Advertising on local radio. *Saundra Reninga, Saundra's K9 Design, Douglas GA*

I hooked up with a local advertising magazine that is printed

monthly. I know what day it gets delivered because the phone rings off the hook. I include a coupon for \$5.00 off a service and rotate which service monthly and I also had a new website designed and remodeled the grooming area to a more professional look. *Angela McMurray, Bow Wow Boutique, Crystal River FL*

Re-doing my website, which gets lots of traffic. Renaming existing services has helped. Free publicity offered by the local newspaper.

Nancy Ward, Classy Clawz And Paws, Kingsport TN

Offering a free shea treatment with coupon. *Kendra Otto, The Barker Shop, Oswego IL*

I am really catering to the existing customers, and motivating them to send new business with a referral system, where they get a discount on their next groom once their referral is serviced. This is working great!! *Ileana Noguera, Lather Up Pups, Wilmington DE*

Visiting dog parks and talking to local people anywhere in town. *Christine Aleman, You Dirty Dog, Palm Desert CA*

Blast e-mails, sidewalk sign and window messages, an occasional ad in the local newspaper. *Gina Newman, Daisy's Delights Barkery Boutique & Bubble Bath, Ridley Park PA*

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I give out calendars, business cards, newspaper ads, flyers, and lots of word of mouth! *Noela Bourgoïn, Nose To Toes Grooming, Oakville CT*

Yellow pages ad. *Sandra Frost, Dirty Dog Mobile Grooming, Warwick NY*

I place ads in local papers. *Marianne Mazzenga, Furkids Canine Styling Salon, Shelby Township MI*

Word of mouth and coupons. *Sara Pitts, Petsmart, Griffin GA*

New Facebook ad had brought in a lot of business. *Deena Pontillo, Sit Stay And Style, Bethany CT*

The same thing we always do: The very best grooming we can accomplish on each and every pet, concentrating on quality work, and caring techniques. Providing the very best service to our clients, and sending reminders to anyone who doesn't already have an appointment. This ensures we always have word of mouth referrals. I encourage our regulars to book the whole year in advance, and most of them do it! *Susanne Johnson, Passion Fur Pets, Rancho Cucamonga CA*

Most of mine has been word of mouth. I treat each individual client as though they were my family. This is the exact treatment I look for with any type of business. Knowing my own expectation, allows me to offer my clients an amazing grooming service. *Sharon, Sharon's Grooming Salon, Chandler AZ*

I use the internet. All forums that are available I post on, either specials or just a place to introduce people to my shop. Facebook had helped me expose my shop to friends of friends. *Susan Kinser, The Wagmore Pet Salon, Troy OH*

Drop coupons at hair salons, dog parks, etc. *Paula Phelps, Petco-Paula Phelps, Kissimmee FL*

My business was built on referrals, so I continue to treat my customers and their owners with respect and provide prompt and loving attention. *Jonie Gillis, Tangled Knot Grooming, Urbana IL*

Offering regular customers \$5 off for everyone they refer to get a groom. *Wendy Jones, Mobile Grooming Angel, Sanford FL*

I offer a \$5.00 off next groom coupon for the customer that sends another client to me and I am putting up a billboard on a main highway. *Kelly Rine, Kelly's Pet Grooming, Berryville AR*

I use local magazine ads to reach new customers and e-mail notifications for existing customers. I also offer monthly specials like: free teeth brushing, short coated breed month, etc. *Oksana Fagenboym, Oksana Elegant Grooming, San Ramon CA*

Reminder Calls at 8 weeks and 16 weeks! *Azuredee Secrest, Ithaca NY*

Coupons, flyers, new signage. *Elizabeth Carroll, Bubbles & Brushes Pet Grooming, Napoleon MI*

We keep in close touch with the local veterinarians; their referrals are invaluable. *Susan Sommer, Paddock Lake Pet Services LLC, Bristol WI*

Most of my new business comes by referral. My phone book ad draws a lot of locals, but they want to know a price first and want an appointment in the next couple days. I am booked out a month or two, so the ones who wait that long are generally referred by vets or other clients. *Becca Curry, Happy Tails, Maricopa AZ*



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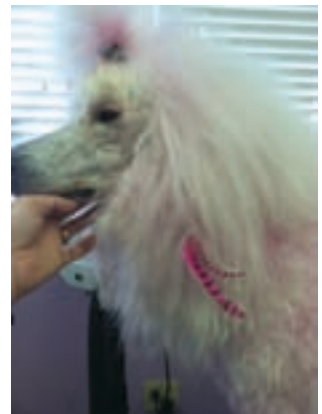
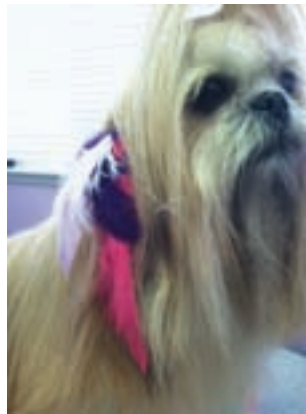
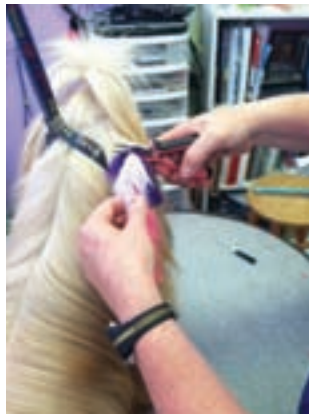
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READER SERVICE CARD #8065

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by Dawn Omboy



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We have talked about creativity without color in the past, and in this issue, I wanted to talk a little about extensions. Extensions are colorful and fun, some can be added in mere minutes, and they may work in states where color on dogs is not permitted. There are several ways to add them into the coat and a variety of choices, from synthetic hair to saved swatches of dog hair and a hot new favorite: feathers.

In the past, some of the methods of adding extensions included sewing them in, which can be very time consuming. But let's face it – if a button pops off a shirt, most of us are just going to get a new shirt, so I don't really see sewing in extensions as an option. Then along came the fusion tool, keratin pellets, and a melting pot. With these items, you could make your own extensions by melting the pellets in the pot and dipping the end in to make extensions that must be applied to the

hair with the fusion tool. This melts the keratin, which is then rolled between your finger and thumb, sealing it onto the small lock of hair.

This year I was introduced to *Puppy Locks Feather Fur Extensions* (Reader Service Card #8035), which uses yet another method of application that is sweeping the country! By using "Crimp Beads," a loop tool, and pliers, you can attach the feathers in seconds, and they will hold for several weeks. I wore them in my hair and washed it every day, and they still looked great. After two weeks, I slid the feathers out and later reused them on my dog! I think these are a great new way to extend your profit, have some fun, and add some color.

Creative Stylist Dawn Omboy owns Klippers in Columbus, Georgia, and has been a Creative Judge and Instructor for the past 10 years. Visit www.creativegrooming.com.



BY TERI DIMARINO

RESPIRATORY PROBLEMS

“If you can’t breathe, nothing else really matters.” This line was from a commercial I saw many years ago and, for the life of me, I can’t remember what was being advertised. But this simple statement really stuck with me as a reminder of how delicate our systems really are and just how much we take them for granted. Anyone who has ever choked on a piece of food or liquid or, worse yet, experienced an acute asthma or emphysema attack will confirm this.

The average healthy adult takes at least twelve breaths a minute. This comes out to about 18,000 life giving breaths a day. Right about now you may be thinking; Just how much dog hair do I breathe in each day? While that is a good, albeit obvious, question, let’s first take a look at what breathing actually does. Please keep in mind that I am a pet stylist, not a doctor, and while I may oversimplify some things in my writings, your health care professionals should always be your first line of information. I will try to touch on some of the major concerns within our industry, but I would never attempt tackling many of the issues, as these should be addressed only by experts. It is my goal to have you walk away from this article with a bit more knowledge and a desire to improve your breathing environment.

Simply stated, the human respiratory system is an oxygen delivery system, supplying this necessary element to the entire body. We accomplish this through breathing. When we breathe, we inhale oxygen and exhale carbon dioxide, the waste product of respiration. This exchange of gases literally brings in the “good” and gets rid of the “used” gasses in our system, keeping everything working nicely as a lack of oxygen in the body results, simply stated, in death!

Our respiratory system includes the mouth, nose, trachea, lungs, and diaphragm. The air surrounding us is a mixture of gasses, 78% nitrogen and 21% oxygen with traces of water vapor, carbon dioxide, argon, and various other components. Unfortunately, the air we breathe can be laced with varying degrees of pollution, depending on where you live.

As we breathe, this air mixture enters our respiratory system through the mouth and the nose. It then passes through the larynx (or voice box) and the trachea, which is a tube that enters

Continued on page 32



the chest cavity. In the chest cavity, the trachea splits into two smaller tubes, or bronchi. Each bronchus then divides again forming the bronchial tubes. The bronchial tubes lead directly into the lungs where they divide into many smaller tubes which connect to tiny sacs, or alveoli, which are surrounded by capillaries. The average adult's lungs contain about 600 million of

these spongy, air filled, sacs. The inhaled oxygen passes deep in the lungs, into the alveoli and then diffuses through the capillaries and is taken into the arterial blood, where it supplies the cells of the body with life sustaining oxygen. At the same time, the waste gas, or carbon dioxide, is released from the veins back into the alveoli. The carbon dioxide then leaves the lungs when you

exhale, using the reverse route the oxygen used to enter.

The diaphragm is a sheet of muscles that lie across the bottom of the chest cavity and is the pumping force behind the system. As the diaphragm contracts and relaxes, breathing takes place. Sounds simple enough, doesn't it? But what happens to this intricate system when we inhale a snoot full of dog hair while drying that blown-coat Malamute?

First of all, it's pretty safe to assume that these big wads of pet hair will probably never reach deep into your lungs. In fact, they may get as far as the trachea and start a good coughing jag, helping to expel any fur ball that might have made its way into your mouth or nose. The healthy human respiratory system does a pretty good job of filtering out any large particles before they reach the lungs. If they didn't work well we would all have accumulations of particulate matter, like dust (or worse) and fluid, making us very susceptible to respiratory infections and diseases.

If you do happen to breathe in deeply with your face in a pile of hair, and some of it manages to reach the lungs, it would not be stuck there for long. In healthy lungs, small "sweepers" called cilia line the trachea and bronchial tubes, keeping the natural mucus moisture layer moving upward and out of the lungs, along with any large pieces of dust or dog hair that may have entered. This defense system prevents your lungs from getting clogged. These foreign objects would be worked out of the trachea into the back of your throat, to be discharged by coughing, sneezing or swallowing. Yuck!

So the only way pet hair can harm you is if you are allergic to it, right? Not really, as that pet hair may have some pretty scary things hitchhiking along on it, like

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- *Moldspores*
- *Bacteria*
- *Tobacco Smoke*
- *Formaldehyde*
- *Methylene Chloride*
- *Hydrogen Cyanide*
- *Ammonia*
- *Particles*
- *Hydrocarbons*
- *Carbon Tetrachloride*
- *Benzene*
- *Ozone Bioaerosols*

microscopic pathogens, bacteria and viruses. What about the particulate matter floating around the average salon? Things like: dander, dust from grinding nails, fumes from cleaners, colognes and shampoos? I think it's obvious that if you can smell it, something's going up your nose. (Please note that I am not discussing allergies or allergic reactions in this article, as those are very individual.)

The human lungs can effectively filter out, or block, particulate matter larger than 5 microns. How big is a micron? A micron, or micrometer, often represented by the symbol "µm", is 1/1000 of a millimeter or 0.001mm. That translates to 1/25,400 of an inch. A single strand of hair usually has a diameter of 20 to 180 microns and red blood cells are about 8 microns in diameter. Pretty small stuff! Our nasal passages effectively filter particles 10 microns or larger. The trachea and bronchi filter particles 5 to 10 microns. "Fine particles" are those particles less than, or equal to, 2.5 microns in diameter. The American Lung Association believes that these

fine particles represent the most serious threat to our health because of their ability to penetrate deep into our lungs where that important oxygen/carbon dioxide exchange takes place. Common sources of the particulate matter include car exhaust, soil dust and soot, aka air pollution.

When foreign matter enters the body, it is treated as an invader and our natural body defenses launch into action as coughing and sneezing. If some of the small particles manage to reach the alveoli, or deep lungs, the healthy body manages to destroy and absorb or reject many of the inert particles.

But if there is a regular barrage of particulate matter entering the lungs, the body cannot keep up with the constant defense and the lungs may begin to show damage from the steady ambush. Usually, in time, the lungs recover when the person removes themselves from the area with the offending particles, but continuous onslaughts may permanently reduce lung function.

So what happens when these oxygen pathways become compromised or non-functional? You have lung disease! Some of the more common are COPD (Chronic Obstructive Pulmonary Disease), also known as emphysema, chronic bronchitis or asthma; to name a few. These conditions are a result of damage to the lungs caused by particulate matter clogging, and causing damage, to the deep areas of the lungs. I do not have sufficient space in this column to address the results of particulate matter that contain toxins or toxic fumes that enter through our respiratory systems and are transported through our bodies via the bloodstream. Anybody who has ever sniffed a bit too much varnish, paint or strong solvents

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Continued on next page

can attest to how sick you can get.

So, what happens in the grooming salon? Unfortunately many common indoor air pollutants such as dusts, viruses, bacteria, vapors, and other aerosols are less than 2.5 microns. As I mentioned these fine particles tend to be the most damaging to the lungs but, in the salon they may have a more toxic composition due to the nature of our business. Insecticides, sprays and cleaners, as well as dirty dogs with skin conditions and infections, are all common in our businesses. Then we keep these pathogens moving through the air with our high velocity dryers.

Back in 1997, Marlene Romani, owner of *MDC Romani Clipper Vac Company* and the *Pennsylvania School of Dog Grooming (Reader Service Card #8036)* was contacted, along with several other salons, to participate in a study of occupational issues posed in the common pet grooming salon. This study was conducted by the Division of Respiratory Disease Studies of the National Institute for Occupational Safety and Health in Virginia. These people do the studies for OSHA. Marlene has generously shared the results of this study with me. Due to the nature of complaints of lung disease from various groomers, the primary interest was on breathable dust, but there were some surprises. While they initially focused on animal hair, dander and related dust, the exposures they measured could be compared with other industries.

Seven salons, and their employees, were set up with equipment to measure air quality. The salons varied in size, ventilation, number of employees and equipment. The stylists in the study each groomed six to nine dogs per day. Two salons were using the *Clipper Vac* system and two of the shops had smokers. The two highest levels of pollutants were collected in the salons with the least square footage; something

mobile groomers should pay attention to. The two lowest levels came from the salons using the *Clipper Vac* systems. The third lowest level came from a salon working with windows open and no other source of ventilation. Ironically, there was no difference in readings when the bathing/drying area was separated from the trimming area.

One very interesting observation was made. They found particulate matter with a diameter of 1 micron or less. This was surprising, as particulate matter of this size is usually the result of combustion or burning, like automobile exhaust, not by trimming or clipping. One explanation was that it was cigarette smoke, but it was observed in all the salons, not just the ones with smokers. Additionally, tobacco particulate matter leaves brown stains. This was black. The likely source of this was from the carbon brushes found in the dryers that were being used. These carbon particles were the same size as cigarette smoke and able to penetrate into the deep portions of the lungs.

Wow! What a shocker that one was! Carbon brushes help conduct electrical current between stationary wires and moving parts, most commonly in a rotating shaft motor like the ones used in many of the high velocity dryers we use every day in our salons. They wear out and need to be replaced regularly. I have had dryers "blow a brush" (unfortunately on a white dog) leaving a grey, greasy residue on the coat. You may see a sample of this carbon residue if you take your finger and run it along the inside of your dryer hose. While there are "brushless" dryers available, most in use have carbon brushes and these dryers must be maintained on a regular basis. The average groomer tends to be a bit "lax" in this area; usually waiting for it to conk out before breaking out the reserve dryer and sending off the

Continued on page 36

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READER SERVICE CARD #8070

broken one. Well, now we see that this is not the smart thing to do! These dryers that are so important to our businesses, if left unmaintained, are depositing particulate matter into the air similar to having a smoker in the salon. Yuck!

Regarding the study Marlene Romani, developer of the *Clipper Vac* system, stated "...after years as a dog groomer I created the *Clipper Vac* with the desire to improve the air quality in the grooming salon. This study was an important step not only identifying the risks involved with dog grooming, but the positive effects that help make the air quality and cleanliness of our grooming salons a top priority."

Pathogens are a blanket term for the "germs" or bacteria found in the air we breathe, the food we eat and the surfaces we touch. Some are good, such as the pathogens in our digestive system. Some are bad, such as the pathogens that cause Swine Flu. Take a good look at that Cocker that you'll be getting on your table right after you finish this article. He's been in every six weeks (need it or not). Your sense of smell tells you that he is in the salon as the poor dog's ears have never

been healthy. His flews are red and irritated. His skin has dander as well as a greasiness that can't be scrubbed off. You're going to get him on your table, trim (and maybe grind) his nails, maybe clip a bit of hair off him, run a brush through his coat and pop him in the tub for his bath. He has some fleas, so you use a shampoo that will take care of that. After you towel him dry, you may apply a conditioning or silicone based spray that will facilitate brushing. Then you crank up the trusty high velocity and proceed to dry him. Now the whole salon is filled with the unmistakable smell of wet Cocker with crummy ears.

Talk to Diane Taylor, a 25 year veteran groomer. This was an average day for her, as it is for so many of us. Then she began smelling "infected ears" constantly, even when she was home. The smell was following her around 24/7. Visits to specialists came up with nothing. Her health began deteriorating. She eventually suffered from debilitating joint and muscle pain, migraine style headaches, fevers, rashes and sleep disorders. MRI's, CT scans, surgical procedures, EEG's, spinal taps, bone scans, countless medica-

tions and thousands of dollars later only found her getting worse. Doctor after doctor came up with nothing and, finally, after 18 months she was diagnosed with a rare pseudomonas infection of the sinus. This horrific journey took three years out of her life and she is now on the road to recovery, but not without lingering effects. She is sure she contracted the bacteria from one of her clients as pseudomonas is but one of the zoonotic diseases we may be exposed to on a daily basis. A zoonotic disease is one that can be passed from animal to human. Just check out the internet and see how many bacteria, fungus, yeast and molds are on this list. It's frightening!

Diane is back at her business and never grooms without a mask. She also wears gloves when handling pets with questionable skin issues. "If I had only worn a mask when force drying I would not have inhaled this nasty infection." says Diane. "When I think of all the dander, the actual skin with staph, fungus, yeast and even pseudomonas on it that we inhale daily, I want to scream from the roof tops that we are not invincible! This CAN happen to you!" And just think that Diane contracted the pseudomonas in the sinus! This pathogen had not traveled to the deep recesses of the lungs, but remained in and infected the first wall of defense in her respiratory system.

We now know that we inadvertently deposit this debris into the air each time we brush, dry or clip and scissor a dog or cat. What about nail filings? I am an advocate of grinding nails, but take a look at the nail dust that covers our hands and flies around us as we perform this task. It's hard to avoid. But guess what... It's not only nail dust we see. This dust contains dried particles of everything that dog has walked through. Grass, dust, pee, poop

The advertisement is split into two main sections. The left section is for 'MEGAMAZON FOR PETS', showing various pet products and a toucan. The right section is for 'Pet Society NEW PRODUCTS!', featuring 'Hypoallergenic Shampoo' and 'magic color' dyes. The website www.mgbwestcoast.com is mentioned at the bottom.

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READER SERVICE CARD #8071

Continued on next page

A ZONOTIC DISEASE IS ONE THAT CAN BE PASSED FROM ANIMAL TO HUMAN.

and whatever else the dog dragged in. Now, in the grinding process, we have broken it down into a fine dust, or particulate matter, for us to breathe in.

Anybody who has ever had a manicure or pedicure sees the operators in these establishments wearing masks. While we, the customer, are only getting one brief exposure to the dust in these salons, the employees are bombarded with it day in and day out. Masks may seem awkward, but you can get used to wearing them in no time. It is, essentially, a new piece of "equipment" and if you treat it as such, you can get used to it quickly. Masks can filter out much of the particulate matter floating around in the air, but you have to get the right mask and it has to be fitted properly.

Mike Vahley, owner of *Breathe Healthy*, (Reader Service Card #8037) makes washable antimicrobial masks (in many attractive colors and prints, I might add). Mike pointed out the differences in some of the masks commonly available. Barrier masks, such as the kind worn by health care professionals, are simple fabric. While they help keep spit and sneezes from the public they do protect the wearer from large particulate matter. The fit is usually less than ideal and they are designed to be used once and thrown away.

A respirator mask, the conical filtering type, does a much better job in filtering out fine particulate matter, but can be difficult to fit and uncomfortable to wear. They do not work well for anyone with facial hair (sorry guys). If the mask is not fit properly the wearer will be breathing in air from gaps between the mask and their skin, defeating the purpose of the mask. And if it's

not comfortable, it will not be worn. "A properly fitted mask will filter particulate matter down to the 1 micron level." says Mike, "and those nail filings throw a lot of dust into the air."

A mask- alternative is the First Defense Nasal Screen (www.filteryourlife.com). These are small adhesive filter screens that adhere to the outside of the nostrils. While they may take a little getting used to, they are effective in filtering out most particulate matter down to 1 micron. "Lung disease is the #1 work related illness today." says company owner Joseph Moore. "Ninety million people in the United States breathe unhealthy air every day, mostly in industrial settings or large cities." These are external nostril filters and Joe stated that no filter material should ever be inserted into the nostrils, as this can cause ingrown hairs, sores, abscesses or worse.

What can we do? There are a number of things within our control

to improve the air quality in our salons. Here are some suggestions, listed in no particular order of importance as they are ALL important:

- Give your place a first rate clean-up. Clean is cheap! Mopping, wiping down and vacuuming up the invisible dust and dander will be a huge help.
- Maintain your equipment. Change the carbon brushes in your dryers and clippers (that have them) frequently. This is not only good for the salons air quality, but your equipment will thank you for it, as it will extend their life as well as increase the efficiency.
- Clean up your air filtration system. Air conditioner and furnace filters in a grooming salon should be changed or cleaned at least weekly. The use of a HEPA-style filter will increase the amount of particulate matter trapped.

Continued on page 38



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READER SERVICE CARD #8072

- Do what you can to improve the ventilation in your workplace. Open windows and doors can pose some safety issues, so make sure your salon is secure and escape-proof.
- Look into purchasing an air purifying system. These systems may be costly, but some of them help filter and/or sterilize the environment. They also help the particulate matter drop out of the air, taking it out of suspension. Personally, I noticed a marked increase in the amount of dust and dander collected in my air conditioning filters after installing one of these in my salon. This is another piece of equipment that needs regular cleaning and maintenance, but worth it.
- Use a mask! This is a no brainer. Masks may take a bit of getting used to, but they are an excellent first line of defense against the dust, dander, hair and pathogens that float around the average salon. There are also nostril shields that are available and also do a good job of filtering out debris.
- A Clipper Vac system helps remove fine hair and dander while you clip, making your air and salon easier to keep clean.
- Turn away dogs with questionable health issues. Many owners, understandably, like their pet “cleaned up” just prior to a veterinary visit. The vet sees the dog all nice, clean and well maintained, but we know differently. These dogs need to see the vet first.

Last, but certainly NOT least, why do so many groomers smoke? We worry so much about air pollution, toxic fumes and other invisible things floating around in the air that we are exposed to yet, when I go to a seminar, I still see an inordinate amount of groomers “lighting up” and I smell it on them when they come up to ask me questions. (Sorry smokers, a breath mint does NOT cover up the dirty ash tray aura that follows you around.) I am guilty of having partaken in this disgusting habit for many years. I celebrate the day I put them down like a birthday, February 18, 1991. And, I never say that I quit. I just tell people that I don’t do that anymore.

Quitting is tough and the real tough part is that, after over 20 years of not smoking, I still miss it and I know that if I picked up a cigarette today I would be back to smoking three packs a day in a heartbeat. We just discussed the particulate matter that floats around our salons caused by the carbon brushes in our dryers and its similarities to tobacco smoke. Tobacco smoke carries deadly toxins with it and I can’t believe that we are still intentionally putting this into our lungs! Stop smoking and save your life. While you’re at it, take the money you save from not buying cigarettes and treat yourself to a new pair of good quality shears... or a vacation. At \$4-5 a pack, you’ll have the money in no time!

With the realization that this is truly an issue in our industry, we must all do our best in avoiding what has been dubbed “Groomers Lung”. Like any industry where air quality is an issue, we must be pro-active in our own health care. Simple things like masks, equipment maintenance and cleaning, could make all the difference in how long you can groom and how you feel years down the road.

And please, stop smoking.

An industry veteran, Teri has owned and operated successful salons and mobiles in Florida and California. A winning grooming contest competitor, Teri was a member of three GroomTeam USA Gold Medal teams. A multi Cardinal Crystal Award winner, Teri is a popular speaker, judge at seminars and trade shows across the United States, Canada, Europe, South America, Korea and Australia.

Teri has written for all the industry publications calling Barkleigh Productions home in the position of Industry Consultant and author for Groomer To Groomer magazine.

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READER SERVICE CARD #7991

Something Wicked, This Way Comes – “Macbeth” Shakespeare

Are You Feeding FRANKENFISH to Your Dogs?

If you read the last three ads written about Solid Gold dry dog food, then you realize that your dog's life depends upon what you feed them. The articles were: 1) Does GMO Mean God Move Over?, 2) Chicken and the Egg and Salmonella Poisoning, and 3) Sundancer – Our New Dog Food with Curcumin.

Solid Gold has been the leader in natural dog and cat food since 1975. We introduced the Hund-N-Flocken natural dog food with lamb and fish. Hund means dog, Flocken means flakes in German. The FDA said that there was no such thing as a natural dog food. We told them that Hund-N-Flocken had been a top seller in Germany for 20 years. They said, “Oh!”

If you import a dog from Germany, frequently the export papers say that if you don't feed the Solid Gold Hund -N-Flocken, and the Solid Gold Sea Meal powder, they will not guarantee the health of the dog.

About six years ago, Solid Gold introduced a bison and Alaskan wild caught salmon in our “Just a Wee Bit”, for the small dog. For the large and giant breed, we introduced Wolf Cub and Wolf King. The owner of Solid Gold had flown to Alaska to interview the fisherman. Two were chosen. They were the only hook and line fishermen. So, if they caught a small fish, it was thrown back.

Soon, as usual, other dog food companies copied us. But they used big nets. Within four years, the wild Alaskan salmon was fished out. Only FARMED salmon was available. Farmed salmon is fed GMO corn. The corn is sterile and cannot reproduce. The salmon are sterile and cannot reproduce. Guess what happens to the people and dogs that are fed this salmon? Solid Gold no longer uses salmon. They are concerned that the GMO salmon may cause cancer. GMO means Genetically Modified Organism.

Our Holistique Blendz dog food was introduced in 1985. Holistic does not mean natural or organic. It is fish-based and low 18% protein especially for the older dog to spare the liver and the kidneys. It is also for white dogs that are light-sensitive (photo aging). At a recent dog show, a dog food vendor was next to the Solid Gold booth. The salesman told us that his company also now had holistic dog food. We asked him what holistic meant. He said they put apples in it. Oh well!

In April, 2011 the news said that in New Jersey, it is unlawful for people to plant tomato seeds. You now have to buy GMO tomato plants from the same company that developed GMO soybean and corn. The chemical company said they are doing this to protect the public. Seems that bugs will get on the tomato plants. For 20 years, I just washed off the bugs from my father's tomato plants.

These GMO plants were found to cause two harmful strains of bacteria that damage the intestinal tract and cause leaky gut syndrome. Dogs were developing leaky gut syndrome and infected anal glands.

We use non-GMO tomatoes in our dog food. They are high in lycopene which is good for the heart and circulation. Any fruit or vegetable that is red supports the circulatory system, hormone system and thyroid system. In the recent radiation Japanese disaster, the red sea algae was rushed to Japan to build up the immune and hormone systems. Our Sea Meal contains 19 types of seaweed, including red sea algae. Always use our Sea Meal powder with our dog food. It keeps the dogs from chewing at the root of the tail and licking their feet.

Our new Solid Gold dog food is Sundancer, which contains curcumin. To find out how curcumin works with cancer, see <http://www.umm.edu/altmed/articles/turmeric-000277.htm>

In 1958 the US Congress wanted to fund a study for the use of curcumin and cancer. The big pharmaceutical companies objected and said it would interfere with revenues from their cancer drugs.

The New World Order says that if you control the food production, you can control the people (and dogs). Read dog food labels, don't feed Frankenfish and other GMO products to your dogs and cats. You can depend upon Solid Gold to produce the finest and healthiest pet foods.



Solid Gold Holistic Animal Nutrition Center
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www.solidgoldhealth.com

READER SERVICE CARD #8074



GROOMING SALON STYLES

SHIH-TZU

PUPPY CUT



By Cheryl A Purcell NCMG

Cheryl Purcell is a Nationally Certified Master Groomer. She started her grooming career in 1991 when she opened a salon with her mother, Pooch Paws in Hanover, MA. She now operates that same salon with her husband, Ron and daughter, Krystal. A GroomTeam USA Member from 2002 to 2007 and five time Cardinal Crystal nominee, Cheryl also helped develop a state of the art pet grooming certificate program in conjunction with a local community college.



Okay, so here's the scenario: a client comes through the door. You greet them and ask what they would like you to do for their pet today. You get your standard, "Oh, just a puppy cut." Well, what is a puppy cut really? I was always taught that a puppy cut is any trim that is the same length all over. Whether it is a 7 blade or an E comb all over, it's a puppy cut. As groomers, we have to be able to interpret what it is that our clients are really asking for. It's a little like being Allison on *Medium*. You touch the dog, and you just know what the trim is going to look like and that client will love it. If it were only that easy. It has taken me many years of trial and error to come up with consistent trims in my salon that anyone working in the shop can do and that will always look the same. That's not to say that each person doesn't add their own flare to each trim, but the basics are always the same.

In this issue, we will discuss how to put a Shih-Tzu into a puppy cut.

First, bathe your dog before you attempt any trimming. Not only are clean dogs easier to work with, but they are also much more enjoyable to work on as a pet stylist. Plus, you will save tons on your sharpening fees.

The number one thing to remember in order to pick up speed is always to groom each pet the same way every time. This will create a consistency in your performance and leave less room for error. I always start with the right rear leg and work my way around the dog counter-clockwise. You do whatever works best for you, but make sure to be consistent about it.

I once read somewhere that you have to perform a new task ten times before it becomes a habit. Just keep that in mind while you're trying to learn new techniques.

Let's get started:

After shampooing and conditioning with your favorite product, use a high-velocity blower like the *Romani Grand Daddy (Reader Service Card #8030)* to remove excess water, then cage dry to about 90%. If your dog does dry completely, you can take some water and conditioner to mist the coat to help straighten it out. I like to use 1 ounce of *IV San Bernard's Atami H270 2 Phase Equalizer (Reader Service Card #8031)* spray with 16 ounces of water in a spray bottle. Move the dog to the table and use the high-velocity blower to blow through the entire coat, making sure it is completely dry. Use a warm air dryer like the *Oster (Reader Service Card #8032)* stand dryer to brush and fluff up the coat.

Continued on page 42

Q:

“Where can pet owners find answers to their questions?”

“How can I educate my customers about pet safety?”

“Where can I find everything my clients and dog-owning friends need to know about the health and happiness of their pets?”

A:

“How can I teach my clients how to care for their pets between groomings?”



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READER SERVICE CARD #8075

FEET



Step 1. Trim nails, pads, and feet all at the same time so you only have to lift each leg once. This will lessen the stress on the dog, and you will feel like you're handling the animal less because you will be.



Step 2. Brush out the legs and the body as you move around the dog. To trim feet quickly and evenly, brush all the hair to one side and trim off what is hanging below the pad line.

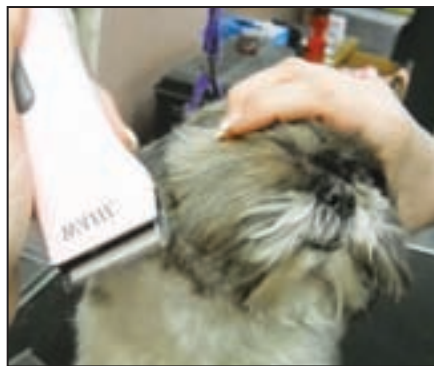


Step 3. Put the foot on the table and trim off the edges to make a smooth finish.

After you complete all four feet, move on to the sanitary areas using a 10 blade.

Next, we are going to trim the head. Again, I know that this will seem foreign to some of you, but I've always found it easier to finish working on the body of a pet rather than the head, especially if a client should arrive for pick-up before I'm finished. Also, please note that I used a *Hanvey Taxi Vac* system (*Reader Service Card #8033*) when trimming this dog. If you don't have a Vac system, change the length of the clipper combs from a C comb to an A comb.

HEAD



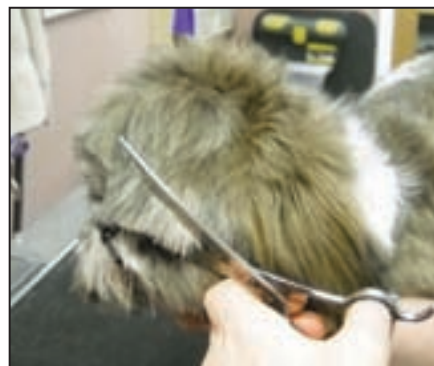
Step 1. Clean out the hair in the corners of the eye by the nose. On this breed, eyes tend to be very runny and will often have lots of staining. You need to be especially careful of the eye itself, as it is bulging eye. I like to pull the eyelids closed while trimming here so as not to nick the eye. Sometimes I will have another groomer close both eyes at the same time while I trim them.



Step 2. Take a 15 or a 30 blade and trim the hair that is just in front of the nose. This is sometimes called blocking. You trim from the outside corner of each nostril.



Step 3. Brush all of the hair forward toward the eyes, and trim off the hair hanging over the eyes.



Step 4. Trim the hair from the corner of the eye into the cheek.

Step 5. Use a *Wahl C* comb over a 30 blade (*Reader Service Card #8034*), and trim from the back to the front in 3 strokes (1 in the middle and 1 on each side of the first stroke, making sure to overlap each stroke, and just touching the outside of the ear).



Step 6. Using the C comb again, trim under the chin.

Continued on page 44

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#594	100 Boarding Run-Kards	\$10.50
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Kennel Sales Slip (#KSS)

#627	100 Kennel Sales Slips	\$18.50
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#629	1000 Kennel Sales Slips	\$117.50
#630	5000 Kennel Sales Slips	\$450.00

READER SERVICE CARD #8076



Step 7. Flip the ear back and comb the hair on the jaw line down. Trim off the strays, and do the same on the opposite side.



Step 8. Comb the hair under the chin back toward the neck and trim the strays.



Step 9. Comb the hair on the top lip forward past the nose, and trim off any hair that hangs over the nose line.

Step 10. Trim the ears to the client's request. I like to see them just below the jaw line, that way when they perk them up, they're right at the jaw line.

When you clipper the body, you

can use any blade from a 0 to an E comb, depending on the area you live in, the time of year, and most of all what your client's wishes are.

Remember again that I use a clipper vac system. If you don't have one, just go down a size on the snap-on comb you're using (e.g. use a *Wahl A* comb instead of a *Wahl C* comb).

BODY



Step 1. Using a *Wahl A* comb over a 9 blade, start behind the ears and clipper the entire body of the dog, going with the grain of the coat. Hold the tail out of the way and trim the inside of the back legs.



Step 2. Trim down the back legs, going toward the toes, then reverse direction and trim up the legs to the thigh. Because of the way hair grows, it is always longer on the legs than the body. By reversing the comb and skimming up the legs, you will have less scissor work to do at the end, if any.



Step 3. Trim off the shoulder, down the chest, and into the front legs using the same method as you did on the rear. Trim the entire leg down toward the toes, then reverse and go up the leg into the chest. I find that if I only do this on the front and not the back of the legs, I like the way it looks best. See what works best for you.



Step 4. Hold the tail over the back, brush out the hair on both sides, and trim off the excess.

That's it! You're finished! Now you have the basis for almost any puppy trim you'd like to do. This is my personal favorite length: cute and fluffy, yet easy for the client to maintain at home.

To modify this to a different length, just use the size on the head, which is two sizes bigger than the body (e.g. 4 body, 0 comb head; 7 body, 2 comb head; etc.).

Pet Pro Cruise Sails in January

An exciting itinerary is planned for the Barkleigh Pet Pro Cruise sailing January 7-14, 2012. Leaving Miami, the Carnival Liberty will sail to St. Thomas; San Juan, Puerto Rico and Grand Turk Island. Staterooms start at \$685 per person, double occupancy, for the week long event which includes seminars by one of the grooming industry's top speakers, Kathy Rose.

"Pet professionals get special treatment on the Pet Pro cruise. It's a great time to relax, rejuvenate and talk with your peers while dining and taking specially planned tours with the Barkleigh tour guide," says Sally Liddick, Barkleigh CEO. "Seminars are intimate events planned on days that the cruise ship is at sea."

All the ship amenities, entertainment and dining are included. Seminars, a Bon Voyage party and more are included in the stateroom fee. Tours are additional.

Kathy Rose is a multiple best in show and best all-around groomer with four gold medals from *Interroom*. She has received the Crystal Award for Outstanding Service to the Pet Industry and is a Team Director of IJA. She owns and operates *Pets of Perfection* in Boynton Beach, Florida. A photo of her salon was featured on the cover of *Groomer to Groomer* and she was the emcee of TLC's *Extreme Poodles* which featured Barkleigh Creative Styling at *Groom & Kennel Expo*.

For more information go to www.Barkleighevents.com or request information at info@Barkleigh.com or 717-691-3388. To talk to the Barkleigh tour director call Lucy Wheeler at 321-368-6622 or e-mail cruisinglady@ymail.com

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Gearing up to be a Spectacular Event!

The world's largest grooming show, Groom Expo, is quickly approaching! The fabulous Hershey Lodge and Convention Center in Hershey, Pennsylvania, will welcome thousands of pet professionals for this outstanding trade show event September 8-11!

Last year, the huge three-day event welcomed nearly 4,500 pet professionals and offered almost 183 exhibitor booths, grooming contests, and dozens of educational seminars on grooming, animal behavior, boarding, mobile grooming, retail, naturals, training, and pet daycare. Groom Expo 2011 will offer all that, and new this year, we will have Holistic Health seminars and, for the first time in Groom Expo history, Jay Scruggs and Sue Zecco will be speaking together!

The following are just some of the educational seminars being offered: *Doggie Daycare: Keys to Success* by Christopher Murphy; *Brusher Bather Certificate Program* by Teri DiMarino; *Mobile Grooming Success Seminar* by Jodi Murphy; *Cat Grooming... Is it Worth it?* by Chris Pawlosky; *From Grooming Salon to Pet Spa* by Karla Addington-Smith; *Boarding and Grooming the Geriatric Pet* by Carol Boerio Croft; *Styles for Today's Feline* by Kimberly Raisanen; *Secrets to Corrective Grooming* by Donna Owens; *Creative Styling... from Top to Bottom* by Angela Kumpe; *Puppy Playground-The Next Step in Evolution* by Gary Bessette; *The \$32,500 Grooming! The American Cocker* by Irina Pinkusevich; *Big and Beautiful - The Standard Poodle* by Jay Scruggs and Sue Zecco; *Natural Solutions for a Stressed Pet* by Dr. Linda Stern.

Groom Expo will present Live

Grooming Demonstrations by award winning GroomOlympians: Irina Pinkusevich, Olga Zabelinskaya, Michell Evans, Kendra Otto, Cheryl Purcell, Jennifer Lee, and Julie Pantages. On Thursday, a day-long Animal Behavior Conference will be presented by Chris Shaughness.

Groom Expo 2011 will be home to exciting grooming competitions with generous cash awards! The *PetSmart* GroomOlympics and the following breed class competitions will be held: Poodle, Salon/Free-style, Sporting/Terriers and More, All Other Purebreds, and Creative. *TropiClean*, *Lambert Kay*, *Andis*, *Conair Pro Pet* and *Electric Cleaner Company* are sponsoring the competitions.

The whole weekend will be packed with extra events for fun and the opportunity to meet and mingle with fellow pet professionals. On Friday night, an Island Cruise Party will be held to welcome attendees and provide a chance to unwind and have some fun!

Special package plans ranging from V.I.P (all four days admission to most sessions, all meals, and spectator admission to all grooming contests) to Weekend packages for Friday and Saturday or Saturday and Sunday. Of course, seminars and admission to contests can also be purchased individually.

You won't want to miss all the great items up for bidding at the *Gifts of Love* Silent Auction. Thousands of unique and practical pet-themed gifts will be featured daily from Friday through Sunday.

The Mobile Round-up is an opportunity to stroll through Mobile

GROOM EXPO 2011

Grooming Vans. You can even bring your own to show off and receive a free Basic admission.

A *Puppy Playground* is available to view the activity of demo and contest dogs and witness some new socializing techniques learned at training and behavior seminars.

Mark your calendars now for this event! For a program book, contact Barkleigh Productions at (717) 691-3388 or go to www.groomexpo.com.

For video footage of last year's show, go to www.BarkleighTV.com.

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NEW PRODUCT NEWS

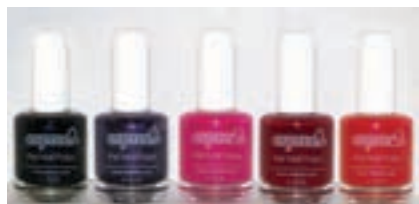
Scentament Spa Collection



Best Shot Pet Products Intl. has introduced three gift bag sets featuring the new *Scentament Spa Collection*. *Scentament Spa* is marketed for “you and your pet” and offers several herbal shampoos, conditioners, and body splash sprays that are pet and people friendly. There are

three spa kits available. The *Caressing Body Wash and Conditioner* kit features a Fresh Apple & Lily essence modeled after VS’s *PINK*. The *Puppy Wash and Conditioner* kit features a Mandarin Jasmine & Honey essence and there is an Oatmeal Body Wash and Conditioner kit featuring an aromatic Lemon Vanilla Jojoba blend. Each set includes a matching Botanical Body Splash spray that not only refreshes and deodorizes, but detangles too. For more information, request Reader Service Card #8027.

Professional Nail Polish



Espree Animal Products offers a fast drying, smooth coverage nail polish for pets. The polish adds pizzazz and fun to any professional

Continued on page 51

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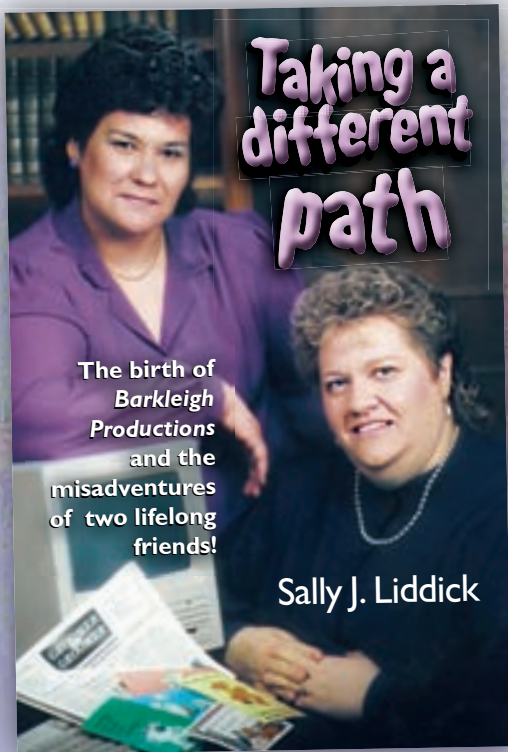
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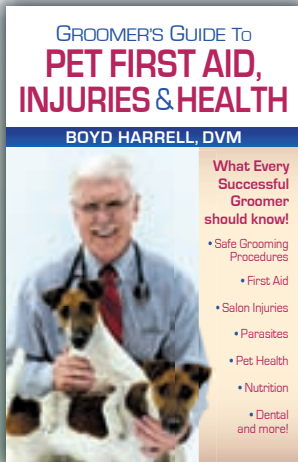
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This publication features over 200 pages of Groomer to Groomer columnist, Bonnie Wonder's, humorous tales of everyday grooming. Through Bonnie's eyes and words, you will be able to relate and chuckle about some of your own crazy clients. Laughter is the best medicine; a little dose of Bonnie will help you to see the humor in your every day grooming life.

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This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; plus other grooming authorities. Original grooming cartoons! 128 pages full of illustrations and photos.

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DOG GROOMING QUICK TIPS By Laureen Osborne, CMG

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For more information, request Reader Service Card #8024.

Continued on page 52

PROVERBIAL WISDOM
 A cheerful heart does good like medicine, but a broken spirit makes one sick.
 Proverbs 17:22 The Living Bible

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#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

8 1/2 x 11 framed counter sign \$15.95 each

READER SERVICE CARD #8082

GroomertoGroomer.com

ABAB's No-Frip Apron and Fitted Towel



ABAB Enterprises, formerly known as A Bow and Beyond, has added to their bow and bandana lines to include products for bathers. First, is the No-Drip Apron that

has an absorbent, removable bottom that catches water runoff and prevents pants from becoming wet. Also new, is a fitted towel that stretches over the top of your grooming table and protects it from water while you are using a high velocity or forced air dryer. Fitted towels are available in different sizes as well as in custom sizes. For more information, request Reader Service Card #8026.

Wag'n Tails offers Catty Shack Vac

Wag'n Tails Mobile Conversions has added the Catty Shack Vac option to its popular Pet Stylist Elite and Endurance Sprinter grooming vans. This version of the Catty Shack Vac has been specifically designed for Wag'n Tails mobile grooming vehicles. The Catty Shack Vac was invented by Danelle and Michael German to provide cat groomers with a containment drying system that eliminates the loose hair when drying, detangling and de-shedding a cat. The system can also be used for smaller dogs. Danelle German is the founder and president of the National Cat Groomers Institute of America, Inc. For more information, request Reader Service Card #8028.

Essential Journeys Hand-Crafted Dog Soaps

Essential Journeys offers



delicious-smelling, luxurious soaps hand-crafted in the mountains of North Carolina, this line of soaps are made with natural ingredients like vitamin E and glycerin. Tested on humans first, this soap is especially for dogs with sensitive skin. Essential Journeys Dog Soap comes in two delectable scents, Unleashed, in honor of all the playful pups in our lives. And, Lavender Dog Bone, Essential Journeys' most popular Dog Soap. Essential Journeys' does not use any harsh chemicals in their soaps, like mineral oil or petroleum. For more information, request Reader Service Card #8029.

GIVE YOUR CLIENTS THE ANSWERS THEY WANT TO EVERYDAY QUESTIONS!



PET CARE SERIES BROCHURES

- #PS-2 Learning To Brush Your Pet – Teaches proper brushing techniques to clients
- #PS-3 When Your Pet Needs a Smoothie – What clients can expect once severe matting is removed
- #PS-4 Puppy's First Visit – Helps clients prepare a pet for their first groom
- #PS-5 The Ferocious Flea – Teaches clients flea prevention
- #PS-6 Keep Your Pet Salon Fresh – Instructions on grooming upkeep at home

20 Pet Care pamphlets	\$9.95
50 Pet Care pamphlets	\$18.50
100 Pet Care pamphlets	\$29.95
500 Pet Care pamphlets	\$99
1000 Pet Care pamphlets	\$180

Order Online at www.barkleigh.com or call (717) 691-3388

W1388

READER SERVICE CARD #8083

PET APPOINTMENT KARDS



Bathtub Appt. Kard

#1936	100 Apt. Kards	\$7.95
#1937	500 Apt. Kards	\$29.95
#1938	1000 Apt. Kards	\$43.95



Squares Appt. Kard

#1939	100 Apt. Kards	\$7.95
#1940	500 Apt. Kards	\$29.95
#1941	1000 Apt. Kards	\$43.95



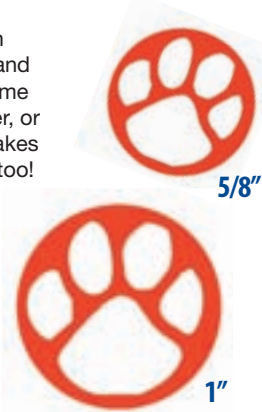
Brown Appt. Kard

#652	100 Pet Apt. Kards	\$6.95
#653	500 Pet Apt. Kards	\$26.95
#654	1000 Pet Apt. Kards	\$39.95

**These adorable dogs are printed on quality 2"x 3-1/2" card stock.
Great for grooming salons, kennels and veterinarians.
Buy only the quantity you need!**

CALENDAR PAWS

Red and white sticky-back label with space to jot next appointment date and time. Your client can affix it to his home calendar as an appointment reminder, or just as a general reminder to call. Makes an excellent eye catching price tag, too! Two great sizes.



5/8" Small Calendar Paws

#601	100 Calendar Paws - Small	\$7.95
#602	1000 Calendar Paws - Small	\$55.00

1" Large Calendar Paws

#599	100 Calendar Paws - Large	\$8.95
#600	1000 Calendar Paws - Large	\$59.95

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 - Klient Kards
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 - Sympathy Cards
 - Klip Kards
 - Kenn-L-Kard
 - Kennel Run Card
 - GroomOgrams
 - Kennel Sales Slip
- Grooming Sales Slip
 - Happy Camper Card
 - Pet Report Cards
 - Pet Release Forms
 - Little Angel Award
 - Pet Care Series Magazine
 - Groomer to Groomer Magazine
 - Dental Kards
 - ... and More!



Only One Sampler Per Business!

#677	1 Super Sampler Pack	\$9.95
------	----------------------	--------

PET REPORT CARD



Like a teacher, now you can grade each pet from an A+ to an F. Did you ever forget to convey important information to your client? A time-saving checklist of common recommendations is included, with space for your personal comments. Plus, it doubles as a reminder or appointment card. Great promotional tool, too — your clients will tell their friends about your "caring" pet report card.

Pet Report Cards (#PRC)

#657	20 - Pet Report Cards	\$6.95
#658	50 - Pet Report Cards	\$13.95
#659	100 - Pet Report Cards	\$25.95
#660	500 - Pet Report Cards	\$99.00
#661	1000 - Pet Report Cards	\$159.95

My Groomer Sez...

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for: _____

Other: _____

Groomer's Remarks

MY PET'S REPORT CARD

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

F I was a little Devil...
But My Groomer Still Loves Me.

I should be groomed in _____ weeks.

My next grooming appointment is:
_____ at _____

Indicate Pink, Blue or Tan!

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www.groomandkennelexpo.com

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C1929

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C1943

PET RELEASE FORMS

These cartoon pet release forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

Each pad is a different color. Mix or match. Pad of 50 forms General Pet #PR-1 (for most clients), Fuzzy Pet #FP-1 (for matted dogs), and Senior Pet #SP-1 (for the older pet).



#614	1 Pad – Pet Release Forms – Select One Style	\$7.95
#615	3 Pads – Pet Release Forms – Mix and Match	\$22.95
#616	5 Pads – Pet Release Forms – Mix and Match	\$35.00
#617	10 Pads – Pet Release Forms – Mix and Match	\$69.00
#618	25 Pad – Pet Release Forms – Mix and Match	\$149.00

TOP 10 POSTER

Great Poster for Your Salon!

Do you get tired of hearing the same old comments from your clients?

This cute framed 24" x 36" poster will stop all those nasty remarks and replace it with a chuckle from your clients. Why not couple this poster with the Tip Sign and turn "lemons into lemonade!"



#6060	24x36 Poster/ Unframed	\$39.95
#6043	Poster/Frame	\$59
#6044	Poster & Tip Sign Special (Reg. \$74)	\$69
#6058	11x17 Poster	\$29.95
#6059	8½x11 Sign	\$19.95

PET CARE SERIES BROCHURES

Learning to Brush Your Pet

When Your Pet Needs a Smoothie

Puppy's First Visit to the Grooming Salon

"Learning to Brush Your Pet"... is an attractive pamphlet that will help your clients learn how to brush correctly. Don't take valuable time to answer these everyday questions. This pamphlet covers the topic in more detail than you could... ensuring success in brushing. Great promotional tool, too! Rubber stamp your shop name in the space provided and leave them at vets, shelters, and pet shops.

When a pet's hair becomes severely matted, there is simply no way to remove it except to give the pet a very short haircut, often referred to as a 'smoothie.'

"When Your Pet Needs a Smoothie," is a new addition to the Pet Care Series. Owners are advised what to expect once the matting is removed, and what equipment and products will be recommended.

THE FEROCIOUS FLEA

Keep Your Pet Salon Fresh

Written by Professional Groomers for Your Clients!

Puppy's First Visit to the Grooming Salon will help your client prepare their pup for grooming. Beneficial before and after the first groom.

The Ferocious Flea helps your clients learn how to protect their pet from fleas! Helps sell retail products too!

Keep Your Pet Salon Fresh helps your clients learn how to keep up on their pets hygiene between visits!

Brushing (#PS-2)

#631	20 Brushing	\$9.95
#632	50 Brushing	\$18.50
#633	100 Brushing	\$29.95
#634	500 Brushing	\$99.00
#635	1000 Brushing	\$180.00

Smoothie (#PS-3)

#1844	20 Smoothie	\$9.95
#1842	50 Smoothie	\$18.50
#1843	100 Smoothie	\$29.95
#1845	500 Smoothie	\$99.00
#1846	1000 Smoothie	\$180.00

Puppy's First Grooming (#PS-4) Flea (#PS-5)

#1853	20 Puppy's First	\$9.95
#1852	50 Puppy's First	\$18.50
#1854	100 Puppy's First	\$29.95
#1855	500 Puppy's First	\$99.00
#1856	1000 Puppy's First	\$180.00

#6013	20 Flea	\$9.95
#6014	50 Flea	\$18.50
#6015	100 Flea	\$29.95
#6016	500 Flea	\$99.00
#6017	1000 Flea	\$180.00

Salon Fresh (#PS-6)

#6124	20 Salon Fresh	\$9.95
#6122	50 Salon Fresh	\$18.50
#6123	100 Salon Fresh	\$29.95
#6125	500 Salon Fresh	\$99.00
#6126	1000 Salon Fresh	\$180.00

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"YOU NOW HAVE A BETTER CHOICE" We are also groomers. Website has free videos and articles on blade and clipper care. Steel Blades \$4.00, Ceramic \$5.00, Regular shears \$4.00. Trimmer blades (5-n-1, Speedfeed) \$6.00, Clipper maintenance (free labor + parts). Mail-in service has 48 hour turnaround, on-site serves the gulf coast. Website has all information. All blades, all shears, clipper repair. Est. 1995. Northern Tails Sharpening inc, Mobile AL & New Orleans LA Call 251-232-5353 www.northerntails.com.

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The Tool Saver for Pet Groomers: Stop the damage every time you drop. Never smash up your expensive equipment again! www.thetoolsaver.com (267) 614-9185

Business Opportunity

Earn \$100.00 per hour. Easily learn to sharpen expensive dog grooming scissors and clippers. As soon as tomorrow you're making money. Training and equipment. (408) 439-9161.

DOG SHOW RV 2004 Four Winds Windsport – 36' beautiful, roomy and ready for show circuit. Lots of room for crates, built-in grooming table, 44 x 34" jumbo shower with removable dog bathing tub, Braun hydraulic lift for crates. Sleeps five. Queen, single and sofa bed. New mattresses. Two Sony TVs, antenna, satellite, DVD player, new tires, microwave / convection oven, large fridge, Workhorse Chassis, \$4000 exhaust system to improve gas mileage and performance. Onan generator 5500, 2 awnings, linoleum floor for easy cleaning, basement storage for grooming and dog show supplies. 27,000 miles. Handicap accessible as well. \$79,000. 717-620-9922 or sally@barkleigh.com

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Kennelwood Pet Resorts, 36 Year Industry Leader in St. Louis, MO. 6 months experience required, 7 locations, State-of-the-Art Equipment, Health insurance, vacation /holiday pay, etc. Apply online at www.kennelwood.com or e-mail dprice@kennelwood.com.

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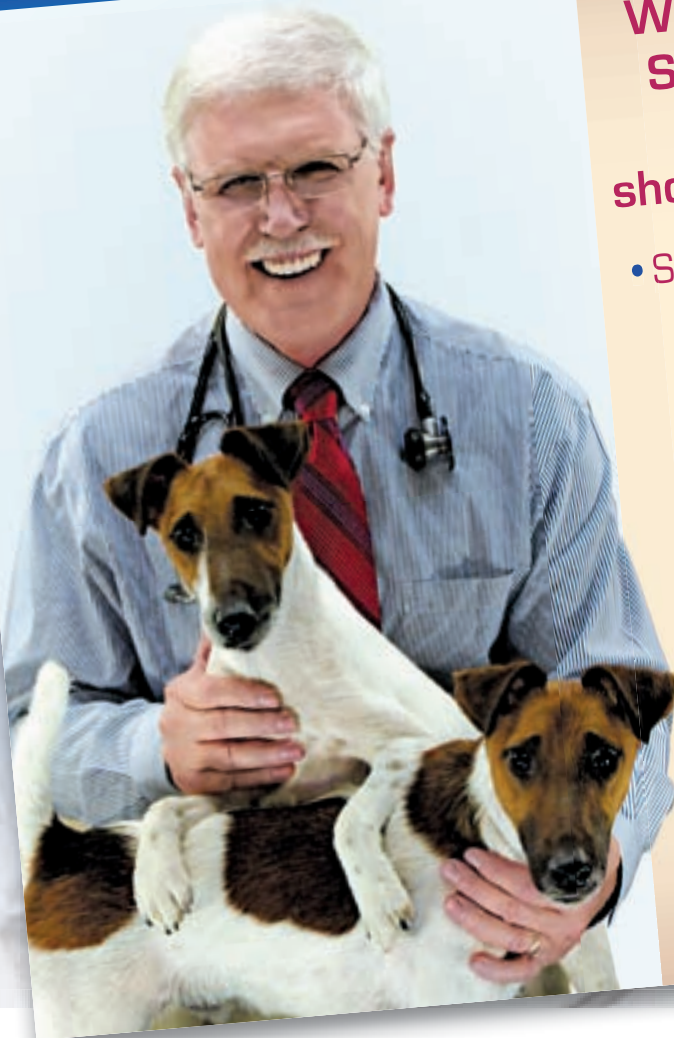
New Book from Barkleigh!

GROOMER'S GUIDE TO
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INJURIES & HEALTH**

BOYD HARRELL, DVM

**What Every
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- Salon Injuries
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 - Pet Health
 - Nutrition
 - Dental and more!



**The only
Comprehensive
Guide for
Groomers!**

**By Groomer to Groomer
columnist, Veterinarian,
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**This 272 Page Book is a Must Have Reference
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21 easy-to-read chapters covering:

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READER SERVICE CARD #8093

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KLIP KARDS

Client Index & Extender Cards

Extenders staple to your filled Klip Kard and add more record space!



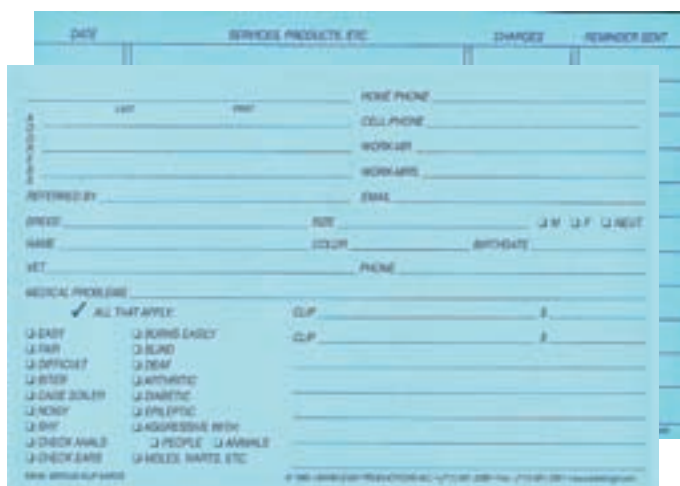
Giant Klip Kard

Our most popular card! 5" x 8" Klip Kard features a dog diagram for notation of old injuries, warts and sensitive areas. Sketch the clip right on the card. Emergency permission included, plus a size chart for easy sales reference. Includes Pet Profile checklist with lots of space on the back for date, charges, services, groomer and reminder sent date.

- Giant Klip Kard - White • 5" x 8"**
- #500 100 Giant Klip Kards \$13.75
 - #501 500 Giant Klip Kards \$59.95
 - #502 1000 Giant Klip Kards \$99.00

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 Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green
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 - #504 500 Giant Color Klip Kards \$69.95
 - #505 1000 Giant Color Klip Kards \$109.00
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Available Colors



Medium Klip Kard

This 4"x 6" card offers space for pet description and medical problems, referral, birth date, vet phone and clip description. Popular Pet Profile checklist denotes a number of conditions about a pet. Back has columns for date, services, charges and reminder date.

- Medium Klip Kard - White • 4" x 6"**
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 - #508 500 Medium Klip Kards \$46.00
 - #509 1000 Medium Klip Kards \$75.00

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Available Colors



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Appointment & Income Tracking Book

This loose-leaf Binder System permits an unlimited number of daily appointments. It comes with 150 Daily Appointment Sheets, 52 Weekly Reports, 12 Monthly Reports, 4 Quarterly/Yearly Reports separated by monthly/report dividers, as well. Each groomer can have his/her own book or everyone can work out of one... by adding extra pages. Satisfaction Guaranteed!

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- #690 100 Weekly Sheets (Yellow) \$12.95
- #691 100 Monthly Sheets (Melon) \$12.95
- #692 50 Quarterly/ yearly Sheets (Dk Orange) \$12.95
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 includes - 54 Weekly, 14 Monthly, 5 Quarterly
- #622 GSM Calendar Page In Plastic Sleeve \$2.95

- Space for Time In and Time Out
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- Pet's Name and Breed
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- Space for Remarks
- Calendar
- Service Code Directory
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- Daily, Weekly and
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- Start Anytime during the Year...
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READER SERVICE CARD #8094

EVENTS CALENDAR

2011 CALENDAR

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ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

ILLINOIS

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8/11/2011 - 8/14/2011
Chicago, IL
(847) 364-4547
aagrmgshow@wowway.com
www.aagrmgshow.com

Backer's Pet Industry Christmas Trade Show

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Chicago, IL
(312) 663-4040
hhbacker@hhbacker.com

NEVADA

SuperZoo

9/13/2011 - 9/15/2011
Las Vegas, NV
(646) 447-2222
www.superzoo.org

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info@barkleigh.com
www.groomexpo.com

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2012 CALENDAR

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petstylistssoftennessee.com

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info@barkleigh.com
www.nwgroom.com

CANINE CPR DVD



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Canine CPR
Course approved
by the Illinois
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Education

Knowing how to respond quickly in an emergency and, if necessary, administer cardiopulmonary resuscitation (CPR), can save the life of a pet in your care.

Instruction includes:

- Definition of cardiopulmonary arrest
- Assessment of the dog
- Preparing the dog for CPR
- Demonstration of breathing and compression techniques
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Veterinarian, Melanie Mokos, D.V.M., discusses practical issues of canine CPR and provides a thorough, step-by-step demonstration of the techniques.

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C1712

READER SERVICE CARD #8095

GIFT CERTIFICATES

Great for Pet Shops, Groomers, Kennels, Trainers and more!



These elegant parchment certificates, bordered with paws, are "just paw-fect" for gift-giving. Great for pet shops, Groomers, Veterinarians and Kennels. A nice way to show appreciation for referral customers, too. Rubber stamp your business name in the corner. Stub attached for your records. Certificates come with beautiful matching envelopes.

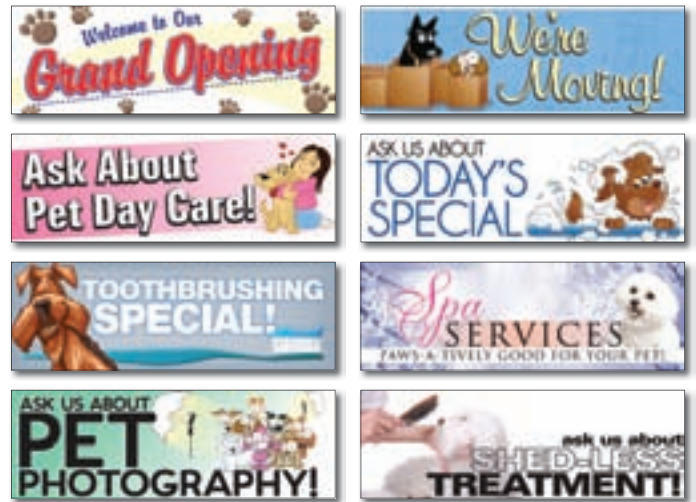
Gift Certificate (#GC)

#603	10 Gift Certificates/Envelopes	\$9.95
#604	25 Gift Certificates/Envelopes	\$22.00
#605	50 Gift Certificates/Envelopes	\$40.00
#606	100 Gift Certificates/Envelopes	\$75.00
#607	500 Gift Certificates/Envelopes	\$299.00
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Advertise Big! Highlight your services with these attention grabbing banners.

6' x 2'



Banners

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#6377	6'x2' Pet Day Care	\$49.00
#6378	6'x2' Today's Special	\$49.00
#6379	6'x2' Toothbrushing Special	\$49.00
#6380	6'x2' Spa Service	\$49.00
#6381	6'x2' Pet Photography	\$49.00
#6382	6'x2' Shed-Less Treatment	\$49.00

GROOM-O-GRAMS

Exciting 8½ x 11, 4 page newsletter becomes your OWN Personal Salon Newsletter!



NEW!
Full Color Design

Contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams will encourage better home care and more frequent appointments.

Use it as a reminder card! Many groomers report a fantastic 50-100% response.

GroomOgrams are a fantastic promotional tool! Your grooming clients will give it to their friends. Leave them anywhere there are pet owners — humane societies, veterinarians, kennels, pet shops, and breeders.

GroomOgram will keep your clients coming back while teaching them proper "between grooming" care. Over 10 million Groom-O-Grams have been distributed by caring groomers like yourself.

Seasonal issues are available after February 10 (Spring), May 10 (Summer), August 10 (Fall) and November 10 (Winter). Each issue deals with the seasonal grooming needs of pets.

- Give to Your Clients at Each Visit
- Leave at Vets, Clinics and Humane Societies
- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

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#569	300 Groom-O-Grams	\$70.50
#570	400 Groom-O-Grams	\$88.50
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