

Groomer To Groomer

“THE GROOMING INDUSTRY’S
TRADE MAGAZINE”

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APRIL 2011

WINNER!



IRINA PINKUSEVICH
WINS \$32,500
WINNER'S CIRCLE JACKPOT!

INSIDE: *Groomer to Groomer* Announces Barkleigh Honors Awards
Ear Protection • Grooming the Scottish Terrier • *Wonders of Grooming:* Absent Minded
Heartworm Disease in Dogs • Groomer's Roundtable • Using Halters

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| | |
|--|----|
| IRINA PINKUSEVICH WINS BIG | 6 |
| GROOMER TO GROOMER ANNOUNCES BARKLEIGH HONORS AWARDS | 12 |
| EAR PROTECTION | 14 |
| ABSENT MINDED | 18 |
| EASY MONEY: FIVE WAYS TO SELL WHILE YOU SLEEP | 25 |
| HEARTWORM DISEASE IN DOGS: A PREVENTABLE CATASTROPHE | 26 |
| THE GROOMER'S ROUNDTABLE: WHAT DO YOU DO TO GIVE BACK TO YOUR COMMUNITY? | 30 |
| BEHAVIOR CLIPS: USING HALTERS | 32 |
| GROOMOLYMPIAN SERIES: GROOMING THE SCOTTISH TERRIER | 36 |
| GROOM & KENNEL EXPO 2011 AWARDS TRIPLE CROWN JACKPOT | 42 |
| GKE 2011 COMPETITION RESULTS | 44 |
| INDUSTRY NEWS | 48 |
| NEW PRODUCT NEWS | 50 |
| CLASSIFIEDS | 57 |
| CALENDAR OF EVENTS | 59 |
| AFTER THE FLAMES | 61 |



COVER

Irina Pinkusevich, along with JJA judges Gan Wee Yet, Kathy Rose, Vivian Nash and Sarah Hawks, hold up the Winner's Circle trophy at Groom & Kennel Expo 2011 in Pasadena CA. Irina won the 30,000 Triple Crown Jackpot at the show.

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COLUMNISTS

Off the Top of My Head by Todd Shelly



Impulse Buying

In our last issue, Sally Liddick, our "retired" owner, wrote a column about her love of buying various gizmos, as she called them. She used the article to glorify what might actually be a problem obsession: her love of impulse buying.

She finds something that catches her fancy, buys it, and then insists that everyone must have it. She gets a little offended when she sings something's praises to people and they don't rush out to get it. If pressed, she probably would admit that she gets frustrated when she knows what's best for you, but you just don't listen.

She's like a kid with a great new toy. It's the greatest thing for a while, but then it gets put on the shelf and rarely touched again.

I started to notice it a few years ago when Skype first became popular. She loved it so much that she wrote a column about it. You can see people when you talk to them, which she said is so much better than just listening to them. She bought everyone at the office a headset to talk to her at her home office and made them sign up for Skype accounts.

A few weeks ago, we were trying to have a conference call with a few people using Skype. We've tried this many times with very little success. Nobody seems to know how to add everyone. We spend a lot of time having this conversation: "Are you there? Can you hear me now? Now I can hear him, but I can't hear her. Ok, everyone hang up and I'll call everyone back."

After a while I chime in with, "For the sake of time, can we do this the old-fashioned way and just teleconference?" That conversation has happened more than once. Oh, and as for the headsets, that idea lasted less than a week. In fairness to Sally, she does use Skype as a form of broadband phone, but she abandoned the video aspect of it.

For Christmas, Sally was adamant that I should buy my father an iPad. She bought one and loved it. The problem is that my father has never been on a computer in his life. I asked her what she thought he would actually do with one. She replied, "He loves to do Sudoku, so he could download them onto his iPad."

An iPad costs about \$700. I could buy my father a lifetime of Sudoku books for that amount. The only use an iPad would get from my father is as a hard surface for his Sudoku books. And as you can guess, she doesn't use her iPad very much anymore.

There are many more examples, but I'll end with my favorite. A few years ago, she became fascinated with the stock market. She invested in a few stocks that had immediate growth. She decided it was the easiest possible way to make money. At the time she was still working in the office. Most of the time, however, she was focused on the market. At one point I was going over an important business matter, but I was getting a blank look from her. I asked if she were paying attention, and she responded, "No, I was daydreaming about my stocks."

She tried to talk everyone into getting involved in the market. She even sat down to discuss stocks with the 16-year-old who works after school. The only person she was able to convert to her new obsession was my mother, Gwen. The rest of us were just fools who wouldn't grasp the opportunity... then the market tanked.

Does any of this actually apply to groomers? Yes! There are a lot of Sallys out there. Make sure you cater to them by having an aggressive retail sales plan. They might as well be buying your products, because they will be buying someone's.

Todd Shelly
todd@barkleigh.com

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IRINA PINKUSEVICH WINS

BIG

Huge \$30,000
jackpot won
in Pasadena by
Florida groomer

Story begins on page 8



Irina Pinkusevich with her dog, Lucas, and Winner's Circle Sponsor Mary Meeks of Nature's Specialties.

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“It felt absolutely amazing ... a tremendous sense of accomplishment!”

— Irina Pinkusevich

There wasn't a dry eye on the stage when Irina Pinkusevich of Hallandale, Florida, groomed her way to a jackpot of \$32,500.00 This grooming event, sponsored by *Groomer to Groomer* magazine, was held at *Barkleigh's Groom & Kennel Expo*, an international grooming competition held yearly in Pasadena, California.

“It felt absolutely amazing to win this class... a tremendous sense of accomplishment!” said Irina after her amazing win on *Lucas*, her finished American Cocker Spaniel puppy. “He also is my own personal pet and my heart dog, There is a special connection between the two of us,” said Irina.

Originally from the Ukraine, Irina is one of the top professional pet grooming competitors internationally, and she has won the coveted *Winners Circle Grooming Contest* two times in the past three years. By winning a third time, she won the jackpot of \$30,000 plus \$2,500 from the class sponsor, *Nature's Specialties*.

How did Irina prepare for this contest? “When it was getting closer to the event I found myself very nervous thinking



Irina Pinkusevich with Winner's Circle Jackpot Sponsors (from left to right) Dina Perry of *Wag'n Tails*, Diane Betelak of *Andis*, Connie Bailey of *PetSmart*, Vivian Nash of *Nash Academy* and *Nash Approved*, and Ed Geib of *Geib Shears*.

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about it, so I decided to try to groom my dog mentally as many times as possible instead! I did it probably a million times!” That must have worked, as she walked away with the largest purse ever.

\$30,000 Jackpot sponsors were *Andis Company*, *PetSmart*, *Geib Shears*, *Nash Academy*, *Nash Approved* and *Wag'n Tails Van Conversions*. The competition was very close among three contenders. Working just as hard was Olga Zablinkaya of New Jersey, with two wins as well going into the contest.

“The whole picture of the winning dog was my main consideration. The black Cocker was just the prettiest picture,” said Judge, Sarah Hawkes. “It was very close, Olga's dog was almost perfect as was Michell Evans' dog.”

How easy was it to judge this class I asked of Malaysian judge, Gan We Yet. “It was not easy at all. The Portuguese Water Dog, the Toy Poodle and the Wire Fox Terrier were all done very well and the rest of the contestants were strong. It was challenging but ultimately, the Cocker Spaniel prevailed

Continued on page 10

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with the best symmetry and balance.”

Although there were numerous breeds in the ring, one wonders how a judge could come to a conclusion. Says Gan... “It is the Groomer’s ability to arrive at the most perfect breed profile which explains symmetry, balance, purpose and overall being well put together in accordance to the *American Kennel Club*. Ability to present immaculate technical skills, great approach and fantastic show presentation adds a feather in the winner’s cap.”

IJA Team Director, Kathy Rose was asked what the considerations were for her. “Technical: how smooth the finish, crisp lines, blending, scissoring or hand-stripping. Profile: how

well did each stylist achieve the ultimate profile for their breed? And because we felt Olga and Irina’s dogs were both of equal difficulty and had the same time frame, this did not play into the decision. Ultimately, the stylist who groomed the dog with the least amount of technical errors and achieved the closest representation of the breed took home the prize. A job well done!”

Irina does have plans for the money. “I am going to pay off all my debt and if anything is left I will put some back for my nine year old son’s education and go on vacation. I have not had one in five years! Maui, here I come!”

Have fun Irina! You earned it.



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Core IJA Judges with Winner. Left to Right: Sarah Hawkes, Gan Wee Yet, Winner Irina Pinkusevich, Kathy Rose — Team Director, and Vivian Nash — IJA Director.

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Groomer To **Groomer** **ANNOUNCES** **BARKLEIGH HONORS AWARDS**

“Barkleigh has long desired to honor great achievements in the grooming industry,” says Todd Shelly, president of Barkleigh Productions.

“These achievements will be given to the industry at large. That recognition includes exhibitors and vendors, products, blogs, educators, speakers, judges, writers and more. Grooming contestants awards will be also given by the International Judges Association. Groomers will be involved in the selection process.”

The Awards will take place at the 2011 Groom Expo during an Industry Banquet on Saturday night in conjunction with the crowning of the Best in Show Winners of Level I, II, and III.

Here are just some of the Categories that are planned according to Shelly:

- Contribution to the Industry
- Exhibitor (vendor) of the Year
- New Product of the Year
- Sponsor of the Year
- Blog of the Year
- Speaker of the Year
- Journalist of the Year

- Grooming Book of the Year
- Grooming Judge of the Year
- Up and Coming Speaker of the Year
- Humanitarian Groomer of the Year
- Pet Volunteer Groomer of the Year
- People’s Choice Creative Groomer of the Year

“One of the awards will be the Sally J. Liddick Lifetime Achievement Award to honor the founder of Barkleigh by choosing an exemplary person for their years of service at improving the grooming industry,” said Shelly.

We are very excited about bringing this new event to the industry, Groom Expo and the national and international stage. We think it’s time to recognize those who have worked to build our industry. “This will not be a popularity contest, but a thoughtful experience of merit,” he said.

Shelly encourages that you send in recommendations. You may nominate yourself or others. Please send as much information as possible before July 1, 2011.

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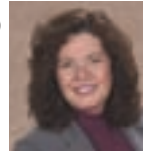
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I didn’t think I had a problem. While my husband’s yelling was becoming a bit unnerving, it was tolerable. I am not the most quiet mouse in the neighborhood, and I was not going to persecute him for something of which I am also guilty. There were times he would walk into the room and question why I had the stereo turned up so loud. I didn’t think it was loud. After all, I’m a child of the 60’s and “rock & roll” needs to be loud! Then one summer

we were watching television together. The doors were open and a refreshing summer breeze was entering. Suddenly he got up and closed the doors. When I asked why, he answered “I can’t hear the TV over the noisy crickets outside.” I said “What crickets? That’s not crickets. That’s just a cicada in the distance.”

“Honey,” he said, “...we don’t have cicadas here.” It was then I realized I had a problem. A visit to the specialist the next week confirmed my suspicions. Over time I had lost nearly all of my high-range hearing. But wait... there’s more! I also had Tinnitus - the permanent hearing loss that took crickets out of my earshot forever had graced me with a constant “hum”, sounding vaguely like cicadas.

What could have caused this? Exposure to loud noises is the most common reason. As a professional groomer for nearly forty years, I have worked, point blank, next to a noisy high velocity dryer. I made my employees wear ear protection but,

by that time, the damage to my ears had already been done, although not yet obvious. I began searching my background for answers. Perhaps my parent’s sport of target shooting was to blame, as the basement of my childhood home doubled as a shooting range for the local gun club. As a child, I was a frequent observer of the rifle practice and while my father lived to a nice old age, he was deaf as a doornail. My brothers and sister are also experiencing the same issues. Hmmmm. I see a pattern emerging. And what about those great musical venues I frequented as a teenager that left my ears ringing for days after the concert was long over? Could that be to blame? Gee, three days at Woodstock couldn’t have been the sole cause!

The answer is yes to all of the above. As pet care professionals we are exposed to lots of noises. Loud dryers and barking dogs are the big offenders, as they are part of the business. But what is it about these sounds that can damage our auditory senses for life?

First, let’s take a look at the ear. The ear consists of three parts.

Continued on page 16

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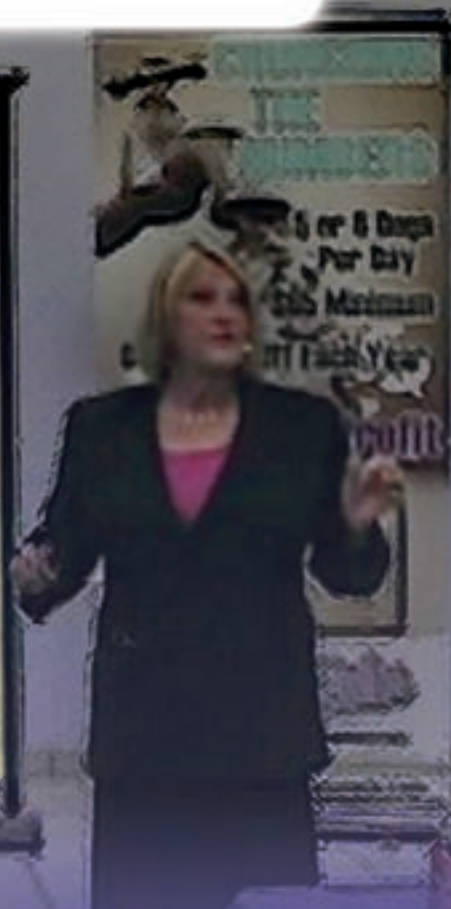
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The outer ear consists of the pinna, which is the part that we see and the passage leading to the eardrum. The pinna collects the sound waves that enter the ear. The outer ear and the middle ear are connected by the eardrum. The main features of the middle ear are three bones called the malleus, incus and stapes. Sound waves cause vibration of the eardrum which is picked up by these three bones. The cochlea is a spiral shaped organ found in the inner ear. Tiny hairs on the cochlea detect the vibration of the bones and these are sent as electrical impulses, via the nerves, to the brain.

Conductive hearing loss is caused by damage or obstruction in the outer and middle ear. Sound is unable to reach the nerve centers of the ear. Nerve deafness or Sensorineural hearing loss, as it was formally known, is caused by disorders or damage to the inner ear or the auditory nerve. This damage may occur in the hair cells of the cochlea, resulting in their inability

to transmit messages to the brain. This hearing loss can be the result of birth defects, infection or certain diseases such as mumps, arteriosclerosis or Meniere's disease. But one of the major causes of Sensorineural hearing loss is constant loud noises. Starting to sound familiar? When the sensitive hairs (cilia) of the cochlea are damaged, or the fluid in the cochlea isn't there, or there is something else wrong in that part of the ear, it cannot be repaired. The hearing loss may happen suddenly or over a longer period of time and may range from mild to profound.

Some of the common symptoms of sensorineural hearing loss are; high tones become less audible and sounds appear quieter, distorted and less clear. Certain consonant sounds, like "s", "f" and "z" are not heard. Listening to conversation becomes difficult to understand if there is ambient sound. This can make going to parties and social events a bit trying, as all that may be heard is the noisy din of

background noise.

Nerve deafness, as it is more commonly known, is permanent and incurable. The damage to the cochlea or auditory nerve cannot be reversed. While modern medicine is making huge strides in the treatment of the deaf with the use of cochlear implants, these procedures are usually reserved for the profoundly deaf. Hearing aids can help, but many of them just raise the volume and cannot totally block out the distracting ambient noise that makes it difficult to discern conversation.

Tinnitus, from the Latin for "ringing like a bell", is also a symptom of sensorineural hearing loss. I can honestly tell you that this is one of the most annoying things I have ever experienced. The "ringing" or "hissing" I hear is with me constantly, day and night. In fact, it appears much worse at night when everything is nice and quiet, making the "cicada" noises extremely evident. In fact, a quiet envi-

Continued on page 17

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ronment is a tinnitus sufferer's worst enemy! On the recommendation from the American Tinnitus Association (www.ata.org) I routinely sleep with a "white noise" machine. This gentle background sound helps to mask the hissing sound of my Tinnitus. Ironically, during the day, I work better when I have some kind of background music or television sound, as this acts as a disguise for my ever-present "cicadas".

Tinnitus can be mild or it can intensify at times, as there are certain things that can trigger it. Loud noises (which is one of the causes) or certain medications can generate worse-than-normal symptoms. When I board an airplane, I take along my noise-canceling headphones, as the hum of the jet engines exaggerate the Tinnitus. Aspirin is also one of my "triggers" and I avoid it when I can.

As I said earlier, this condition can be prevented! The use of ear protection while utilizing our high velocity dryers is imperative and should be

mandatory in the drying areas of all salons. The simple act of wearing ear plugs or ear muffs can make a world of difference. Ear plugs, similar to the ones worn by airport staff when they work near the jet engines, are very adequate, but some feel that a larger ear muff that covers the entire ear and surrounding area, are more effective, as they protect the bony areas surrounding the ear, which many feel help transport damaging vibrations to the inner ear. Anything is better than nothing! Signs should be posted around noise-intense areas reminding employees to use this simple, but valuable, equipment.

There is SO much information on line regarding hearing loss and I could write volumes about it, but the best advice will come directly from your doctor. I am simply a dog groomer who is paying the price for simply not knowing! I am trying to give my fellow professionals a "heads up" on a health issue that may not be evident now, but might rear its ugly head down the road.



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ABSENT MINDED!

by Bonnie Wonders

OK. I'll admit that sometimes I tell you stories of things that happen in my business that seem totally unbelievable. You probably read them and think, 1: Now, who's she kidding? That would NEVER happen in real life, and 2: How dumb can she be?

In answer to both questions (in order), I'll tell you that 1: Although sometimes I embellish a "tad", the stories are indeed true. I just don't know why the odd and unbelievable happen so often to me. 2: Yes, I am admittedly not the brightest blonde (fake or otherwise) that ever graced the grooming world. So, in short, I'm often exceedingly dumb. In fact, just this past Wednesday, I dropped my clippers onto the floor and the attachment for the *Clipper Vac* head broke off. When I used the super glue gel to reattach it to the clipper, I accidentally glued the thing to my right hand. A very "non-amusing," at least in my eyes, 40 minutes

ensued during that slight mishap!

However, the following is indeed true. It is very sad on one hand, as I genuinely like both of these people. But I am still scratching my head after this one.

And so it began about two years ago. One day, I walked a man looking to be in his early 50's or so. He had straggly hair, a denim jacket with a peace sign on the back, an old tarnished earring in one ear, (also a peace sign) and a tattoo of something I couldn't figure out on his hand. He was a rather small man, maybe 5' 5" or so and very thin build. In short, he looked rough. He was accompanied by a woman who was also very thin but a couple inches taller than he. She also had very thin hair pulled back into a ponytail, and rather pointed features, but she seemed pleasant enough.

They came through the door with their arms hooked into each other's, as though they were steadying one another. After a

couple minutes of talking with them I noticed it was the man who indeed needed steadying. He obviously had something wrong with him. He spoke slowly and didn't act "all there". I'll admit, by his looks alone, I was kind of freaked out. They had a Shih Tzu, they told me that needed a haircut. I asked the usual questions about the dog and I made them an appointment for the next week.

On the appointed day they showed up promptly with a cute little black dog that was certainly a Shih Tzu, a very HORNY Shih Tzu. As they watched me peel him from my left arm as I tried to fasten his grooming noose to the table, the man spoke up. "He needs to be mated. I'm gonna put an ad in the paper to find a piece for him. He needs some," he said, matter-of-factly. I just smiled, trying not to laugh out loud. No, I didn't go into a lecture about neutering. You would have to be there

Continued on page 20

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to understand.

They left and I did the almost impossible job of grooming 15 pounds of horny little goat, complete with the attitude that goes with one in such a frenzied state. "Yes," I agreed. He did indeed need "some"-thing to alter that amorous look he had in his protruding little eyeball. His eye wasn't the only thing sticking out during the whole grooming process, if you get my drift. As an aside... why is it that when you stick a Q-tip in a dog's ear, it really gets them "going?" Oh, cut it out! You know what I mean. Anyhow...

I finished the job and the couple came back to pick him up. Quite pleased with the job, they talked a little more about various subjects. They did, in fact, seem to be very friendly people.

About every 6-8 weeks, right on schedule, I got a phone call from the

A few times she brought the dog in without her man as she'd say her "live-in" wasn't feeling too well. Sometimes the guy would come in by himself and make the appointment.

lady asking for an appointment for the dog. Occasionally, she would say the typical, "Can you give my boyfriend a haircut, too?" My reply was usually that "Sure I can do it, but I don't think you'd want to pay for it when you see him after I'm done."

There were times when she'd ask me to tell her husband what time the dog would be done because she would be the one to pick him up. A few times she brought the dog in without her man as she'd say her "live-in" wasn't feeling too well. Sometimes the guy would come in by himself and make the appointment. He was always very

pleasant, and although he would kind of look skyward when he talked to me, I could keep up pretty well with the conversation. He always had that old peace sign earring in, though. He never changed it, crappy looking as it was.

Over the last few months the woman had been making the appointments. She would drop the dog off and pick him up. Several weeks ago I saw the lady and she told me that her man was pretty sick with cirrhosis of the liver. I genuinely felt badly for

Continued on page 22

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both of them. They always seemed a pretty tightly knit couple.

Last week the woman called for an appointment. I gave her one for Thursday of that week at 10:00. These people are always prompt when it comes to showing up for appointments; however, 10:00 came and went without either of them showing up. At about 10:15 I called their house. The woman answered and I asked if she had forgotten her appointment. "Oh, yes, Hon, I did," she said. "I've been busy this week and forgot all about it. Can I re-schedule for the next one you have open?" she asked.

"Sure, I actually had a cancellation for 12:30 today, if you can take that one," I told her.

"That would be great, Hon," she said. "I'll see you at 12:30 then."

"OK," I said and hung up the phone.

Trudy turned around and asked if the woman was taking the 12:30. "Yes, she just forgot this morning's," I explained to her.

"Not like her to forget, is it?" she asked.

"Not at all," I said.

Two minutes later the phone rang again. I answered it to the sound of a woman near tears. "Hey, it's me again," the same woman said. "I forgot. You know my cousin died last night, and I won't be able to come in at 12:30 today," she told me.

"Your cousin?" I asked, not knowing about whom she was talking. She apparently thought I knew the person.

"Yes," she replied. "You know my cousin. My roommate," she informed me. I was so lost at this point I had no idea of whom she was speaking. I didn't know she had a cousin who lived with her. I only knew of her husband/boyfriend. What really threw me was that if she also LIVED with her cousin, how on earth could it have escaped her that she/he DIED the NIGHT before?

"I'm so sorry," I told her. "I'm afraid I don't know your cousin though. Why don't you just call me

when you're feeling up to making an appointment?" I offered.

"No, just make one for next week if you can," she sobbed.

"How about next Friday at 2:00?" I asked, still confused and just trying to get off the phone now.

"That's fine," the lady said. "See you next week."

This time as I hung up I looked over at Trudy, shaking my head in disbelief. "Now what?" she asked.

"Get this. She just called back and said she FORGOT her cousin that she LIVES with died LAST NIGHT!" I exclaimed.

"What do you mean forgot?" Trudy asked. "How could you forget something like THAT?" she added.

"I don't know. I didn't know she lived with her cousin," I said.

"Who's her cousin?" Trudy questioned.

"I don't know," I replied.

"Is it a man or woman?" she asked.

Continued on page 24

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Several years ago, Solid Gold decided to develop a chicken-based dog food. Then, came the bird/avian flu and chickens were contaminated and chicken-based dog foods were pulled off the market. Solid Gold waited. Then, in 2009-2010 the chicken/egg salmonella poisoning caused many chicken-based dog foods to be recalled.

Now, chickens have been given a clean bill of health, so Solid Gold introduced *SUNDANCER*. This unique dog food is an advance of all other chicken-based dog foods on the market. Peas are a good source of protein, but caused gas in many dogs. However, we researched and found that if tapioca and the grain quinoa were mixed with peas, gas doesn't form. So we used these unique ingredients.

Tear stains in some dogs are problems. It is usually an allergy to some ingredients in the dog's food. However, we found Chia seed/ AKA Salba, neutralizes this problem. People may know Chia seed as Chia Pets, that clay head that sprouts "hair" when water is added. But Chia is much more than a novelty Chia has been called the Ancient Grain of the Future. Aztecs and Mayans mixed the seeds with water to form a gel. It was taken internally not only as a cleanser to remove irritants in the intestinal tract, but was used for endurance. It was the only food used by ancient warriors and athletes during an activity. When the gel was applied topically to wounds or skin irritations, the skin healed rapidly. We also put Chia for internal healing in our Sundancer dog food.

The most fascinating ingredient in our SunDancer is curcumin, the root from the turmeric plant. It has a 4,000 year old history for curing a variety of health problems in India. Curcumin is known worldwide as the "Indian Solid Gold". That's a nice déjà vu expression. Perhaps, curcumin is most well-known for its use in cancer. The Indians say that there are 33 channels of cancer, and curcumin address all of them. The University of Maryland Medical Center found that curcumin lowered bad cholesterol to reduce the cause of stroke. It also reduced pressure on the eye. Curcumin gives mustard the yellow color and the spice flavor. See <http://www.umm.edu/altmed/articles/turmeric-000277.html>. Dr. David H Frig, MBA found turmeric/curcumin inhibited amyloid plaque from forming in the brain which contributed to Alzheimer's disease.

In 1958, the U.S. Congress wanted to fund a study for the elimination of cancer using turmeric/curcumin. But the big pharmaceutical companies put forth such a large lobby, that it was stopped. They said such a study would interfere with the revenue from their cancer drugs. One pharmaceutical person said that if this curcumin were so effective, they would synthesize it and make it into a prescription drug.

In 1971, President Nixon agreed to begin a new curcumin/cancer study. But the Watergate problem stopped that.

Look for our shiny purple bags of Solid Gold SunDancer dog food. We also use fish to support the DNA of Oriental dogs, Arctic dogs and dogs originally from England, Scotland, Ireland, and all water dogs (such as labs, poodles, terriers, retrievers, and sporting dogs). If you don't add fish to these dog's diet, they may develop allergies in the lower legs and chew or lick their feet.

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A Funny Story

Sissy, the owner of Solid Gold, was recently at a dog show and it was quite warm. Someone commented that the news said that the planet, Saturn, with its rings, was heating up the galaxy. A near-by 10 year old girl standing close by said she knew what Saturn looked like. She said "that's the planet with the hula hoops". Now, don't you feel old!

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"I don't know," I responded.
"How did they die?" she inquired.
"I don't know," was again my answer.

"Did they die in the house?" she queried.

"I don't know," I answered.

"For Pete's sake, would you quit saying you don't know?" she yelled at me.

"Well I DON'T," I shot back. "I mean I could understand maybe if it was a long lost cousin that you didn't ever know and they lived far away or something. Like if somebody called you last night and said, 'Hey your cousin Bertha passed away today. I know you don't know her, but just thought I'd let you know.' THEN, I could understand forgetting," I offered.

Two seconds later the phone rang again. I rolled my eyes and took a breath before I answered. It was another customer calling to make an appointment. I made one for her and

hung up the phone.

As I turned around Trudy was looking at me waiting for me to say something. "What?" I asked her.

"I just figured you were going to tell me that it was her again calling to say oops... mistake... cousin is still alive, or something."

I shook my head. "You really have no shame sometimes, do you?" I asked her.

"You're the one having the weird conversations," she reminded me. I worked in silence for a while after this, trying to figure out who the cousin was that I should know.

The next day I bought a newspaper. I scanned the obituaries, trying to find out who was this woman's cousin. No such luck in finding her name anywhere in the survivors' parts.

The next week came, and when Friday hit, I walked the lady with the dog. She was joking and bubbly as all heck. "Sorry about last week," she offered.

"It was so busy with him dying and everything. So it will just be me bringing in the dog," she said.

"I understand," I replied. "But I'm afraid I don't remember your cousin," I told her.

"Sure you do," she said, looking startled. "He was almost always with me when I'd come here," she stated in disbelief. "That guy with the stringy hair and the peace signs," she added to help my recollection.

"Oh, my gosh! I thought that was your husband or boyfriend," I said, as I could feel my eyes bugging out.

"Oh, no Hon. That was my cousin. Everybody thought we were married though, probably because we always called each other Babe and Hon. We got along," she said. With that she smiled and headed for the door. "See you in an hour," she said happily.

I'm afraid to say I'm STILL confused...

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Five Ways to Sell While You Sleep

By Christianna Jackson, CMJ Designs

Is it really possible to sell while you are tucked in for the night, fast asleep? In today's high tech world, computers and the internet make this easily possible. Below are five easy ways to sell retail products and promote your business 24/7:

If you don't already have a blog for your grooming and pet products business, now is the perfect time to start one. Blogs don't only give you a way to easily stay connected with your clients, but they also will attract new customers who are interested in tips, tricks, and specials that you describe. You can further connect with your readers by adding a subscription link to your blog, so that you can send out monthly newsletters describing specials and promotions for your products and services to your subscribers.

Utilize popular auction sites, such as eBay, to sell your products. Auction sites are very easy to use and take only a few minutes to set up. You can upload a digital image, along with a short description and eBay users can bid on your products around the clock. You can select to sell the product to the highest bidder or enter a "Buy It Now" price. By using an auction site, you are able to easily reach a massive number of potential clients that might not even be in your area. This will increase sales because it will reach people not normally drawn to your own site.

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HEARTWORM DISEASE IN DOGS

A PREVENTABLE CATASTROPHE by Dr. Boyd Harrell



INTRODUCTION

Unlike intestinal parasites the heartworm parasite lives in the heart and the major arteries going to the lungs. The natural host for heartworm is the dog and members of the dog family such as foxes and coyotes. It is, however, becoming an emerging problem for cats and can even be a problem for people when an encysted heartworm is mistaken for a tumor in a human lung. The increased frequency of diagnosis in cats is likely as much of an increased awareness and improved diagnostics, compared to an increase in frequency.

Heartworm is a serious disease often ending in death or debilitation if allowed to go untreated. It is spread by mosquitoes and is found in all 50 states. It is concentrated primarily along the southeastern coast line and along the Mississippi river corridor.

LIFE CYCLE

Adult heartworms live in the heart and the pulmonary arteries, the main arteries leading to the lungs for as long as 3-5 years. Heartworms are bisexual, having distinct male and female forms. The females do not lay eggs like intestinal worms; instead they give birth to microscopic sized larvae called microfilaria (a first stage larva often referred to as L1) that circulate throughout the bloodstream – possibly thousands of them per day.

These larvae may live for as long as three years in the hosts blood while they wait for a mosquito to take them on board. When a hungry mosquito takes in a blood meal, heartworm larvae are also ingested. The mosquito is a necessary intermediate host and the only way heartworm can be spread from one dog to another. (Heartworm

Continued on page 28

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microfilaria may be passed in the uterus to a mother's unborn pups, however, the microfilaria must pass through the mosquito before they can grow to adults.) Over the next 10 days to a few weeks, the larvae mature to an L2 stage and then to an infective L3 stage and transfer to the next host via mosquito saliva which is deposited around the bite where it now has the opportunity to enter the host's skin through the open bite wound.

The heartworm L3 larva rapidly molt to the L4 stage within 2-4 days. The L4 stage will begin to migrate to the dog's vessels and mature over the next three months or so until it becomes an immature adult in the bloodstream, which sets up house-keeping in the heart where it will attach itself in the right side of the heart and the main arteries of the lungs to become a mature adult. Adults may eventually acquire a length of a foot or more and number from a single heartworm to several hundred. The adult worms mate and reproduce within 5-7 months of the initial mosquito bite producing L1 microfilaria and the cycle begins again.

The effect on the dog and the severity of symptoms will depend on

Understanding the heartworm life cycle is key to understanding the disease and how we prevent and treat it.

both the number of worms present and the amount of inflammation they produce. The inflammatory response will vary significantly from host to host. There may be no signs in an early infection or signs may be vague, sometimes presenting as digestive problems such as diarrhea. Eventually the pumping effectiveness of the heart and blood flow through pulmonary arteries is diminished and signs develop, which may include lethargy, coughing, shortness of breath, weight loss, bloating due to accumulation of abdominal fluid, pale mucous membranes and possibly collapse and death. Embolism or blood clots may form and when released can cause a sudden death. Arrhythmias may also spontaneously develop leading to sudden death. When the liver becomes involved jaundice may result.

PREVENTION

Understanding the heartworm life cycle is key to understanding the disease and how we prevent and treat it. The first heartworm preventive was a drug called diethylcarbamazine (DEC) and was available in both plain tablets and flavored tablets called Filaribits® which were given daily. The reason DEC had to be given daily is because it was only effective against the L3 larval stage which as we now know could mature to the L4 stage in as short of a time as 2 days rendering the DEC ineffective. Present heartworm preventives, whether they are given orally or topically, are effective against the L3 and early L4 stages giving owners a much longer window of about 30 days before the next dose is needed. Most heartworm preventives are in the pet's system at an

Continued on page 29

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effective level for only a day or so and do all their work in a relatively short amount of time. There are at least two preventives that sustain a constant effective level between doses. One is a topical called Advantage Multi® and the other is an injection given every 6 months which at this time is just being introduced back into the market with limited information available.

TREATMENT

Adult heartworms can usually be eliminated through treatment and sometimes the patient is such a high risk that adulticide medications may not be the best choice. The first order of business then is to determine the risks vs. the benefits which can lead to tough choices. If the patient is determined to be healthy enough to treat, then the adult worms are killed using an injectable drug called Immiticide® which is the only approved drug for eliminating adult heart-

worms. At least two injections given 24 hours apart are needed to kill the worms which die slowly over a period of several days to a couple of weeks. This slow kill is actually desirable because if all the worms died at one time they might cause an obstruction in the vessels serious enough to cause rapid death of the patient. Even when the worms die slowly, increased patient activity can cause a clump of sick worms to be dislodged or a blood clot called an emboli may form which can also lead to rapid patient death.

Many veterinarians may recommend a "split dose" treatment, giving a single dose of Immiticide® followed by two consecutive daily doses in 30 days. The logic here is that some of the worms will die with one injection lowering the burden on the heart and lungs and allowing the patient to deal with a more gradual worm kill and improving the odds for an uncomplicated treatment.

In addition to the adulticide injections additional medications may be recommended to prepare the dog for a successful outcome.

Though most dogs with heartworm disease can be successfully treated, not all patients will have a full recovery to normal and there is

always risk of complications, including death, even for a young healthy victim. Age, intestinal parasites, secondary conditions, heartworm burden and length of infection are among the contributing factors to consider before entering into heartworm treatment. It is wise for any owner considering adult heartworm treatment for their pet to educate themselves and have an open conversation with their veterinarian before the treatment begins.

Dr. Harrell recently authored a book titled "Groomers Guide To First Aid, Injuries and Health" published by Barkleigh. He is a former multi-veterinary practice, a current business coach to veterinarians and others in the pet industry as well as a pet health advisor for Oxyfresh Worldwide. He presently serves as Medical Director for the SPCA Animal Medical Center in Lakeland, Florida. He has been speaking internationally and coaching others to succeed in business for over fifteen years. He is a certified Human Behavior Specialist and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He can be reached by emailing boyd@petprobusinesscoaching.com.

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The

Groomer's Roundtable

Roundtable Question:

- What do you do to give back to your community?

When the grooming industry was asked by *Groomer to Groomer magazine*... "What do you do to give back to your community?" We received a huge number of responses, most of them dealt with grooming shelter dogs. Groomers have a heart of compassion for pets. Here are some of the variety of responses we received.

I am a groomer for P.A.W.S. Pets Are Wonderful. I do two pro bono groomings a month for Aids patients and the elderly. — *Joy Bonehill, Barking Lot, San Francisco CA*

We have an annual fundraiser day and give to our local shelter. I may host *Pet Pics with Santa* this year to do the same. — *Wendie Patrick, T.O.G.S. for Dogs, Bridgewater CN*

I volunteer at pet rescue events. I either run a nail cutting booth with all funds going to the group or groom a few for free to give them a chance for adoption. — *Teresa Clark, Bonnie's Grooming, El Cajon CA*

We groom the animals that are in foster care for different organizations so that they can get adopted and we also provide coupons for the new owners so they can keep up on the grooming. — *Lisa Drake, Epi-pet, Bradenton FL*

We regularly donate pet-related products to charity auction events. We will also run pet food and supply drives for the local animal shelter. — *Tracie Bailey, Dog Pawse, Attleboro MA*

I donate a portion of each groom to charity that are related to my clients, *Make a Wish* in the names of two children sick with cancer — *Valerie Polychronopoulos, VIP Pet Grooming, Homer Glen IL*

I donate bath and nails service, or full grooms to community fundraisers, such as bingo, auctions, etc. I also give the local repeat clients a discount for regular groomings and I discount up to 50% for any family going through a hard time; job loss, low income, sometimes I groom their dog for free. I get lots of calls thanking me and referrals for helping out. — *Lisa Kerr, Out Of The Dog House Grooming Service, Borden-Carleton CN*

One time a month I have free nail trims or ear cleaning. I also offer one free groom if the dog is spayed or neutered by the next time I see them. — *Krystal Isings, Doggy Wash, Buckeye AZ*

I offer to donate time and skills to groom homeless pets. — *Jennifer Glassford, Puppy's Breath Pet Grooming, New Liskeard CN*

I donate our overstocked and aged retail inventory to a local shelter and rescue group and make an annual holiday donation. — *Suzanne Uzoff, Bunker Hill Groomer, Houston TX*

In January I called my groomer friends and we all donated a day to groom shelter animals at my salon. The newspaper covered our story and so did the local television news.

We groomed 11 shelter animals and subsequently a few got adopted that week. I had a dog trainer come in and exercise the dogs after their pampering. We are doing this again on May 7th. — *Tina Standing, Dog Grooming By Tina, Saint John CN*

I give back to the community by donating my services to the local Humane Society. Whenever they have a dog that comes into the shelter and needs to be cleaned up and groomed I do it for free, I figure it's the least I can do to help. — *Carol Shannon, Two Paws Up, Blue Ridge GA*

I just recently gave free grooming demos at Pet Expo in Timonium, Maryland. The creative grooming of the Baltimore Ravens logo was the talk of the Expo. It gave me the chance to answer questions and relay the importance of regular pet grooming. Ways for customers to "save" some expense; like proper line brushing and avoiding the dematting fees. Hot topics were; nail clipping, teeth brushing and even stripping versus clipping. Also, every fall *Harford Technical High School* has an Open House that businesses are invited to attend. I haven't missed one in over five years. Just bringing a creatively groomed dog and discussing the potential job field open for agriculture students and what the students can achieve has been rewarding.

Last July 4th, I participated in Kingsville Fourth of July parade in the commercial float division and received a First Place trophy. The parade

Continued on page 31

watchers were thrilled to see how I creatively groomed dogs to match the theme of the parade. I was pleasantly surprised by the number of new clients I picked up because of the “chip clips” I handed out along the route. The chip clips were better than any business card! — *Ann Schultz, Ann’s J.E.S. Grooming, Joppa MD*

Once or twice a year we offer a “shave day” This is where we offer people who cannot afford to get their pets groomed, a chance to get their pet shaved down, a bath, or a simple cut and styling for those who try their best but, still come up short. My little way of giving back. — *Corella Hernandez, Plush Pups Pet Grooming, Minford OH*

I always groom “Officer Canines” for free. I have done it for 21 years and there is a great feeling of ‘giving back’ to the ones who give their lives for us! — *Stacy Morgan, Stacy’s Groom-N-Spa, Anderson SC*

I have just applied and been accepted as a puppy raiser for *Leader Dogs for the Blind*. This will be a huge commitment for my entire family, but we are really excited. There will be a

good amount of community education and participation in this endeavor and we are looking forward to meeting some new folks and helping out with the development of a leader dog that will have a great impact on somebody’s life. — *Jo Whitman, Whitman Veterinary Clinic, Chatsworth IL*

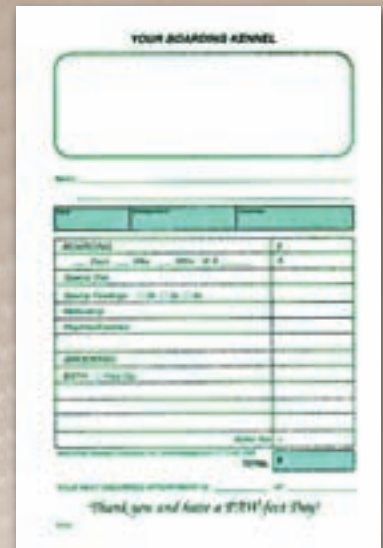
I contribute gift baskets to fund-raising events put on by animal welfare organizations and give old inventory to animal welfare organizations. — *Lydia Boesch, Lydia Boesch, Pinehurst NC*

I donate gift certificates, leashes and cookies for silent auction gifts, for anyone who asks. I am also a member of the local compassion club and I feed feral cats. — *Colleen Hainsworth, Angel Paws Dog Grooming & Spa, Branford CT*

I have an elderly client with a limited income and her pet has diabetes and is blind. I won’t let her pay. I always tell her she’s my adopted “Grammy.” And I would never let my Grammy pay me. — *Patti Ilg, Patti Ilg The Groomer, Aurora OH*

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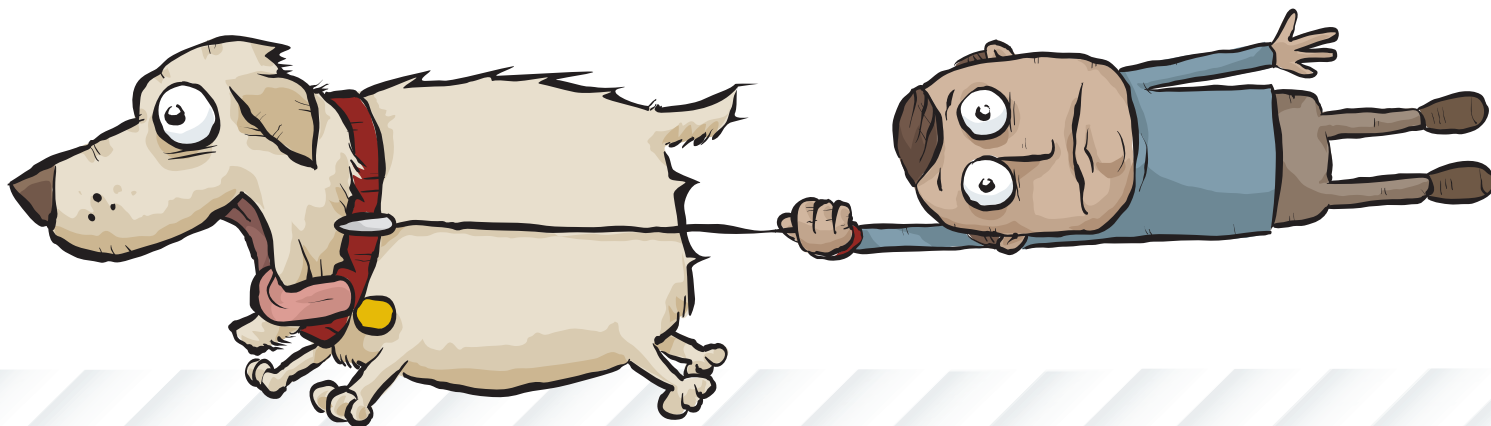
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USING HALTERS



Here's the setup. You adopted a little bitty puppy you could carry in your purse. Somewhere along the line he turned into a 50 pound bull-dozer who lunges and pulls so hard that he chokes because of the pressure his collar exerts on his trachea.

Out of sympathy you get him a harness to evenly distribute the weight and to protect his neck. You have now given him a license to tug you unmercifully. If you are the “No pain, no gain, my dog is supposed to ruin my life” sort of person, the experience of being dragged by a dog is probably not a problem. For those of us with lower back trouble, the desire to take a leisurely stroll is pretty important. The solution to the problem is to use a head-halter.

If you've ever been around horses, you understand the function of a halter. It fits around the animal's head and allows you to hook your lead-rope under his chin. While you cannot possibly stop a horse from going where he

wants when he's wearing a collar or harness, controlling his head makes this possible. That's why they work on dogs – the halter allows you to isolate the muscles that connect the head to the neck. You no longer have to stop the whole animal, you just have to turn the head. Now you have a huge mechanical advantage. If the dog lunges forward, a small pull on the leash causes him to jack-knife. Now he's looking 90 degrees left or right of where he wants to go. Dogs don't like that. Over a series of repetitions, they learn to keep the leash loose by walking at a specific distance from your leg. Voila – heeling.

If you are still having trouble understanding why a halter is so

superior to a leash, consider this nautical analogy. Take a powerful motor boat and tie a stout rope to the tip of the bow. Now secure the other end of the rope to a dock. Tell the driver to give the boat full throttle and try to pull away from the dock. As the boat bucks and tugs against the rope, the forward movement is redirected. The harder the boat pushes against the rope, the more the stern wants to swing, left or right. All of the power of the engines is redirected. When a dog wears a halter, this redirection prevents the dog from moving forward, unless you want him to. Instead of a sharp snap of a choke chain (i.e. a karate chop to the throat) to dissuade the dog from tugging, a smooth pull is all that is needed.

Even if you are still in love with being tugged unmercifully, there is another reason to use a halter. Many dogs are protective and aggressive when they see other dogs in public. They lunge when they are near another dog and are just about impossible

Continued on page 34

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to hold back. The redirection of the halter is the perfect answer. The most important thing to a lunging dog is to see the target. As the dog lunges forward and the leash tightens, the dog's head is pulled to the side and he can no longer see the other dog. They hate this. If you simply continue to gently pull the leash and then let it slacken a bit to give the dog another chance at lunging, the dog will buck and flit for a few repetitions and then stand stock still. Well over 95% of lunging, plunging dogs end up standing still within less than a minute. Even if your dog doesn't learn it this fast, the mechanical advantage of the collar allows you to simply continue your walk and skip the confrontation. In public, a halter is the most efficient and safest way to control a dog.

There are two basic designs of head halters for dogs made by several companies. One is the *Gentle Leader*, designed by Dr. R.K. Anderson, a veterinarian, and Ruth Foster, a long time obedience instructor (RSC #7815). The *Gentle Leader* consists of a regular collar, with a loose fitting nose loop that allows you to clip the leash under the dog's chin. The company stresses that it is not a muzzle. The nose loop merely allows you to clip the leash under the dog's

The most important thing to a lunging dog is to see the target. As the dog lunges forward and the leash tightens, the dog's head is pulled to the side and he can no longer see the other dog. They hate this."

chin. Wearing a *Gentle Leader*, a dog can eat, drink and breathe with no restriction.

The other major brand of head halter is the *Halti*, designed by Dr. Roger Mugford, also a veterinarian (RSC #7816). The *Halti* is an integrated collar/nose loop that includes cheek straps to hold the nose loop in place.

Each type works well as a way of controlling a dog. The *Gentle Leader* comes in several sizes and is very adaptable to the different shapes and sizes of various dog breeds. The *Halti* comes in more sizes, so you'll have to probably take your dog to the pet store for a fitting. Because of the more complex design, the fit of the *Halti* is not as adjustable as the *Gentle Leader*. An extra-large *Gentle Leader*, made for a Great Dane, can be adjusted down to fit a Border Collie. The *Halti* would require two different sizes.

On the strength side of the coin, from my experience, the *Gentle Leader* comes out on top. I once used the two collars, side by side on two adult Newfoundlands, who had a history of serious aggression. The cheek strap on the *Halti* blew out, leaving me with one hand holding the leash of a very controlled dog on the *Gentle Leader*, and the other hand, holding an empty collar. When a *Halti* disintegrates, the dog is easily capable of slipping out of whatever remains. In more than 18 years of using Gentle Leaders, with dogs as big as 250 pound Mastiffs, I

Continued on page 35

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have never known of one that broke. If your dog is medium-sized, not aggressive toward other dogs, and just needs a little control while walking, either collar will work. If you need extra control, for a larger breed, or unpredictable behavior, I would pick the *Gentle Leader*. **Note:** *This is simply my opinion – I don't take money from either company to endorse their product.*

A unique feature of the *Gentle Leader* is its ability to quickly convert from a halter to a regular collar, and then back to a halter. Some dogs adapt so well to a halter, that they can then reliably go back to wearing a regular collar. The *Gentle Leader* can make this transition almost seamless, while retaining the option of control, on demand. The *Halti* makes this a little more difficult, but not impossible. To make the transition with a *Halti*, it is a good idea to have two collars on the dog. By switching the leash back and forth between the *Halti* and the

regular collar, the dog can be taught to avoid pulling, even with only the regular collar.

If you are interested in using a halter to solve your client's pulling problem, here are a few tips that can make the transition easier...

Use lots of food treats while teaching the animal to be comfortable wearing the collar. Make sure the dog will wear the collar calmly before attempting to go for a walk.

Never snap the leash the way you would with a choke chain. The correct movement is a firm, steady pull – and quick release. The halter gives you far more leverage than a traditional collar – jerking it sharply, or letting the dog hit the end of the leash hard is not advised.

The best use of a halter is as a walking collar. Leaving it on the dog, while unattended, may lead to problems, such as a chewed halter.

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ucts, there is an advantage to the *Gentle Leader* – fewer sizes means less stock. There is also a greater color selection with the *Gentle Leader*.

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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GROOMING THE SCOTTISH TERRIER



By Kendra Otto

There are many differences in opinions on how to correctly clip a pet Scottie. I'm going to teach you how to transform my winning ways from the contest ring into your everyday pet styles. The Scottish Terrier is one of the world's most recognizable breeds. They are supposed to look short in length of back, compact in body with a very keen expression. Not all of the pets that come in our salon doors, are built correctly, but at least if we do the proper trim on them we can make them look like they are meant to be. Today I'm giving you the tools to put a breed standard trim on the dog, that can be modified according to the owner's preference.

You first need to start off with a clean dog. I recommend a deep cleansing shampoo and following up with a conditioner to seal the cuticle and help prevent breakage. As for drying, make sure that you completely dry the dog in the direction you want the coat to lay, this will also blow any loose coat out, straighten it and help prevent clipper marks. Once dry, brush and comb out completely and make sure you use a detangling

spray, this will give the coat more elasticity, where dry brushing damages the coat. Do your nails and ears as usual. The rectum gets shaved with a # 10 blade, however on a show dog, the privates don't normally get clipped because it takes away from the substance of the underline. But as a professional, you can make this judgement based upon the individual pet's needs.

HINT: For those clients that have very thin furnishings, this is probably because the coat is very coarse which makes it brittle and it will break easy. If the owner doesn't like it you can recommend that the owner buys conditioner to brush into the dry coat at home on a weekly basis, this will help strengthen the coat and increase your product sale.

STARTING WITH THE HEAD:

Step 1: Using a # 9 or a #7fc (depending in how thick the hair is on the cheeks) reverse the blade from



BEFORE GROOMING



COMPLETED GROOM

the top corner of the ear to the corner of the eye. And using the same blade connect your clipper line stopping at the 3 moles. 2 moles will be by the corners of the mouth and the other will be under the jaw.



Step 2: Using a #15 blade, clipper the entire back of the ear, leaving fringe only on the front edge. Using the tip of your thumb as a general measurement, place it on the tip of the ear and this is how much you will want to clip off the tip of the ear. On the inside of the ear you will want to use a #30 blade, clip all hair out of the inside of the ear, except the tuft

Continued on page 37



of hair on the inside corner of the top of the ear and the fringe on the front edge. Finish the ear, by scissoring the tip and back edge of the ear to remove any excess hair. Next, comb left over ear hair out and fold ear in half long ways, scissor off any hair that sticks out over the edge of the ear. You have now created the correct ear.



Step 3: Using a # 5fc blade on top of the head, clipper from the brow bone to the occiput, around the top of the ear (be careful not to

clip into the ear tuft!) and off the sides of the skull between the corner of the eye and ear to blend in the clipper line of the cheeks. If your clipper line is still somewhat visible, use thinning shears to blend in the lines.



Step 4: Lift the eyebrow up and cut off the eyelashes, also trim the corner of the eye and between the eyebrows with your thinning shears almost making an inverted "V". Comb the eyebrows forward and using your thinning shears, lay them flush against the side of the skull and thin off any of the hair that sticks out over the side of the head. Next comb the eyebrow over to the side (grab the long

pieces from the front corner of the brow and move aside so you don't cut into them) and trim again to neaten any sticky-outies. The front of the brow should not be longer than half way down the muzzle on the pet trim. The brow should also blend nicely into the top of the skull.

Step 5: The beard is the final piece to give the head it's signature "brick look". Comb the beard down and thinning shear forward to blend hair under the eye into the beard. If you have a very bushy beard, use a fine coat king or a deshedder to debulk it so it lays nice.



Continued on page 38

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ON TO THE BODY AND INTO THE TAIL:

Step 1: Using a #7fc blade, trim the hair off the throat. If the coat is thick, you can use a #9, if not, stick with the #7. Clip no further than the natural reversed cowlicks on the sides of the throat and stop at the breast bone. Clip off the hair on the sides of the breast bone to create a small inverted "V".



Step 2: Depending on the coat thickness, use a #4 or #5fc to blend the clipper work from your throat into the shoulder and blend your shoulder off just behind the actual shoulder muscle itself. Blend just above the elbow where the muscle drops off.



Step 3: Before starting the jacket, use a deshedder or a coat king to debulk the coat for smoother clipper work and to help keep the proper wiry texture. Using a #1 attachment comb clip from the occiput to the tip of the tail, and on the back of the tail, finish off the tail by scissoring it to look like a Christmas tree, wider at the base and skinnier at the top. Also using the #1 comb blend straight down where the ribcage drops off, keeping in mind that the Scottie DOES NOT get a hula skirt. Also blend off



to expose the rear thigh muscle and blend off from the pin bone to the cowlick under the tail. Use your thinning shears to blend in any additional lines.

LAST STOP, THE LEGS AND UNDERLINE:

Step 1: Pulling the rear leg behind itself, comb the hair down around the foot and scissor any



hair that is sticking out over the foot. Put the foot down on the table and round it as it stands and neaten up the hock.

Step 2: Pick up the rear leg again and pull it out behind the dog. Using your thinning or curved shears, scissor a line that follows the natural shape of the dog's leg right into the tuck up. Make sure you don't take too much hair off and that you don't give them a pronounced tuck up. This breed only gets a slight hint of a tuck up.

Continued on page 40

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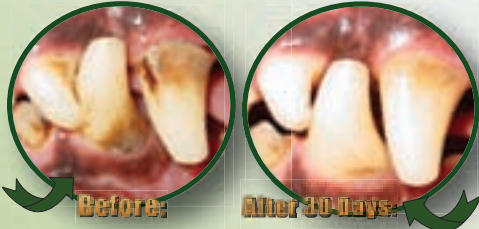
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@-Eaze Calming Gel

100% Natural, uniquely formulated with L-Theanine a natural occurring amino acid in green tea, that helps promote a restful relaxed state without causing reduced alertness.

Relieves stress and anxiety in pets.

Aromatherapy

Specially formulated to peak the senses without alcohol or detergents. One spray will convince you this is the finest combination for your special pet. Great for daily refreshing,

between washings and for bedding

Shampoo & Conditioner

The Miraculous healing power of Cranberry seed oil has been added to a pet shampoo combining Honey Quat, Karate & Soy into the most luxurious Shampoo available on the market.

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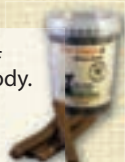
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100% All Natural

FIT-TREATZ

The Healthy, low-fat Rewards for in-between meals or training. Free of unwanted additives that strain the body. PetzLife FIT-TREATZ Fresh Chicken Snacks, contains only high-quality ingredients that are approved for human consumption.



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Flea and Tick Repellent
Protectz is an herbal product that repels fleas and other biting insects, including ticks. Does not contain any chemicals.



CLEANZ

This combination contains herbs that aid the body to cleanse, and demulcents to help soothe the mucous membranes, thus causing no discomfort.



Step 3: Pulling the front leg out in front of itself, comb the hair down around the foot and scissor any hair that is sticking out over the foot. Put the foot down on the table and round it as it stands.



Step 4: The front leg should be defined as a post and not a part of the side skirt, however the front leg is connected to the chest at the top by the breast bone. Pick up the front leg and separate the leg hair from the underline, thinning shear the leg in a straight line towards the brisket. Then put the leg back down on the



table and comb up the outside of the leg and thinning shear the hair off to about the length of an "A comb". Do the same for the back of the front leg.

Step 5: As a general rule the underline should only be off the ground about an inch behind the front leg. Connect the underline behind the front leg into the slight tuck up. Next pick up the front leg and connect the underline to the chest. Finally, thinning shear off any excess coat between the back legs that hangs past the hocks.

TRADE SECRET: After the haircut, and if there are no allergy issues, I like to use a shine gloss to bring life back to the coat, this is also another way to keep your clients coming back

to you, because no one else seems to get them as shiny as you do!

Kendra graduated from the Great Lakes Academy of Professional Pet Styling in 1997 and started competing in creative styling. She soon moved onto regular classes and won multiple Best in Show and Best All Around groomer awards, the Will Stone Memorial Award and the Liz Paul Scissoring Award. She has been on the 2007, 2008 and 2009 GroomTeams. Kendra is on the Chris Christensen Systems Pro Staff. She works closely with Woburn Scottish Terriers, and actively fosters dogs. She works at The Barker Shop in Countryside IL.

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Groom & Kennel Expo 2011

Big Money, Big Seminars and Big Attendance!

Irina Pinkusevich of Hallandale, FL won the \$30,000^{.00} Triple Crown Jackpot sponsored by *Andis, PetSmart, Nash Academy, Geib Shears* and *Wag'n Tails* at *Groom & Kennel Expo 2011*.

After winning First Place in the *Nature's Specialties Winner's Circle Tournament* at *Groom Expo 2008* and *Groom Expo 2010*, Irina won the Triple Crown Jackpot with this third win. She and Olga Zabelinskaya were both only one win away from the jackpot during this competition. As sponsor for the *Winner's Circle Tournament, Nature's Specialties* also awarded Irina another \$2,500 for her win, making Irina's total win \$32,500!

Groom & Kennel Expo 2011 was held at the Pasadena Convention Center in sunny Pasadena, California. Nearly 3,000 attendees gathered February 10-13, 2011 to the educational and trade show event. Pet professionals were greeted by 70 exhibitors in nearly 100 booths with new, innovative tools and tips to boost their business.

The event offered a huge variety of seminars on grooming and business skills. Leading industry speakers included: Dr. John Angus, Lori Craig, Teri DiMarino, Linda Easton, Kristen Fulton, Sarah Hawks, Carol Hoover, Hayley Keyes, Karin Kretschmer, Angela Kumpe, Randy Lowe, Donna Owens, Christine Pawlosky, Irina Pinkusevich, Kathy Rose, Emily Rupe, Jay Scruggs, Caroline Shin, Chuck Simons, Sherri Shinsky, and Olga Zabelinskaya.

Groom & Kennel Expo 2011 also featured other exciting *IJA* Sanctioned grooming competitions throughout the weekend. The *Andis*

World Cup Grooming Games included five classes: *Lambert Kay Sporting Breeds, Conair Poodle, Terriers and More, All Other Purebreds* and *Salon/Freestyle*. Each class consisted of three skill levels.

Andis awarded *Best in Show* winners in all three levels. *Andis World Cup Grooming Games* Champion was Michell Evans of Albuquerque, NM and she received \$3,000 in prize money. Level 2 Best in Show winner, Deborah Ryan of New South Wales, Australia was awarded \$1,500; and Level 1 Best in Show winner, Sharon Helgeson of Albuquerque, NM was awarded \$750 in prize money.

Groomer to Groomer's exciting *Creative Styling Contest* turned out fabulous works of art. Lori Craig's "Tiger vs. Dragon" creation won the People's Choice award and First Place. Lori took home a prize of

\$1,500 for her creation.

Additional show highlights were: The Mobile Round-up, featuring open access to browse on-site mobile grooming vans; *Gifts of Love* Silent Auction, thousands of pet industry products were available to the highest bidder. Proceeds from the auction were donated to *Gifts of Love International, Inc.*

For information on next year's *Groom & Kennel Expo* visit www.GroomExpo.com or call (717) 691-3388.

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Groomer To **Groomer** Creative Grooming



Creative Grooming • First Place & People's Choice • Lori Craig
"Tiger vs. Dragon"

Groom & Kennel Expo 2011 Competition Results (BIS) Best In Show

World Cup Grooming Games Champion

Michell Evans

Best In Show – Level 2

Deborah Ryan

Best In Show – Level 1

Sharon Helgeson

Poodles

Level 3: (BIC) Olga Zabelinskaya, Michell Evans, Deanise Stoops;

Level 2: (BIC) Deborah Ryan, Tammy Colbert, Sharon Hall;

Level 1: (BIC) Yukiko Sato, Crystal Campos, Kim Kwankwi

Sporting / Terrier

Level 3: (BIC) Michell Evans, Deborah Ryan, Irina Pinkusevich;

Level 2: Sharon Hall, Annett Whitlum;

Level 1: Sharon Helgeson, Patricia Sugihara, Crystal Campos

All Other Purebreds

Level 3: (BIC) Michell Evans, Deborah Ryan, Olga Zabelinskaya;

Level 2: (BIC) Sharon Hall, Yumiko Nakamura;

Level 1: (BIC) Casandra Montour, Lisa Jury, Deena Holeman

Salon Freestyle

Level 3: (BIC) Michell Evans, Cat Opson, Marietta Cowan;

Level 2: (BIC) Mimi Hollis, Randae Bither, Jessica Cave

Level 1: (BIC) Tamara Anderson, Lisa Jury, Allan Roston

Winner's Circle Champion

Irina Pinkusevich

Creative Styling Contest

Lori Craig "Tiger vs. Dragon", Sandra Hartness "Phobias",
Cat Opson "Oriental Koi Pond"

People's Choice: Lori Craig "Tiger vs. Dragon"

Photos by Animal Photography

Photos by Animal Photography

Poodle Class



Level 3 Expert Best in Class • Olga Zabelinskaya with IJA Team Director Kathy Rose and Judge Gan Wee Yet



Level 2 Intermediate Best in Class • Deborah Ryan with IJA Team Director Kathy Rose and David Goldfarb from Ryan's Pet Supplies



Level 1 Novice Best in Class • Yukiko Sato with Judges Gan Wee Yet and Teri DiMarino

Sporting/Terrier Class



Level 3 Expert Best in Class • Michell Evans with Hilery Zusi from Lambert Kay and Judge Sarah Hawks



Level 2 Intermediate Best in Class • Sharon Hall



Level 1 Novice Best in Class • Sharon Helgeson with Judge Gan Wee Yet, IJA Team Director Kathy Rose, Judge Sarah Hawks and David Goldfarb from Ryan's Pet Supplies

All Other Purebreds Class



Level 3 Expert Best in Class • Michell Evans with IJA Team Director Kathy Rose and Judge Sarah Hawks

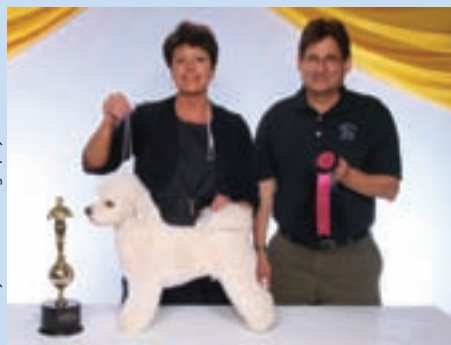


Level 2 Intermediate Best in Class • Sharon Hall with Hilery Zusi from Lambert Kay



Level 1 Novice Best in Class • Casandra Montour with Hilery Zusi from Lambert Kay and Judge Gan Wee Yet

Salon/Freestyle Class



Level 3 Expert Best in Class • Michell Evans and David Goldfarb from Ryan's Pet Supplies



Level 2 Intermediate Best in Class • Mimi Hollis with IJA Team Director Kathy Rose and Judge Gan Wee Yet



Level 1 Novice Best in Class • Tamara Anderson

Photos by Animal Photography

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Groomer To
Groomer
 Creative Grooming



Creative Grooming • Second Place • Sandra Hartness
 "Phobias"

Photos by Animal Photography



Creative Grooming • Third Place • Cat Opson
 "Oriental Koi Pond"



Creative Model Dog • First Place
 Deborah Ryan, Tammy Colbert and Sharon Halls
 "Vine to Wine"

PetQuest

Moves to a New Location

PetQuest, the largest grooming show in the Midwest, will be held June 23–26, 2011. This year the event will take place at a fabulous new location: the Holiday Inn Roberts Centre in Wilmington, OH. The four-day event will feature seminars conducted by top industry experts, add-on educational programs, IJA-sanctioned grooming competitions including a *Barkleigh Creative Styling* competition, and a three-day trade show featuring over 50 exhibitors.

PetQuest 2011 will feature the greatest collection of *GroomOlympian* seminars to date! Irina Pinkusevich, Olga Zabelinskaya, Michell Evans, Amy Triezenberg, Michelle Breen, Jennifer Lee and Koko Tanaka will offer grooming demonstrations. Jay Scruggs and Sue Zecco will also be featured together for the first time at *PetQuest*. Creative superstars Angela Kumpe and Lori Craig will present a full day of creative seminars. *Chris Christensen Systems* is sponsoring a full day of education by respected dog show handler Desiree Livingston. The show will also offer a full day of mobile grooming seminars and a skin care mini-conference.

"With this new, larger facility that better fits our needs and an impressive line-up of speakers, we anticipate this to be the best *PetQuest* to date," states Todd Shelly, president of show organizer *Barkleigh Productions*.

This is a show you won't want to miss!
 For more information on *PetQuest* 2011, visit www.PQGroom.com or call 717-691-3388.

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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!

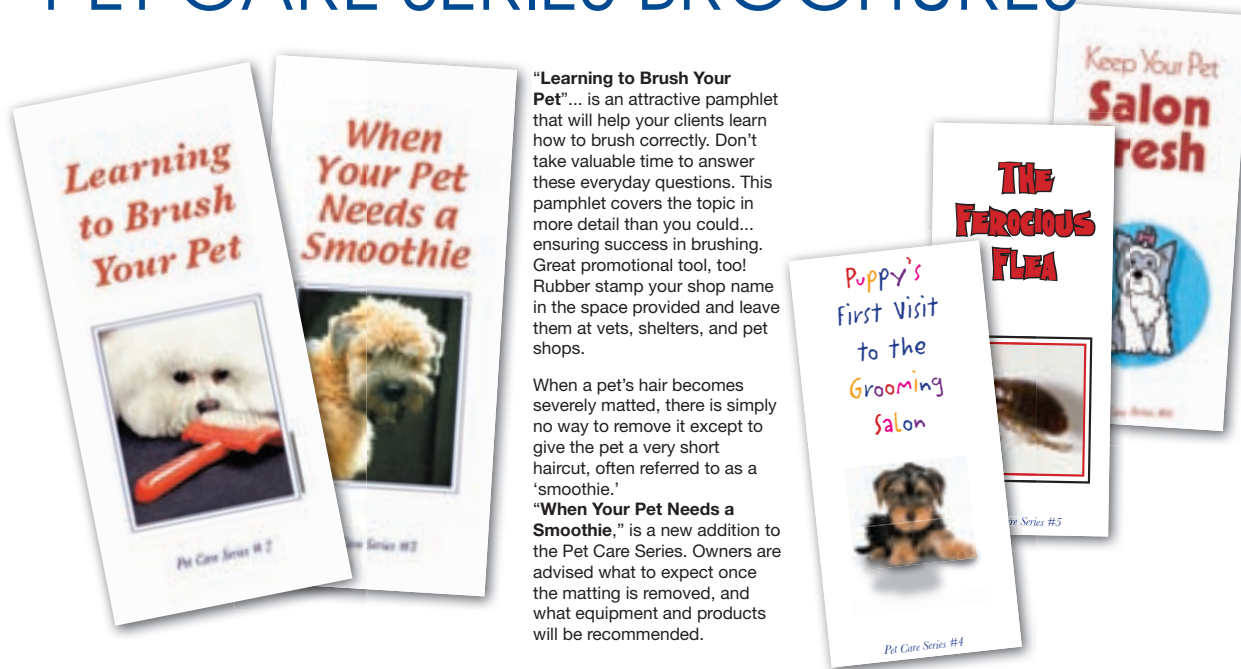
Do you get tired of hearing the same old comments from your clients?

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"... 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.

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)

| | | |
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| #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 |

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|-------|-----------|----------|
| #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 |

INDUSTRY NEWS

SHEAR SPIRIT CD PROVIDES MUSIC THERAPY AND SPA EXPERIENCE FOR GROOMING AND BOARDING FACILITIES

Shear Spirit by Maestro Dennis Geib, is the first CD designed especially for Grooming and Pet Care Facilities. It contains several original compositions by Geib who has performed the music to relax pets while away from home.

Pet Care Professionals attest to the calming effect that it has on the pets and staff alike. Musical therapy has long been known to receive a spontaneous response from canines in a stressed situation such as boarding or grooming. It also will provide a Spa atmosphere to the grooming salon while imparting soothing musical effects to your clients as well.

"*Shear Spirit* will bring peace and tranquility to grooming salons and boarding facilities everywhere," claims Geib. Dennis Geib is the brother of grooming shear manufacturer, Ed Geib. There are five



compositions specifically for pets.

For more information go to www.Geibmusic.com or call 814-437-1861. The product can also be purchased at www.barkleigh.com.

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| #1937 | 500 Apt. Kards | \$29.95 |
| #1938 | 1000 Apt. Kards | \$43.95 |



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Brown Appt. Kard

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| #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.
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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

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

1" Large Calendar Paws

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



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- Pet Care Series
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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!

NEW PRODUCT NEWS

PAWDICURE POLISH PENS

Warren London has developed a patented nail polish pen for dogs. The Pawdicure Polish Pen is quick drying, safe for dogs and easy to remove. Warren London's Pawdicure Polish Pens come in five colors, Red, White, Pink, Purple and Blue. It takes about one minute after shaking the pen and pressing down the nib to wet the tip with polish. Once applied, depending on thickness of application, it should take less than a minute to dry. You can remove the polish using a non-acetone polish remover or by using Warren London's nail buffer blocks. For more information, request Reader Service Card # 7814.



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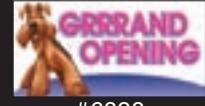


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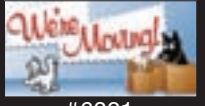


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4ft. x 2ft. only \$39



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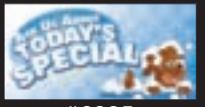
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C1929

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NEW PRODUCT NEWS

BEBE AND CECE DOG SHAMPOO



Bobbi Panter Pet Products debuts its new line, *Bebe* and *Cece* dog shampoo. The line was developed for dog owners interested in treating their pet to something special, while staying within their budget. The *Bebe* and *Cece* line are premium products that were created with a new custom formula. Priced at a MSRP of \$9.99 for a 16 oz. bottle, *Bobbi Panter* is dedicated to using quality ingredients in her new line which includes *Precious Puppy*, *Oatmeal & Shea Butter*, *Ocean Breeze*, *Fresh Berry* and *Orange Citrus*. *Bobbi Panter's* products are made in the U.S. from custom formulas and hand-selected gentle ingredients for both dogs and cats. For more information, request Reader Service Card # 7807.

ANDIS SHOWEDGE BLADES



Andis has introduced the *ShowEdge* blades to set a new standard in blade performance for dog grooming. The new blades clip through fur just once, leaving a smooth, show quality finish, without blade tracks and are available in six sizes. They have a chrome finish to resist rust and are manufactured using an exclusive carburized hardening process to extend the life of the blade. They are available in sizes 10SE, 30SE, 4SE, 5SE, 6SE and

7SE, which range in size from 1/50" to 3/8" and can be used with *Andis* clippers *MGB-2*, *MGB2*, *AG* and *AG2* or with virtually any brand detachable clipper. For more information, request Reader Service Card # 7808.

SPARKLING NAIL POLISH AND POLISH HOLDER



Davis Manufacturing has added four new colors to its *Sparkling Nail Polish* collection: *Sparkling Dark Blue*, *Sparkling Black*, *Sparkling Orange* and *Sparkling Light Green*. The exclusive nail polishes are loaded with glitter, durable and even protective for nails. *Davis Manufacturing* also offers a wall-mountable *Nail Polish Holder*. The Holder keeps up to 12 bottles of polish close at hand while freeing up valuable drawer, counter and shelf space. Because it's made of clear acrylic, the Holder also doubles as a display fixture for customers to see what colors are available. For more information, request Reader Service Card # 7809.

STORE VANTAGE ADDS SMS TEXT ABILITIES



Store Vantage released an eagerly awaited feature for Pet Industry Professionals to save time and money, SMS Text Messages. The ability to automatically send text messages to client's mobile phones was a highly anticipated feature for existing users. The text messaging services were added to

the existing ability to send Appointment Confirmation and Reminder emails automatically to help reduce costly no-shows and cancellations. Subscriptions for each service are \$10 per month and include an unlimited number of emails and text messages. Now businesses that do not collect client email addresses can enjoy the benefits of the automatic Confirmation and Reminder subscriptions the SMS Text option. For more information, request Reader Service Card # 7810.

DOGGY GOO

HealthyGOO.com proudly announces *Doggy Goo*. Allergies are in the top three health issues affecting today's canine population, i.e. ear/skin issues and hot spots.



Research indicates that 80-85% of all allergy canines; suffer not from food, but from environmental sources like grass/weed/tree pollens, mites and molds. To address this suffering population, under Medical Director, Dr. Kristin Holm DVM DACVD, *Doggy Goo* helps support and balance first line immune defenses, supports canine's natural ability to build tolerance to offending environmental and food sources and via Probiotics, helps support healthy GUT flora. And best of all, it's 100% Natural GOO. For more information, request Reader Service Card # 7811.

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READER SERVICE CARD #7864

Grooming Connection Vol. 30 Ed. 4 April

W1753

NEW PRODUCT NEWS

DERMAGIC SKIN CARE

DERMAGIC Skin Care for Animals recently introduced the *Pawdicure*, a three step treatment to clean and soothe pet paws and rehydrate tender pads so pets tread comfortably through each season. The three-Step *DERMAGIC Pawdicure* steps are: First, wash the paws and pads with our *Certified Organic Shampoo* bar, making sure to lather between the toes, and rinse. When dry, massage the *DERMAGIC Skin Rescue* lotion into the areas where there is hair and let it soak in. Lastly, massage the organic *Cell Restoration*



Crème into the pads. Can be used as frequently as needed. *For more information, request Reader Service Card #7812.*

PAW BROTHERS MATMAGIC SHED CONTROL SHAMPOO AND CONDITIONER SOLUTION

Paw Brothers® MatMagic Shed Control™ products promote healthy skin and coat and help to reduce shedding. *Shed Control™ Shampoo* is formulated with coconut milk, aloe, jojoba and wheat germ oils to promote healthy skin and coat. *Shed Control™ Conditioner Solution* is formulated with aloe and coconut milk to remoisturize the skin and coat. Jojoba and other natural oils condition and improve the health of the skin and coat. The solution can be used as a conditioning rinse or as a leave in conditioner. Both products contain Vitamins A and E to fortify and strengthen the hair shaft to help control and reduce shedding. *For more information, request Reader Service Card #7806.*



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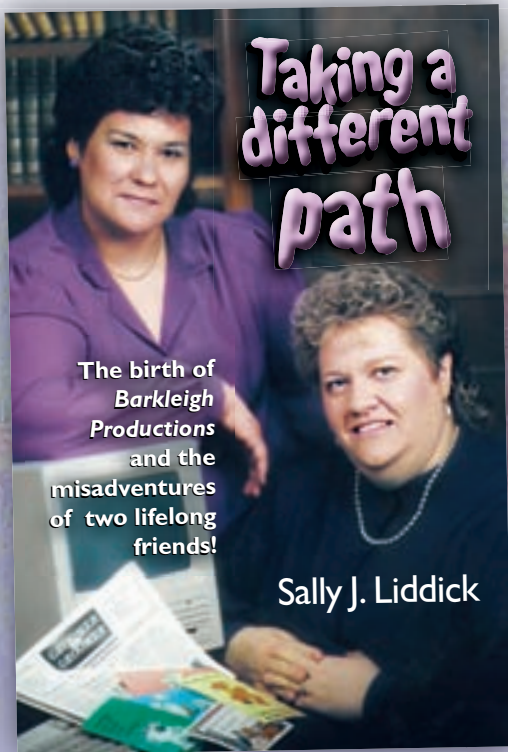
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MIRACLECORP THE NAIL SHAPER



MiracleCorp Products announces the addition of the pet *Nail Shaper* finishing tool. The patent pending *Nail Shaper* is specially contoured to fit all pet nails and is for use by groomers and pet owners. Complimenting the extensive *Miracle Coat* pet nail care line, the *Nail Shaper* provides an excellent finish after a nail trim and smoothes rough nails between trims. The product is designed to fit comfortably in one hand, the uniquely barrel shaped tool allows the user to place the nail in the shallow bowl of the *Nail Shaper* and gently twist. *For more information, request Reader Service Card #7813.*

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TAKING A DIFFERENT PATH by Sally J. Liddick

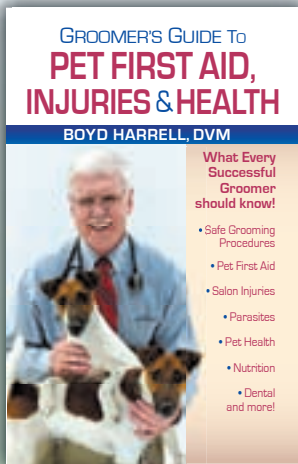
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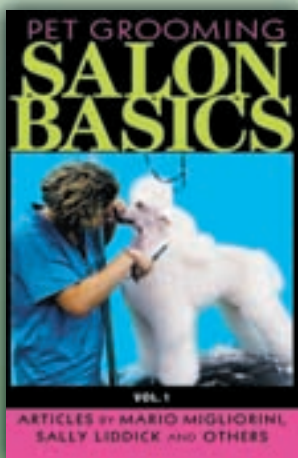
#6325 Pet First Aid \$19.95



WONDERS OF GROOMING By Bonnie Wonders

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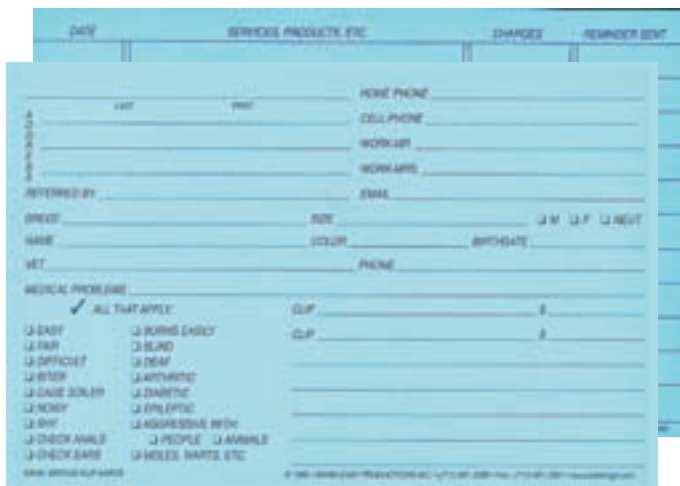
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| | | |
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READER SERVICE CARD #7872



After The Flames

by Sally Liddick

Four long months after a devastating fire destroyed her salon, Kerri Roberts of *K-9 Corner*, Oakdale, Connecticut, had her long-awaited opening of her new grooming salon. We recently reported on the fire, and I now asked Kerri what was the most difficult part of waiting to open again.

"In the beginning, it was not knowing what I was going to do. I didn't know whether to cut my losses and go to work for someone else or try to figure a way to get started again," Kerri said, "because the insurance company told us they wouldn't help to get us up and running."

Ultimately, my clients made the decision for me. With all of their phone calls and support, I knew that I had to restart somewhere somehow. The second hardest thing was the waiting for everything to happen. I hated not having an answer for my clients when they asked how soon I would be grooming again. I felt as though I was letting them down."

Eventually Kerri settled on a leased property in a strip mall approximately one mile from her old salon.

"My clients loved this," she said. "It was important for them that I locate in the vicinity where I had built my business." The new location carries more traffic than her old, which she feels will be a plus for future business.

Kerri admits to taking a long time to plan her first salon, but she did not have that luxury this time. Fortunately, she was able to adapt the same layout for this new facility, which made it a very efficient process. "This shop is bigger than the old one, and we are still getting used to that," she added.

Newspaper and television coverage also helped



with her decision to move. The local media not only reported on the devastation of the fire, but also the joyous reopening of her shop. She admits that this was very valuable advertising, and it didn't cost anything.

Did her clients wait for her? Absolutely. A downside was that some of her clients did not go to another groomer during the time she was closed. "As a result, we're doing some major clean-ups," she stated.

When I asked if there were any positives to this experience, she replied, "It has been very emotional with a lot of ups and downs. There have definitely been some pluses. It made me remember how much I love my job and enjoy grooming. I missed being away

Continued on page 62

from it. I also didn't realize how much my services meant to my clients. The outpouring of phone calls, letters, cards and words of encouragement that I received were eye opening," said Roberts. "It makes you feel good and reinforces your decision to be a groomer. I also admit it has given me some time to heal and feel better."

Kerri also kept in touch with her clients. "Immediately after the fire we contacted the phone company and had them forward all salon calls to our home. My clients were relieved that they could still get in touch with me. Unfortunately, I lost all contacts in the fire, so as they called, I got all their information again."

Kerri reported that opening week went great. "We were unable to keep the same phone number for the new salon even though we were only a mile from the old location. A recording at the old phone number gave the new one, and the phone has still not stopped ringing. We were able to book the whole first week before we even opened. With all the bookings, the phone ringing and clients stopping by, we were very busy. It felt great to be back to work!"

Because Kerri had time on her hands to plan the new salon, I asked if she had made any changes over her past facility.

"I had the time to search for used equipment and good deals on new equipment, and having the time to pick up the supplies saved a lot on shipping costs. We also had some equipment donated to us. With that and a nice donation from my father, I was able to purchase the tub I had been wanting for a long time. I had my eye on the UltraLift Hydraulic Tub (Reader Service Card #7817), and decided this was the time to make that happen. Before this, we were lifting all the big dogs into the tub. What a relief it is that we don't have to do that anymore! There are still some things we need to increase efficiency, but we have what we need to get started now."

Kerri did not have a lease with the old salon. Hence, some of the things were just lost in the fire without any retribution.

"I am fortunate enough now that my sister-in-law is a real estate attorney, and she has gone over the new lease for us to make certain that everything is there and fair. You definitely need to know what is your landlord's responsibility and what is your own responsibility. Also, the landlord needs proof that you have insurance on your shop. I learned the hard way that you need to know that he also has insurance and what that would cover for you if anything were to happen," she said.

"The insurance was a big issue to you after the fire. What did you learn that might help other groomers when they make decisions on insurance?" I questioned.

"It was a nightmare! Never take what they tell you as the final word. Get an advocate, or somebody who knows insurance in your corner to guide you. Make sure you have a good agent who is willing to fight for you. And expect that it is a long, slow process when you have to put in a claim. Don't count on anything happening right away. But most of all, make certain you have adequate insurance coverage, because you never know when you will need it," she reiterated.

"If this happens to someone else, what do you say to them?" I asked.

"Be prepared. Don't give up when things are looking pretty bleak. If you are having trouble with your insurance company, get help. Make certain you understand every little detail of your insurance policy and fight for it. Reach out... you will find help in even the most surprising places. Most importantly, stay in contact with your

clients. Always have a way that they can reach you. They need to know what is going on, and they also want to help you."

Several companies came to Kerri's aid in this process, and she wanted an opportunity to thank them publicly.

"I am still in awe over the help that we received from various people. I would really like to send a huge thank you to Christina and Jerry of Governor Insurance, Andis, Oster, M.D.C. Romani, Barkleigh Productions and Tropiclean. I also would like to send a very special thank you to Don Kassebaum from Tropiclean, Bob Thompson from Governor Insurance and Sally Liddick. (I don't know how I would have made it through all of this without your assistance and support, Sally.)"

"All in all, was this just a devastating experience or a growth experience?" I asked finally.

"I have to say that I think it has been a little of both. It was pretty heart-wrenching to watch seven years of hard work go up in flames. But, the lesson I have learned is not to be caught short when it applies to insurance. Perform a yearly inventory and be mindful of equipment upgrades to cover any product and equipment loss. The growth experience throughout this whole ordeal is the caring and understanding of our friends, family, customers and the community. Even people who didn't own a pet, and who didn't even know us, either commented on how nice the new shop looks or said they were glad to see us up and running again. It was a very humbling experience," added Kerri.

Making the Spring Groom-O-Gram Work for You!

The old saying "the early bird catches the worm" is still true. Send a GroomOgram to each of your clients that haven't been in since last fall. They will be calling you eventually, but without encouragement they will probably wait until the weather warms sufficiently. You will want to try to schedule appointments prior to your busy time. Usually by writing a "discount" or "free gift" on your GroomOgram, or just the GOG alone, is enough to get the customers calling when you have time to work on them! Happy Springtime! Get those appointments filled!

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