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AUGUST 2011

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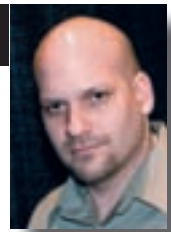
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## Off the Top of My Head by Todd Shelly

### Stage is Set for Grooming's Biggest Night



This year at *Groom Expo*, the evening of Saturday, September 10 will feature the culmination of a couple very exciting projects that have been in the works for a while. *BarkleighTV* will feature a live broadcast of the first ever *Barkleigh Honors Awards*, a multimedia event that will make groomers everywhere proud. Both the live online streaming and *Barkleigh Honors* are ideas that developed unexpectedly.

In an interview for this issue's article about the live streaming, Kathy Hosler asked me about how it began. After I got off the phone with Kathy, I remembered the conversation that started everything.

A few years ago at *PetQuest*, we decided to do some filming to give people an idea about what our grooming shows are like. We planned to post it on *YouTube* and send out a link to promote the advantages of attending a trade show. We had no thoughts beyond that.

Sometime during the show, Cassandra from *Groomer Has It* Season 2 interviewed Kathleen from the show's first season. When we finished, Kathleen asked, "What is this for?"

Not missing a beat, I jokingly responded, "It's for *BarkleighTV*." Kathleen accepted that answer as if it made perfect sense. I told her it was a joke, but then I immediately thought that it wasn't such a bad idea. The concept took off from there.

*Barkleigh Honors* started because Sally Liddick wanted a way to honor some of the industry icons who haven't gotten the recognition they deserve. It began with a feature interview of Jerry Schinberg in *Groomer to Groomer*. Originally a magazine feature about industry icons, "Barkleigh Honors" grew to include a webpage under the same name.

Completely by chance, *Groom Expo's* normal Saturday evening dinner entertainment opened up. We were looking for a new idea to fill the spot. What better than the *Barkleigh Honors Awards*, a dinner honoring the people in our industry who most deserve it?

We are excited not only about presenting the *Barkleigh Honors Awards* at this year's *Groom Expo*, but also about broadcasting it live to audiences around the world. Groomers who are unable to join us in Hershey will be able to enjoy the festivities as we honor our industry and those who have achieved great things during the past year. We look forward to celebrating the grooming industry and the accomplishment of introducing the *Barkleigh Honors* and live streaming at *Groom Expo*.

  
todd@barkleigh.com



# Do you like Piña Coladas?

By Emily Rupe

**T**was the dawn of another grooming day! As was customary that time of the workweek, I was off to attend to the Wayson triplets. Each week, this trio of Labs is pampered and spoiled by their Auntie Em. I was feeling pretty lively as I made it past the guardhouse and turned down their avenue. Not to break from the usual routine, the street was packed with various service people all clamoring to reach the same destination: the Wayson Villa. There was the housekeeper, the truck full of lawn staff, and then of course, there was him.

As I squeezed into the last piece of curbside, I spotted him, the auto detailer. The mere thought of him caused me to release a sigh of disgust and annoyance. A middle-aged man with an identity crisis, he was out there polishing the Aston Martin in his baggy pants and bandana-wrapped head. Although he's a nice enough individual in general, he would toss me a new pick-up line or misguided

attempt at flirting each week.

At first it was flattering. While I've already bagged my "prize buck" and thus have two little "action figures" running around at home, it was nice to know that a BBW (big, beautiful woman) like me still had a little something going on. However, there can be too much of a good thing, and it had become quite annoying. Recently he'd come up with such great lines as "So how much to trim my hair, Boo?" (as if I hadn't heard that one a million times) or "You keep on making that money, gurrllll!" To say I wasn't amused was an understatement. I lost the title of "girl" about ten years ago, along with my single-digit dress size. As I collected and bathed the first two Labs, I attempted to smile and ignore the incessant chatter.

Then it was my baby *Dolce's* turn. *Dolce* is the mishap magnet of the pack. Everything you could medically imagine can or has happened to the princess of the household. In the first few years of her

life, she had two ACL replacements, a tail amputation, and chronic ear and urinary tract infections. With each survival experience came another bottle, salve, pill, or scrub that I got to administer to her. Each time I picked her up for her spa treatment, a handful of remedies came along as well.

One of her many treatments aids with her chronic urinary tract infections. In the past, she had some infections spread into her blood stream and almost claim her life. In hopes of dodging a possible surgery to remove some of the excess skin on her girly bits, her mother has me rub coconut oil on it as a last ditch holistic treatment.

I quickly ducked and weaved, avoiding *Rico Suave*, and got my baby into the van. She was bathed, rubbed, scrubbed, and pampered. With my beautiful princess at my side, we proceeded back to the house, but peering out from around the bumper of a freshly washed

*Continued on page 8*



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sports car appeared that all too familiar face.

"Keeping busy, I see." I nicely informed him that yes, business was good, and I tried to continue my journey to the front door.

"Wow, you have a lot of stuff there. What all do you do with dat?" Trying to be a lady, I give the politically correct answer that it was all for *Dolce* and her various ailments. Of course, my quick answer was not sufficient, because he continued to probe as to what each one did. After several minutes of forced patience

and explaining the various bottles and sprays, all that remained was the coconut oil. Getting frustrated, I simply stated that I rub it on her to help prevent infections. "Well, where you rub it?"

I have often said that I will have a condo "down south" when I expire, and my response to his question only reaffirmed that it will come with a pit of despair view.

"I first dim the lights, turn on some *Sinatra*, and then rub it on her..." You can fill in the blank with your own choice word. Instantly,

this playa got a look of utter embarrassment and began to squirm. I, of course, only rubbed it in by happily jogging up to return that squeaky clean pup.

Needless to say, the heckling has come to an abrupt halt since that experience. I can now do my job without having that sense of dread that used to accompany my triplets' visit. He still smiles and waves, which is fine. However, whenever I get the sense that he may start his "game," I merely grab that sacred tub of coconut oil, hold it to my face, and wink. Works every time!

*Emily Rupe began her career in corporate America. After several years, she decided to take the plunge into mobile grooming and has been loving every minute of it. Working with Faux Paws® Mobile Grooming, you'll find her driving her rig "Ms. Daisy" all over the greater Orlando area. When Emily is not grooming, she's pursuing her other passion; writing. Her work has been featured on Faux Paws Pro blog and as a finalist in the Driven to Groom essay contest. She is also the author of Bathroom Trivia for the Mobile Pet Groomer.*

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## Behavior CLIPS

by Gary Wilkes



### The Fraternal Twins of Training *Discrimination and Generalization*

Somewhere, deep within the bowels of my computer is a nifty little pinball game. It is a tribute to the software designers, who have created a marvelous simulation of the real thing. Two of the keys on the keyboard activate the flippers, and two more act to “nudge” the table. The first time I played the game, I discovered something interesting. Instead of hitting the keys to make the machine wiggle, I was actually bumping the whole keyboard. My longtime responses from real pinball games had leaked over into my computer

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simulation. In scientific terms, I had generalized a behavior from one situation to another. Fixing this problem requires that I discriminate between real pinball machines and fake ones. While we humans rarely examine this process, it may surprise you to know that your dog is an expert at both generalization and discrimination and could teach us all a thing or two.

While all animals have the capacity to acquire knowledge, they must also know where, when and how to use it. If a dog sits on a cactus, he will not benefit from the experience unless he possesses two mental abilities – discrimination and generalization. Simply put, discrimination is the ability to decide that two events or things are unrelated. Generalization is the ability to see a relationship between things. So,

to avoid cactus, a dog must be able to discriminate between cactus and non-prick-

ly objects and be able to generalize that all cactus should be avoided.

In your home, these twin abilities are regularly displayed. If a dog races madly to the door at the sound of the bell, but does not react to the sound of a doorbell on a television program, he has correctly discriminated between the two. The dog has decided that some aspect of the real doorbell is unique, and not shared with the TV bell. If the dog responds to the doorbell and also reacts to the TV doorbell, he has generalized the sameness between the two bells.

Another example of these dual behavioral principles occurs when someone takes a very obedient dog to a new location. The same dog who can sit, lie down, roll over, fetch and speak will become a distracted fool the instant he sets foot in a park. The dog has correctly discriminated that the park is different than your home, but has failed to generalize the commands associated with his obedience behaviors. Assuming that

the park is unique and failing to realize that you want it to be the same as your living room is the simplest form of a training problem. The solution is to gradually introduce the dog to new locations, while continuing training on the behaviors that work at home.

While deciding sameness or uniqueness is often a simple association, it may also be a complex blend of the two. Many dogs learn to dislike people who wear uniforms. This reaction requires that the animal make both a subtle and complex discrimination and generalization, simultaneously. First the dog must learn to discriminate between people who wear uniforms, and people who do not. While we take for granted



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that uniforms differ from regular clothing, dogs must learn which components represent a uniform, and which things do not. This is not as easy as it seems. In reality, most uniforms are not really uniform. Animal Control officers and police wear badges – meter readers do not. The UPS guy wears shorts. The letter carrier may not. At each step in the process, the animal analyzes which things are common to uniforms (generalization) and which things are not. (discrimination)

Ultimately, the dog will learn to associate name plates, badges, hats with badges and funny shaped things hanging from a belt as signs of a uniform. If any of those cues are present, the dog may then generalize his behavior. If a man with a badge on his hat sprays the dog with pepper spray,



heaven help the next bottled water delivery man who has a logo on his cap. The dog doesn't know that the first man was an Animal Control officer or that the second man is delivering water – he just knows that people wearing hats with badges are “intruders”. If the dog's owner wears a hat and badge, the dog may make an even more complex discrimination – all guys with hats and badges are evil, except “dad.”

While these specific discriminations are easy for us to understand, discrimination and generalization can also link sequential chains of events. Many dogs come to discriminate the veterinary hospital as a place where pain happens. At first, the dog is happy to get in the car and visit the new and exciting location. Soon the dog starts to generalize the sights, sounds, smells and sensations of the examination room with unpleasant treatment. The dog will start to identify everything that is

unique to veterinary visits and link the sequence of events that “cause” the examination room. Soon, the dog is reluctant to get in the car, go into the waiting room, or approach people who wear veterinary uniforms. In some cases, the dog will like a groomer who wears a smock identical to a veterinary receptionist. The smells of a vet clinic are different from a grooming salon, this kind of discrimination is a slam dunk. The result of the discrimination is that smocks will become neutral and have no meaning at all.

Understanding discrimination and generalization can help you appreciate the dynamic nature of a dog's behavior. Learning to better control a dog's ability to learn, can help create good performance and modify unacceptable behavior. Here are a few tips for utilizing this knowledge with a dog.



*Continued on page 16*

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- Make sure you train a dog in several places and times of day and gradually introduce distractions.
- To help create a discrimination, create two situations that are obviously different, just like an old western movie – the good guys wear white hats, and the bad guys wear black hats. If you want a dog to bark at suspicious strangers, but not bark at regular visitors, have “pretend” burglars, wear funny hats, carry umbrellas, or walk oddly. Gradually remove the hats, and umbrellas, and make generally furtive movements the key to deciding if someone is a threat.
- If you want a dog to generalize quickly, be willing to drop your standards in the new location/ situation. If *Fido* can sit at home, but is distracted at the park,

simply try to reinforce him for responding to his name. Once he will listen to his name, re-teach “sit” in exactly the same way he originally learned the behavior. Once he starts to “sit”, even in the park, repeat the process in the next location, or try a different behavior. If the behavior fails, drop your standards and refresh his memory.

- To successfully learn a generalized discrimination, it takes practice. Most people fail to repeat the situation enough times to give *Fido* the needed experience. Repetitions that end with different consequences can help the dog learn faster. If the sound of the real doorbell leads to a dog biscuit, and the TV bell leads to a five minute “time out,” *Fido* will quickly discriminate between the two.

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](mailto:wilkesgm@aol.com) or visit [www.clickandtreat.com](http://www.clickandtreat.com).



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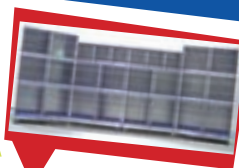
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# Zoonotic DISEASES



BY TERI DIMARINO

Continued on page 18

**Zoonosis** – Sorry, it’s not a new animal attraction at the SeaWorld® Theme Park. Zoonosis, as defined by Wikipedia, “is any infectious disease that can be transmitted from non-human animals, both wild and domestic, to humans, or from humans to non-humans” (also known as reverse zoonosis). No, this is not going to be another doomsayer, negative article telling you that you are all going to catch ghastly things from every pet that you come into contact with. I will, however, be addressing common sense precautions that all pet stylists and their staff should be aware of to keep themselves, and the pets they handle, safe and healthy.

Zoonotic diseases cover the disease extremes and can range from deadly diseases, such as rabies, to common bacterial infections, like staphylococcus, and everything in between. Some are more common than others, and like so many things in our industry, simple preventive measures can save a lot of time, money, and aggravation. Keeping the pets we serve and ourselves

healthy should be a paramount concern in our businesses, and simple sanitation practices, along with applied common sense, can make all the difference.

Have you ever noticed that pet groomers are notorious for openly discussing some of the more repulsive aspects of our job with fellow

groomers? Conversations range from the mild to the outright revolting. Groomers barely bat an eye at stories that will curl a “normal” person’s hair, and we pride ourselves in the fact that many of us can have these vile discussions while eating lunch. That’s because we all experi-

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ence the same problems. We actually have names for these conditions like “poopy butt,” “cocker ear,” “crusty crotch,” or “athlete’s paw” to name a few. I’m sure you have your own lingo for the stuff you find on the pets, and while it is not our job to diagnose or treat these “afflictions,” we do need to be careful with our procedures as to not cross-contaminate the pets or ourselves.

One observation I have made has been experienced by nearly every groomer I know. A client, perhaps a once-a-year dog, comes in with terrible skin and raging ear problems. They want the dog cleaned up, because they have a vet appointment the next day for the dog’s annual shots and physical and want *Buff*y to look nice for the doctor. As the groomer, you do your job, scrubbing and detailing the pet. You feel sorry for *Buff*y and continue your work in the hopes of giving the poor animal some relief. A harried

groomer, you report your concerns to the owner, suggesting that the vet take a look at specific items you had noticed. The next day, the doctor sees a dog that appears relatively clean and well cared for and wonders what the groomer’s alarmist attitude is all about.

Sometimes it’s better to turn a dog like *Buff*y away, suggesting that it see the vet first before coming back to you for its beauty treatment, bringing along any instructions the doctor may have for you. I have turned away many pets under these circumstances, and the veterinarians were pleased with my decision. The owners may not have been pleased, but my focus was on my welfare as well as that of the pets. Lord knows what that animal might have brought into my salon to share with me, my staff, and other pets.

“Common sense” should be the subtitle of this article, and I am considering this a follow-up to

last month’s article on respiratory problems. Let’s take a quick look at just a couple of the things our four-legged clients may share with us.

Just a reminder: I am a pet stylist – not a doctor. While I may oversimplify some things in my writings, your health care professionals should always be your first line of information and defense. I will try to touch on some of the major concerns within our industry, but I would never attempt to tackle many of the issues, as these should be addressed only by experts. These are only brief descriptions of health issues.

### **Toxoplasmosis:**

If you are a female groomer and have ever been pregnant, you have been warned not to clean your cat’s litter box. The protozoan parasite, *Toxoplasma gondii*, can be carried by cats that may have been infected through contact with rodents they may have caught.

While up to one-third of the world’s population is estimated to carry a *Toxoplasma* infection, people with weakened immune systems may become seriously ill. Many

*Continued on page 20*

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toxoplasmosis infections come from handling raw meat. Groomers can test positive for toxoplasmosis, and they probably didn't even know they were infected. If they contracted it prior to pregnancy, their unborn babies will be safe.

Pregnant women who may not be infected with toxoplasmosis should avoid cat litter boxes, children's sandboxes, and gardening where infected animals may have defecated. If a woman is newly infected during pregnancy, the fetus runs the risk of serious illness.

## Staphylococcus:

This bacterium is one of the most common causes of skin infections, pneumonia, and bloodstream infections in the United States. It has been said that if you want to get sick, go to a hospital; staph infections in healthy patients are, unfortunately, a daily occurrence.

Over 60% of staph infections are drug resistant, with MRSA being among the deadliest. While staph can manifest itself as skin lesions and ear infections in pets, it can be easily transmitted to humans. Washing your hands thoroughly after handling pets with cruddy skin or ears is a common sense measure. Wearing a mask will help avoid inhalation of the bacteria.

**Ringworm:** This is not a worm! It is a skin infection caused by a fungus and is usually seen as a raised, circular, red skin patch, which can be dry or moist. According to the National Institutes of Health, ringworm is contagious and can be passed from one person to the next by direct skin-to-skin contact or by contact with contaminated items such as combs, unwashed clothing, and shower or pool surfaces. You can also catch ringworm from infected pets or pets that carry

the fungus. Cats are common carriers and may not exhibit symptoms of the infection. Once again, washing your hands thoroughly after handling pets is recommended, and refusing service to an obviously infected animal is recommended.

If you are a regular reader of my columns, you will want to refer to the last issue of *Groomer to Groomer* where I tell the story of pet stylist Diane Taylor. Diane was diagnosed with a rare pseudomonas bacterial infection of the sinuses, which incapacitated her for over three years. It was difficult to diagnose and eventually treat, leaving her with lingering effects to this day. Diane says she is sure she contracted this dreadful infection from pets in the salon. High-velocity drying tosses these pathogens into the air for us to breathe. Diane now uses a mask while she grooms and requires everyone in her salon to wear one. Diane regrets not knowing of the potential dangers sooner.

A subject we all encounter on a regular basis is fecal matter stuck in the coat of the dog. Goodness knows what is in that! E. coli, for starters! While contamination from parasites is rare, it can happen. Roundworm, tapeworm, and giardia are just a few of the hitchhikers found in pet feces, so "handle with care" when it comes to the "poopy butt" animals.

## An Ounce of Prevention...

While these are only a few of the potential problems we may encounter in the grooming salon, there are scores more that can come our way. Sanitation is of the utmost importance to help protect ourselves and the pets in our care. We don't want to catch anything or cross-contaminate an innocent pet. There are several simple things you can do to help protect yourself from coming down with the "creeping crud."

*Continued on page 22*

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As previously mentioned, thoroughly washing your hands is a terrific start. We hear this like a broken record in the health care and food service/handling industries. Look at where our hands go! They rub our eyes when we get a dog hair in them (possibly transmitting conjunctivitis). They hold the sandwich we put into our mouths (did that dog you just groomed possibly have a staph infection?). They scratch the itch we feel from handling that cat we just finished (did she carry ringworm?). Ideally, hands should be washed for 20 seconds, making sure to get under the fingernails, around the cuticles, and in between the fingers. Twenty seconds is equal to singing "Happy Birthday" twice. Antibacterial soap is not necessary, as any good hand soap will do, but you have to scrub them. It is proven that washing one's hands is one of the best ways to prevent infection and contamination, so wash up regularly. Keeping a good quality hand lotion will help counteract hand dryness, which is a common complaint in our industry. Hand sanitizers work, but I still like the soap and water approach. Wearing gloves is a good idea, especially when deal-

ing with pets that have questionable health problems.

Wear a mask! Last month's article dealt with respiratory illnesses, and hopefully you have a stock of masks for you and your employees. This will help prevent the inhalation of pathogens, dust, and dander. Eye protection is helpful when you are drying a pet with possible health issues. Drying dogs with obvious bacterial infections tosses pathogens into the air for us to breathe and also into our eyes. How often do you get dog hair in your eyes over the course of the day? Do you wash your hands before picking it out?

One thing I am not fond of is a dog "kissing" me on the face. Yes, I know many of us do this, and in fact, I like when my own dog gives me a little "smooch." But what about the clients who pick up their dogs and proceed to allow them to "French kiss" all the way out the door?! Yuck! All I can think about is that ALL dogs have butts... and they can ALL reach them! Dog mouths are not as clean as you would like to think. It's a good idea to keep the dogs' faces away from yours.

Finally, as I mentioned earlier in this article, refusal of pets with

obvious problems is a must. The owners may not think there is anything wrong, but these dogs need to see a doctor instead of a hairstylist. I know that all we want to do is help make the pet feel better, but we are not doing it any favors if we enable the client to ignore the severity of the issues by helping them clean it up.

We all know the kind of pets I am talking about... the cocker with the pistachio pudding-like discharge draining from its ears... the Lhasa with the weeping sores on its belly... the cat with the suspicious areas of hair loss, which resemble crop circles. If you feel that you must handle these animals, note that they should all be handled with an extra degree of sanitary precaution.

While it has not been my intention to scare you half out of your mind, I am sure many of you are going to want to wash your hands right after putting this magazine down. Most professionals are very diligent in their handling and sanitation techniques, but we should never let our guard down. While it is not anyone's intention to catch the "zoonotic cooties," it definitely can happen. Being aware of these diseases and taking precautions is, once again, good common sense.

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

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

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READER SERVICE CARD #8178

# The Groomer's Roundtable

## Roundtable Question:

- What Add-On Services do you offer at your salon?

Teeth brushing, walks for those dogs left over four hours, *Plaq-clnz (RSC #8100) Deena Holeman, D'Tails Dog Salon, Portland OR*

Free toenail clipping on customers "other" dogs when they pick up their groomed pet. *Peggy Severson, C's Dog Grooming, Eagle River AK*

We now offer a pick up/drop off service for our boarding and grooming dogs. *Alisa Starks, Home Away From Home Pet Boarding, Russellville KY*

I have added on *Blueberry Facials (Reader Service Card #8101)* and Hydro Massages, creative styling with color if desired. *Amber Herrin, The Velvet Paw-Pet Spa, Denison IA*

The newest services that I've added are creative designs done with blo-pens, glamour glitter, or hair dye which start at \$10. *Vanesa Low, Dog Tag Inc, Fox Lake IL*

I house sit a few different animals and offer RR for some animals that fit into my farm life, also I bought a dremmel and grind toenails after clipping. It gives a much better result. *Loraine Gunderson, Wagin Tails And Happy Trails, Beaverton MI*

My new add-ons are: Spa treatments, facials, pawdicures and hair dyeing. *Crystal Lefler, Crystal's Many Paws, Richfield NC*

Facial exfoliating scrub by Spa. I charge \$5 and my customers love

it! *Diane Hopkins, Pro Pet Styles, Apache Junction, AZ*

*Blueberry Facial (RSC #8101)* and Spa Treatments, *Furminator (RSC #8102)*, Aroma Therapy. *Sandra Seaman, Sandy's Grooming Spa, Kingston NH*

We have upgraded from just a plain tooth brushing to a two step process, a gel and then a breath spray made by *Tropiclean (RSC #8103)*. *Rachel Koleno, Clarence PA*

Dog walking/training for dogs in my care. *Frances Dauster, P's And G's Dog Training, Grand Bay AL*

Timed de-shedding. *Suzanne Uzoff, Bunker Hill Groomer, Houston TX*

Soft claw nail tips *(RSC #8104)* *Lauram Schwarting, Four Paws Spa & Bakery, Bixby OK*

I just added some retail. I am selling *Lupine* collars, harnesses and leads. *(RSC #8105)* My clients love them. *Donna Gibson, Head to Tail Pet Grooming, Williamson NY*

*PlaqClnz Dental Program (RSC #8100)* *Joyce Jennette, Joyce's Groom N Go, Clinton PA*

My newest add-on service is hair dyes. School colors are very popular. *Jonie Gillis, Tangled Knot Grooming, Urbana IL*

Teeth brushing, tear stain application, drummel nails, de-shedding program. *Oksana*

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Fagenboym, Oksana Elegant  
Grooming, San Ramon CA

I recently added the *PlaqClnz* system (RSC #8100), sugar scrubs, mud baths, and hot oil treatments to my current spa shampoo lines. *Brynn Haynes, Bark N' Bubbles, Whitehall PA*

Toothbrushing. *Anne Amodon, Attention To D-Tails Pet Grooming Salon, Skowhegan ME*

We are currently offering new spa packages and the *PlaqClnz* system (RSC #8100). *Casie Houden, The Barking Lot, Hartland MI*

Offer boarding, retail and do small animal rescue. *Dorothy Agrippino, Dorothy's Pet Grooming, Chittenango NY*

We have added shedding

treatments. They really work and the owners love the fact that their dog's shed less. *Sarah Weiss, Countryside K-9, Winamac IN*

The most successful add-on that we have instituted recently has been to offer *Furminator* services (RSC #8102). *Diana Rogers, Diana's Place Dog Grooming, Palmer AK*

We offer nails, ears, anals as a package for \$10.00, \$15.00, \$20.00 to encourage good health and owner awareness at an affordable price. Also, any bath or full groom has these services included in the price. I think more groomers should do this for the health of pets not just money. *Tina Straza, Pet Pal's Dog & Cat Grooming, Pacific Grove CA*

Tooth brushing, facial scrub, paw treatments, deep conditions using high end products. Nail grinding

is my most requested add on. *Amy Landis, The Hairy Hound, Richland PA*

I am adding a retail section with grooming tools. *Bridget Edgington, Top Dog LLC, Port Angeles WA*

We have added a trainer, who has an obedience/socialization class here two days a week. *Tina Thrapp, Sud-Z-Paws LLC, Sheboygan WI*

A licensed massage therapist for pets is available two days a week here at the salon. *Nancy Ward, Classy Clawz And Paws, Kingsport TN*

We are located in a rural area so we are providing a pick-up and delivery service. Our clients love the door to door service. *Samantha Wolford, Critter Clips, Rio WV*

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# Five Things You Should Know about **Arthritis in Pets**

By Dr. Shawn Messonnier

While most pet owners know that arthritis is a common condition in pets, there are a number of facts about arthritis, which come as a surprise to the same pet owners. Here are five things you must know about arthritis in pets.

First, while it is probably not correct to say that we can totally prevent arthritis in older pets, there are many things owners can do to help decrease the chances that your pet will ever develop this condition. Supplementing the diet of younger pets with popular joint supplements, such as glucosamine, chondroitin, hyaluronic acid, and even fish oil, will reduce wear and tear in the cartilage and the inflammation that follows cartilage damage.

Second, the most important treatment for arthritis in pets is

making sure they maintain a normal weight. Extra weight carried on damaged joints not only further damages the joints, but also causes more inflammation in them. Putting pets on a medically controlled diet is the most important thing you can do if your pet suffers from arthritis.

Third, don't forget that even cats get arthritis, often as frequently as dogs! Older cats that seem a bit stiff, have urinary or fecal accidents in the household, become cranky if you pet them, and seem to "act old" often are found to suffer from arthritis. While many of the nonsteroidal medications we use in arthritic dogs are not safe to use in cats, natural therapies are fortunately as helpful in our feline patients as they are in dogs.

Fourth, if NSAID medications

need to be used, use them as "holistically" as possible. Rather than follow the label dose, which is often several times higher than truly needed, ask your veterinarian about administering them on a "low-dose, as needed regimen."

Fifth, don't forget the importance of natural therapies. While nonsteroidal medications can usually be used safely in most pets (on a low-dose, infrequent dosing schedule), natural therapies work as well as, if not better than, conventional medications without the cost or side effects. Joint supplements (including hyaluronic acid, a supplement that often works in pets that are not responsive to traditional joint supplements for severe arthritis), chiropractic therapy, acupuncture therapy, homeopathic therapy, herbal therapy, and even cold laser therapy are becoming mainstays of treatment among holistic veterinarians for their arthritic patients.

*Shawn Messonnier, D.V.M., is a holistic veterinarian and nationally recognized expert on integrative medicine for animals. A graduate of Texas A&M College of Veterinary Medicine and the author of several books. Dr. Messonnier is a regular holistic pet columnist for the Dallas Morning News. He is the author of the award-winning *The Natural Health Bible for Dogs & Cats*, and he hosts a weekly satellite radio show, *Dr. Shawn, The Natural Vet*, on Martha Stewart Radio (Sirius 112/XM 157). His website is [www.petcarenaturally.com](http://www.petcarenaturally.com).*

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Continued on next page

# Five New Treatments for Arthritis in Pets

While many pet owners are familiar with the use of nonsteroidal medications such as *Rimadyl* and *Metacam* for controlling their pets' pain, there are many new and exciting therapies also available for the treatment of arthritis in pets. Fortunately, these therapies are often much more effective than nonsteroidal medications, have fewer (and usually no) side effects, and tend to be less expensive than nonsteroidal medications.

## Cold Laser Therapy

Cold laser therapy involves the application of a painless laser to your pet's arthritic joints. Similar to acupuncture without the needles, regular cold laser therapy treatments have helped many patients live normal lives and avoid surgery.

## Homeopathics

Various homeopathic remedies have shown benefits in relieving pain and inflammation in pets suffering from arthritis. Specifically, recent studies show a homeopathic remedy, *Zeel*, is equally effective as the nonsteroidal medication *Rimadyl* in helping pets with arthritis.

## Hyaluronic Acid

While many people are familiar with glucosamine and chondroitin as joint supplements, hyaluronic acid (HA) is quickly becoming a favorite joint supplement, especially for those pets that suffer from severe arthritis and do not respond to glucosamine and chondroitin.

## Physical Therapy

Pets, as well as people, can benefit from a visit to the local physical therapist. Gentle joint manipulation, low-impact exercises, and massage therapy are all beneficial for arthritic pets.

## Fish Oil

Fish oil is recommended for a number of inflammatory conditions. Don't forget its value for helping pets with arthritis. Combining fish oil with other therapies will not only help inflamed joints but will also make the pet healthier.

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# Making the World More Colorful

by Dawn Omboy

Chase and Zane are two male Standard Poodles that have come into my grooming care and are owned by Sally, Roger, and their young son Mattox. A grooming shop up north referred them to me earlier this year when Roger's work moved them to my area. Neither dog had ever been in color; Zane is kept in a Continental and Chase is in a full puppy trim. Sally likes hair!

After being in my salon several times and seeing my dogs in color and the different creative pictures framed on my walls, Mattox decided he wanted to try a little color on Zane, which is his dog. We started small by only coloring his rosettes, the first time using blow-pens to make them into peacock feathers. The next week, Mattox and Sally were brave and wanted to go full color on Zane, making him a pretty shade of pink. For this job, I chose to use *Queen of Color* –

*Pink Petunia* by ShowSeason (Reader Service Card #8142).

It goes on right out of the bottle for a more intense color or can be diluted or "toned down" by adding it to warm water. In the next couple of visits, my husband said to Sally, "Chase is a blank canvas." She agreed that he, too, needed some color.

I will share with you how I have done this:

With the dog standing on a rack in the tub, his feet, face, and base of the tail were thickly coated with cholesterol cream. He was then bathed using the *Bathing Beauty* (Reader Service Card #8143) with clarify shampoo, taking care not to wash away the cholesterol. Rinse and then mix half a jar of *Queen of Color* – *Deep Blue* by ShowSeason (Reader Service Card #8142) with about 1 1/2 gallons of water in the tub. Run that over the wet, clean dog, taking care to saturate the coat with color. After about five to ten minutes, wash the cholesterol from the dog and rinse him. The color pigment will remain on the hair shaft, leaving a soft, beautiful coat and pleasant color. It only takes you a few minutes more than if you had only given the dog a bath! What a great way to bring color into your salon's grooming day. The pink boy, Zane, is very happy with his pink Continental, which actually took longer to do because there was a lot more skin to cover with the cholesterol. They have been properly accessorized with matching feather extensions. I just love making the world more colorful... one dog at a time.

*Queen of Color* Dawn Omboy, [www.creativegrooming.com](http://www.creativegrooming.com)



These dyes can be used straight out of the jar for a more intense color that will last up to ten weeks or can be diluted for a lighter shade that will fade more rapidly.

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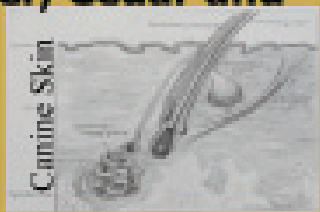
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A woman wearing a helmet and safety harness is zip-lining through a lush green forest. She is smiling and looking towards the camera. The background shows a dense canopy of trees and a hazy sky.

# An Experience of a Lifetime

*Zip-lining through the forests of Costa Rica!*

Swimming with dolphins in Mexico, zip-lining through the forests of Costa Rica, and seeing the beautiful, colorful buildings of Panama. No, this is not a version of *The Amazing Race*; this is the *Barkleigh Pet Pro Cruise*. How can you pass up an eight-day work vacation to the exotic locations of Panama; Limon, Costa Rica; and Cozumel, Mexico? Sunny skies with lows in the 70s and highs in the 90s in the middle of January? No one was going to keep me from this trip of luxury, especially with a speaker as great as renowned dog trainer, Martin Deeley, a man with a wonderful accent and even better information to share on dog behavior. This was a win-win situation.

*by Marsha Lohr*

Our fun started on Friday, when we flew down to Fort Lauderdale, Florida. We boarded our ship the next morning at Port Everglades. When the shuttle deposited us in front of *Carnival Freedom*, the ship looked like a whole city sitting on the water. The boat was huge and had all the amenities of a local town square. We loaded our luggage onto the carts and then headed to the lunch buffet on the lido deck. (Ask my husband how amusing I found

it when the elevator “voice” announced when we had reached the lido deck in its automated British accent. It seriously made me laugh every time.)

I believe a person has never truly seen a buffet until they have seen a cruise buffet: a broad range of food that ranged from general fare, such as hot dogs, salad bars, deli, and pizza, to the exotic tastes of sushi and Asian, Thai, Caribbean, Mongolian, and French cuisines. If

the exquisite buffets didn’t expand your waistline, the three-course dinners would definitely help. To add to the excitement, the waiters would do a choreographed dance for the diners each night, which made you feel like you were in a performance theatre.

The first day on board, Cruise Agent Lucy Wheeler and Barkleigh Representative Adam Lohr did a meet and greet to welcome fellow pet professionals. They held a Barkleigh

*Continued on next page*



*Our First Day!*

*Adam swimming with dolphins in Cozumel, Mexico!*



Welcome Aboard party, complete with open bar, a raffle, and a '70s disco bar. After the party, the group of pet professionals gathered together for a group photo shoot, cracking jokes, sharing laughter, and bonding.

Going around the ship, you had many photo opportunities with photographers, who were more than eager to pose you for your prized cruise pictures, spread throughout the decks with varied backdrops.

The next day on board included the first day of Martin's seminars, including "Marketing Common Sense," which discussed how to stand out from your competition, and "Dealing with Aggression," which was about giving your clients tips on how they can live more happily with their pets. Martin kept the pet professionals engrossed throughout both of his presentations with his wit and teachings, which are easily applied to a broad range of professionals.

With the seminars ending at noon, pet professionals were able to enjoy an afternoon filled with activities. The cruise director did an excellent job of making sure that you were never bored. Activities each day included trivia, cooking demos, dance classes, and comedy specials.

On Monday, we made our first destination stop at Cozumel, Mexico. We had signed up to go swimming with dolphins. Looking at the streets of Mexico, we were

captivated by the different culture that surrounded us. The building for the dolphin sanctuary was beautiful, and the scenic pools sparkled with the glimmer of the dolphins' skin. We suited up with swimsuits, goggles, and life jackets for our swim with the dolphins.

I'll be the first to admit that I was actually quite scared to swim

with the dolphins. We were taught how to have the dolphins give us a kiss, "dance" with us, and rest their heads on our hands while we patted their tummies. After the tricks, we were shown how we needed to stand in order for the dolphins to swim up to us on their backs, allow us to grab onto their fins, and "swim"

*Continued on page 32*

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with them on their bellies. I was so scared when the dolphin approached, but I did as instructed and the dolphin swam smoothly with me on its belly. I've never had a more amazing water experience!

The next day, Lucy held a Pet Pros Scavenger Hunt. The winner received a dinner for two at Sun King Steak House. Once we had enjoyed some time sunbathing on deck and grabbed some delicious lunch, we headed down to the Live Champagne Art Auction. The Park West Gallery paintings and photographs were truly spectacular, and we really enjoyed the artistic culture.

On Wednesday we went to Limon, Costa Rica. Call us crazy, but we were thrilled beyond belief to go zip-lining through the exotic rainforests. On our bumpy ride over, we saw all the beautiful flowers that seemed to bloom everywhere on the island. Once we got to camp, you heard the hollers from fellow excursionists, and for a second, I doubted I would have the bravery to finish this daredevil activity. The guides showed us how to properly zip-line without getting stuck in the middle of your trip to the next tree. The mere mention of the possibility of getting stuck terrified me, and I wished they had not told us.

We suited up in our gear and headed for the trees. As afraid as I was, I was also exhilarated for this daring expedition. I got to the first tree, and the guides hooked me up, told me to learn back, and lift my feet up. Off I soared through the rainforest, having the time of my life. Birds were flying by me, and the view of the mountaintops in



the distance, seen through the trees, was amazing. I eagerly arrived at each station ready for more. The longer the distance between the stations, the more free I felt.

We boarded the ship afterwards and rested for a while in the spa. This section was adults-only, so you could have more quiet. If you were interested, they also had seminars each day of the cruise. We relaxed on a hammock and read for hours in peace and quiet. That night, we headed down to the lido deck to watch Toy Story 3 on the big screen. It was like a drive-in movie theater experience!

Colon, Panama was next. We had the option to go on a tour, but we decided to just relax for a day. That didn't stop us from disembarking to check out the exquisite vendors in the local mall. On the sky bridge that connected the ship to the mall, you could look out and see the vibrant painted houses of the island. I have never seen so much beautiful jewelry as I saw in the stores of Panama. I picked up some vibrant stone necklaces that remind me of the island every time I wear them.

Friday was the second day of seminars for Martin Deeley. That day's



seminars were "Animal Behavior," which was about how to create a dog bond and training approaches, and "Reading and Interpreting Dog Communications," which taught how to overcome stress and anxiety in dogs using behavior modification.

That night we took in the comedic styling of Smiley Joe Wiley. Nothing was off limits, and that seemed to make the audience not worry about the fact that our cruise was soon coming to an end.

Saturday came, and we accepted the sad fact that it was our last day out on sea. On Sunday, we would be disembarking early from what had been our second home for over a week. We spent our final night enjoying the wonderful hot tub and taking in the most perfect, unobstructed view of the stars you will ever find. I fell asleep to the soothing feeling of the water beneath us and awoke the next day sad to say goodbye to the experience.

If you are given a chance to go on a *Barkleigh Pet Pro Cruise*, I definitely encourage you to do so. You will never have another experience like it, and you will have a chance to make life-long bonds with your fellow pet care professionals.

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# BRUSHING UP on Blade Cleaning

By Daryl Conner



## Anatomy of a Clipper Blade

Clipper blades are fairly simple tools that perform a vital function in grooming. Becoming familiar with the parts of your blade will help you care for it properly. The longer teeth of the blade are called the "comb." The comb is what glides through the pet's coat and sets the length to be clipped. The smaller blade that moves back and forth is called the "cutting blade." The little plastic piece that goes into the groove of the cutting blade is called the "blade guide." There is also a socket, a tension spring, and a screw to hold it all together. Blades should only be taken apart and re-assembled by a trained technician.

At the end of a day filled with scrubbing and styling a full schedule of pets, the last thing that most pet stylists want to do is spend time cleaning their clipper blades. The truth of the matter is that investing just a few moments a day in blade care has tremendous payoffs.

**Making a habit of regular blade cleaning and oiling will ensure the following:**

- Grit, oil, dander, and hair fragments that contribute to dulling are removed from the blade.
- Residue that could contain

bacteria is cleaned from the blade.

- Blades are properly lubricated so they perform optimally.
- Clean, well-oiled blades don't rust. Rust and blades are never a good mix.
- Bonus points! Your expensive clipper will run cooler and last longer if you take good care of your blades!

**Very little is required to establish a daily habit of blade cleaning:**

- A container of high-quality blade cleaner
- Soft, absorbent cloths or paper towels
- A bottle of blade oil
- A toothbrush or similar brush to remove hair or stubborn deposits
- The commitment to tackle the chore every day.

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Continued on next page

# There is no substitute for a good cleaning in blade wash.

Once you get into the habit of cleaning your blades before you go home, you will find that the job is accomplished in mere moments. You will be pleasantly surprised at how much better your clipper seems to run and how much longer your blades stay sharp and cutting well with proper care.

Having a place to keep everything neatly organized helps to make the job go more quickly. Here are simple instructions from sharpener Tony Amodeo at *A & J Sales and Service (Reader Service Card #8107)* in Vermont.

"If your blade has a lot of hair on it, use your high-velocity dryer to blow the hair off, or use a small brush to remove the hair. Then, most importantly, use blade wash. Put the blade that is to be cleaned onto your clipper and dip the blade (just the blade – the clipper does not need to go for a swim!) into the blade wash. Turn the clipper on and hold the blade in the wash for a few seconds. In most cases, you will hear the clipper motor speed up as the blade becomes free of residue. Turn the clipper off and remove the

blade from the wash. Avoid tipping the clipper up. You don't want blade wash to drip into the case of your clipper. Remove the blade from the clipper and wipe it off. Put a drop of oil on each end of the cutter blade, on the back of the runner, and on the blade guide."

At this point I use my thumb to slide the top (cutter) blade back and forth. This helps to distribute the oil evenly. I then lay my freshly cleaned, oiled blade on an old towel and let it stay there over night so that any blade wash or oil is absorbed. I repeat this process with each blade that I used during the day.

Many groomers believe that spraying their blade with a coolant product is sufficient care. Most blade sharpeners that I know disagree. They tell me that repeated use of coolant products can actually

cause the blade to get sticky and slow down. There is no substitute for a good cleaning in blade wash.

## Read the Labels!

Become an active label reader. Many blade washes carry precautionary warnings such as "hazardous to domestic animals and humans" and "avoid contact with skin." This means that the groomer should wear gloves when cleaning their blades and make sure that all wash residue is wiped off before using the blade on pets. Many products should only be used in a well-ventilated area. Make sure you are using any product in accordance to the manufacturer's recommendations. You'll only know what those recommendations are if you read the directions.

There are some newer products

*Continued on page 36*

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designed to be extremely safe. *ReDip* (Reader Service Card #8106), developed by blade and scissor sharpener Ralph Whitman, is designed to be totally pet (and groomer!) friendly. Whitman said, "I found a chemist, and we worked on making a safer solution for blade cleaning. *ReDip* is all pet-safe by volume. My chemist says, "There are more toxins in an *M&M* than there are in this stuff." Whitman does not advocate that you drink his product, but he says, "You'll live if you do."

The average clipper blade costs somewhere in the vicinity of \$25.00.

Sharpening costs start at around \$5.00 per blade. When I look into my tool caddy, I see the representation of hundreds of dollars of investment in clipper blades alone. I hear of groomers who throw blades away the first time they become dull! A well-made blade should hold an edge for many, many grooms if it is routinely cared for as described here and sent to a reputable sharpening service when it becomes dull. An investment of under \$20.00 will provide you with an excellent blade care kit that will prolong the life of your expensive equipment. Taking

care of your tools ensures that you will have your equipment in top working order when it comes time to engage in your chosen art form: pet styling.



*Daryl Conner is a certified Petcare Dermatologist Specialist, Master Pet Stylist, Meritus and Certified Master Cat*

*Groomer. She is a contributing editor for Pet Age magazine and author of the book Practical Grooming Tips. Daryl's musings have also been found in Dog World, Groomer to Groomer, and on many Internet sites. She is the recipient of the coveted 2005 Cardinal Crystal award for Journalism and the '06 and '07 award for Congeniality. Daryl is proud to be the U.S. ambassador for the German Red Clipper. Known for her fun and informative educational classes at grooming shows across the country, Daryl's grounded, friendly style makes her an approachable and popular teacher. With more than 26 years of grooming experience, Daryl's abiding love of animals and passion for our trade radiates out to everyone she touches through her work.*

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Seriously, you could groom your own dogs and cats if you don't mind getting soaking wet and having a bathtub or sink clogged with hair. Of course, the walls and floors end up covered with wet hair too. It is possible to dry your own dog or cat at home with a human hair dryer as long as the motor doesn't overheat and burn out. Of course, this just takes into account a short haired kind of pet, such as a Beagle, Labrador Retriever or a Siamese Cat. If you own a breed that has long hair or that has to be styled, then all you would need to do the grooming yourself would be three or four pairs of scissors, a pair of clippers, three or four different blades, blade combs, coolant, lubricant, blade cleaner, nail clippers, Nail Sal (in case the nails bleed) two brushes, one or two combs, cream rinse, shampoo, hair dryer, grooming table, groomer's

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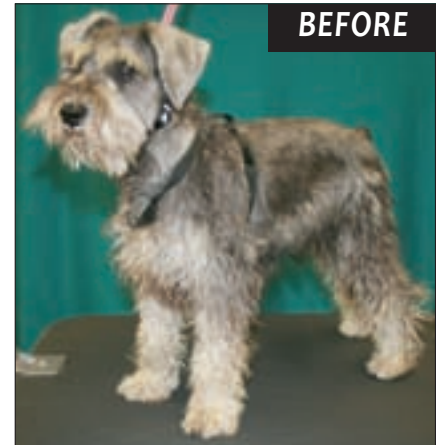
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# GROOMING SALON STYLES

# MINIATURE SCHNAUZER



By Donna Owens ICMG



THE CLOSE-FITTED JACKET, HEAD, NECK, AND EARS ARE HAND-STRIPPED AND PLUCKED.

The Miniature Schnauzer is one of the most popular terriers among pet owners. These delightful characters are not only beautiful, but can be as fearless as the larger terriers. This breed is devoted to its family and can make a handsome guard dog as well as being charming and friendly. Due to its size (from 12 to 13 inches at the withers), the Schnauzer works well living in a large yard or in a small apartment; they are easily adaptable. These terriers were also used for ridding, but are rather friendly, (so unlike some of the other terriers) if raised in a household with cats, they are usually trustworthy.

The close-fitted jacket, head, neck, and ears are hand-stripped and plucked. Use thinning shears

on the furnishings to create parallel columns. For a Schnauzer pet trim, we use clippers and a variety of blades, as well as scissors and thinning shears, to create the Schnauzer profile.

The Miniature Schnauzer has a distinguished rectangular head, arched eyebrows, mustache, and full beard. The undercarriage should not be furnished heavily, but rather just enough to create a wedge shape; it should not resemble a skirt. The coat on the lower chest should be blended. Use thinning shears to create a flat chest; it should not resemble a bib. It should be noted that originally in pet grooming in the '50s through the '70s, the Miniature Schnauzer pet trim left lots of furnishings,

including a skirt and bib. Currently, however, most pet groomers have refined their skills and are striving to create a clip that is closer to the correct show profile. If groomers are to do so, they will turn out a product that, in the long run, will be easier for the owner to maintain between grooms.

Alas, there will always be those

*Continued on next page*

clients who prefer the olden-day style of the Schnauzer pet trim, or as I think of it, the “retro” breed clips. I try to talk them out of it and tell them the benefits of the current styling (e.g. it won’t get matted as quickly, etc.), but if my client insists on the “retro” look, then they have to be willing to maintain that amount of coat with daily brushing so it does not mat up. I also have clients who are in the transitional stage of going from “retro” to “current.”

I start by pre-brushing, clipping the nails and using a *Dremel* if possible, then plucking and swabbing out the ears. Evaluate the coat for what will suit its needs best. There are texturizing shampoos and conditioners that you may want to use on a coat that is too soft.

Miniature Schnauzers can also be prone to skin issues, such as seborrhea, caused by allergies, sebaceous cysts, etc. Medicated shampoo therapy will help remedy that type of situation. I usually apply conditioning treatment of some type, especially to the leg furnishings and beard.

Then the blow-drying process begins. When I am using clippers on a dog’s back, I will blow-dry against the lay of the coat to stand the hair up, which results in a very smooth and even clip. If it is a show dog or if I’m leaving a natural jacket, then I will dry with the lay and/or sack the dog while I blow-dry the furnishings. For easier scissoring, fluff-dry or stretch-dry all long furnishings. On the eyebrows, mustache, and beard, make sure that you brush the hair and aim the air stream forward, from the back of the skull toward the nose. I never cage dry a Schnauzer. If you do, the eyebrows will be blown in a backward

direction, making that much harder to style and even putting cowlicks into the eyebrow.

Using #15 or #30s, I clip the pads (*Photo 1*). Next, I use #10 to clip around the anus and the sanitation area, including the tummy. The tummy should have a V pattern, not a U pattern, about #1 past the navel.

Then using #7F or #8 1/2, I start at the base of the skull (*Photo*

*Continued on page 40*



PHOTO 2



PHOTO 1

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# Images

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2) and clip the jacket pattern, going with the lay of coat. The “retro” styling is done with #10. I do not like that close look; however, some clients might insist on it.

As you clip down the sides of the dog, blend off at the bottom of the turn of the rib to set the wedge of the undercarriage.



As you clip toward the rear and upper thigh, blend off naturally at the turn of the muscle. Continue on the hindquarters, following the lay of the coat and blending off at the natural pattern lines that occur at the rump. On the area of the rump that occurs between the anus and the privates, I use #7 against the grain.

Moving to the front of the dog (Photo 3), I use #8 1/2 down the shoulder with the lay if I used #7F on the jacket. Use #7F against the lay or #10 with the lay for the cheek and throat, again, following the



pattern line that naturally occurs in these areas. The cheek area is to be set just behind the outside corner of eye, outside the cheek mole, and to the under jaw mole, creating a diagonal line on the cheek and a beard that is set forward.

On the top skull (Photo 4), use a #7F against the lay or #10 with the lay on the back two-thirds of the skull, leaving the front one-third of skull for divided triangular eye-brows.

For the ear, cropped or uncropped, use #15 or #10 with or against the lay according to the density of the coat. Shave clean inside and out carefully as not to cut into the ear leather.

After all clipper work is complete, I do the scissor work with thinning shears.

Scissor the paws round and tight with a very slight bevel. Scissor the legs into full parallel columns that slightly taper at the top to meet the body with smooth transitioning.

Scissor the wedge, starting tight at the navel and making a clean diagonal line to a chest depth at the elbow. Scissor the tuck up, starting just behind the last rib.

The ear edges are trimmed neat and clean around the edges. Clean between the eyebrows, cleaning the “stop” with thinning shears. This can also be done with a steady hand and #7 against the lay. Scissor the eyebrows into long triangular eyebrows using a diagonal line that starts at the outside corner of the eye and goes to the outside corner of the nose. If needed, scissor the back edge of the beard line without cutting the front length of the beard so that the beard is also wedge-shaped or triangularly shaped from profile.

Blend all transitions of the head and body with thinning shears so all coat transitions look natural. For additional finish, I like to use a de-shedding blade tool to card the jacket and remove dead, dull coat, leaving a glistening jacket.

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Continued on page 41

Donna Owens has been a professional groomer for over thirty years. She is an International Award winning groomer with over 60 award wins. Donna was a 1993 USA GroomTeam member and gold medalist. Donna remains active in the Pet Industry as a respected Industry Speaker and Consultant, Salon Design Consultant, Grooming Demonstrator and Contest Judge. Judging assignment experience includes Novice, A & B Divisions, Expert Poodle Classes and Creative Design. Donna has an Associate Science Degree and a California Teaching Credential from USD. She is an I.P.G. Master Groomer and I.P.G. Certifying Judge. She also is a Red Cross Pet First Aid and CPR Certified Instructor and a Certified Animal Hygienist.

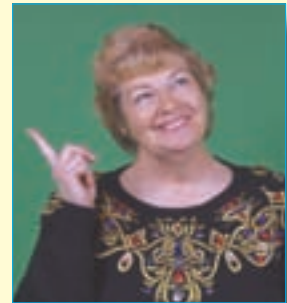
## Joanne's Ah-Ha's

By Joanne Russell

### Check Out All Those New Trade Show Products!

Lots of new products are shown at the trade shows, because vendors want to get them into the groomer's hands. You can try out scissors and brushes, etc. to find what feels best. You can also ask other groomers which products have helped them the most.

Have you tried the colored cord covers? You know, I've always liked to use lots of colors in my salon. I can't tell you how much time colored cord covers have saved, especially since I'm mobile and have so many clippers, chargers, dryers, etc. that always end up tangled in a big pile. Not only do cord covers keep them from tangling, but also, when I'm looking for a cord to plug in the dryer, I don't have to pick up four or five plugs that look alike. I know that if I see a pink cord coming out of the dryer, I just grab the pink one on the floor and plug it in!



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# PLAYING THE BLAME GAME

BY DR. MICHAEL FLECK



Almost all groomers have been faced with the angry pet owner who, either coincidentally or with reason, has returned to the groomer's office to collect a medical bill for a problem that the veterinarian claimed was caused by the groomer. What an unfortunate situation. In most of these cases, the groomer "caves" and complies with the request from the pet owner, apologizes, and pays the veterinarian bill just to keep that pet owner as a customer. Each case, of course, has to be based on its own merit, but in most of these cases, there is little to no merit for the veterinarian's accusation.

If the groomer is conducting himself or herself professionally, uses quality and safe grooming and bathing products, and follows standard industry-approved grooming protocols (including care for the ears), then the groomer should be able to challenge the accusation by the veterinarian. With good communication, the groomer will prove innocence from any flagrant charge

and make an angry grooming customer an even more loyal customer.

If the groomer accidentally cuts the pet with clippers and/or scissors, uses poor quality bathing shampoos and/or conditioning products (resulting in a dermatitis), or damages the skin (e.g. razor burn) with either poor technique or poorly maintained equipment, then the groomer should be responsible for medical bills associated with the damage to the pet. Those conditions are considered to be iatrogenic (i.e. an illness or injury caused by the groomer). Some other common injuries that the groomer has financial responsibility for are the following: anal sac problems after groomer expression (it is illegal for groomers to express anal sacs), "coat funk" or skin and hair dermatitis after shaving down a fur-bearing dog (Chow, Pomeranian, Labrador, etc.), and ear infections after cleaning an obviously affected ear that should have been cared for by only a veterinarian.

Because there is no licensing for

groomers in the U.S., one becomes a professional groomer and follows "standard protocols accepted in the industry" by reading trade magazines like *Groomer to Groomer* and attending continuing education seminars.

The moral of the story is to be progressive in your profession as a groomer. Always use high-quality products for bathing and conditioning, master new grooming techniques for styling before using them on the owner's pet, read articles in the trade magazines that improve your grooming knowledge, attend educational seminars frequently, and maintain your grooming equipment. If you follow these rules, you will have nothing to fear.

*Dr. Michael Fleck, creator of Epi-Pet, combines 30 years of experience as a veterinarian and his expertise in human facial skin treatment to formulate the first multi-functional line of skin and hair coat care products for pets. Visit [www.epi-pet.com](http://www.epi-pet.com) for product information.*

# Quick and Economical Bandanas

by *Michell Evans*  
www.groomingtutor.com



**MATERIALS NEEDED:**

<b>Rotary mat</b> <i>(self-healing) 24 x 36</i>	approx. cost	\$55.00
<b>Rotary cutter</b>	approx. cost	\$28.00
<b>Pinking blade</b>	approx. cost	\$12.00
		\$95.00

- Make sure that the length of material you purchase is divisible by 1/2 the width.
- The best type of fabric to use is cotton that is 44 inches wide. In this case, purchase lengths of fabric in multiples of 22 inches.
- Fold the fabric by aligning the end edge with the fold.
- Always start and end the cuts with the blade off the fabric and exactly perpendicular to the mat. If the blade is tilted to one side or the other, it will not completely cut through the fabric. Be careful! It is sharp.
- Cut the resulting triangle off and unfold it.



- Cut the resulting triangle off and unfold it.
- Pink the two-ply square on all four sides.
- Fold the square into a triangle.



- Face the triangle pointing away from you with the folded edge closest to you.
- Cut that triangle in half from the middle of the fold to the opposite point.



- Cut the two resulting triangles in the same fashion.



- Each two-ply square of fabric will make eight bandanas.
- At \$6.00 per yard, each bandanna costs 47 cents. Happy cutting!

# MAKING THE FALL GROOMOGRAM WORK FOR YOU!

Here are some ideas to add to your Groom-O-Gram promotion program.

- Northerners flock to the South to soak up some sun during the cold winter months. Take advantage of these potential patrons by placing GOG's in area restaurants, hotels, motels, campgrounds, exhibits, tourist information centers, veterinarian office, and kennels

that don't offer grooming.

- When the back-to-school slump hits, send out your GOG's.
- Call some nursery schools in your area and put on a short dog care demonstration at the school. Give each child a GOG and a treat to take home to their pet. You'll be a hit with the kids, and their parents will remember when it comes time to get *Fido* groomed.

- Call you ASPCA and ask if you can put on a grooming demonstration. This can be advertised free of cost in local newspapers. Give a Groom-O-Gram to each person attending.
- Take GOG's to pet shops and veterinarians' offices. Point out the flea product information on the Groom-O-Gram. They'll be more than glad to pass out your GOG's.
- Give a special 10% "Back to School" discount to your regular customers and mark that special on your GOG. Remember GOGs, and postage to mail them, are tax deductible as an advertising expense.

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SP1 - Senior

FP1 - Fuzzy



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# THE FUTURE IS HERE BARKLEIGH TV INTRODUCES **Live Coverage of Shows**

BY KATHY HOSLER



A groundbreaking new dimension has entered the world of grooming, and it is as close as your fingertips... Now, just a few taps on the keyboard of your computer makes it possible for you to attend trade shows and watch grooming competitions without ever leaving your home.

*Barkleigh TV* introduced live streaming video at *PetQuest 2011*, held recently in Wilmington, Ohio. For the first time ever, groomers could watch and participate in the show from their own computers. Groomers from all over the United States and Canada, as well as from Australia, New Zealand, and the UK, were connected by their computer screens as they shared the *PetQuest* experience.

Viewers got the VIP treatment as they watched the live presentation. It featured a running commentary hosted by Jay Scruggs, the official emcee of the *Barkleigh TV Ustream* portion of *PetQuest*, and in-depth coverage of grooming competitions, contestant interviews, and grooming demonstrations.

During the grooming competitions, the camera zoomed in on each dog, giving a close-up view of what the stylist was doing. It was amazing to be able to see every class from start to finish. As each winner was announced, they were brought down front and placed on a table for another close-up for the online audience.

During breaks in the competitions, there were other exciting presentations. An enthusiastic Jay Scruggs interviewed attendees, visited the trade show to introduce

new products, and highlighted other activities going on at the show. He shared some stories from behind the scenes (like the one about his booth being toilet papered) and even had time to present a demonstration or two with Sue Zecco.

Diane Betelak of the *Andis Corporation* did a demo on a black Standard Poodle. She trimmed in the correct placement of his lines while using the new *Andis* magnetic combs. The close-ups were incredible!

Angela Kumpe showed how to make a quick decorative collar for a dog and then used blow pens to apply temporary color, explaining how easy it is to add a splash of color to the dogs you groom every day in your shop.

Some of these demos and interviews were shown during the grooming competitions by way of a split-screen presentation.

Another “fantastic first” debuted during the *PetQuest* broadcast. Throughout the entire event, viewers were able to chat with each other on their computer screens. They discussed topics like where everyone was from and how long they had been grooming, as well as grooming equipment, products, and their usage. Of course, there were lots of comments during the Creative Styling Competition about coloring, the dogs, and the contestants. It was as if we were sitting in the audience at *PetQuest* and chatting with each other – awesome!

“Louisagsd,” a viewer from Gravesend in the UK, said, “This is sooo cool – watching this from across the pond!!! Wish I was there!!”

Even if it meant staying up all night, the opportunity to be part of *PetQuest* had viewers in many different time zones glued to their computer screens. Jodi-Anne Hasler from Australia said, “I’m so happy this is being streamed. It is now 7 A.M. Sunday morning here in Australia [5 P.M. Saturday at *PetQuest*]. I got up quite early to watch this.”

During the Creative competition, Angela Kumpe started with a dog that had no pattern or color on it. It was like she was starting with a blank canvas. She did everything in the ring during the competition, and everyone saw the progression of applying color and scissoring-in a design step-by-step. What a transformation!

Where did the idea originate to broadcast live streaming of *PetQuest*?

“Everyone knows that we are going into more usage of the internet, and *Barkleigh* wants to be on top of that,” said Todd Shelly, president of *Barkleigh Productions, Inc.* “Our first thought was producing the digital version of the magazine, and that has been met with a lot of success. The wave of the future, as far as how people are using the internet, is a lot of videos. It’s a great way to get your message across, whether it’s education or a new product.

“We know that only about ten percent of groomers attend shows,” explained Mr. Shelly. “They have various reasons... they may be shy or feel intimidated, or they don’t know what to expect. Others have no one to come with them, and they are reluctant to come alone. Some simply live too far away from the shows

*Continued on page 48*

Q:

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

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

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to attend.

“Through the streaming video, we’re showing them what a trade show is really like. We are giving them education, entertainment, and expanding what people think of the profession as a whole.” Todd added, “If it serves no purpose other than to educate a groomer or get them a little rejuvenated, laugh a little, or maybe see some work that inspires them, then it is a success. The

superstars of the industry are at the trade shows, and through *Barkleigh TV*, every groomer can now have access to them.”

Streaming an event live is not an easy undertaking, and it takes a great team to make it work. Todd got the ball rolling. He put the right people in the right places and then let them do what they do best.

“When we considered doing some live streaming, we found out

that it was a lot more than just a camera and a microphone,” explained Todd. “It takes specialized equipment to provide good quality audio and video, knowledgeable people to operate them, and the ability to put everything together and present an interesting program.”

There were five cameras in operation at *PetQuest*, all linked by wires: two on the stage, one at the trade show, and two more in the *Barkleigh Studios*.

Skip Bond, producer and executive director, set up a command station at *PetQuest* where he could observe the different camera feeds, coordinate all the interviews, demonstrations, contests, and trade show coverage, and switch from one feed to another. He is very familiar with the industry, and he knows what to do and the people to interview. He is an expert on how to switch from camera to camera and how to use the split screen techniques.

Lance Williams is a *Barkleigh* graphic designer, and he was the creator and director of the *Barkleigh Studio* part of the live video broadcast. Under his direction, the *Barkleigh Studio* became a hub of activity and a great place to conduct exciting interviews of the contest winners and show attendees.

Even after *PetQuest* was over, hundreds of people have gone to Ustream to watch the videos that were produced at the show.

Go to [www.barkleightv.com](http://www.barkleightv.com) to see their complete library of videos. Some of the videos were submitted by groomers, others were produced at seminars, and there are countless videos featuring in-depth instructional grooming demonstrations.

*PetQuest* was only the beginning. *Barkleigh TV* will be expanding its coverage and will be featuring live broadcasts of *Groom Expo* in September. No matter how far away you live from Hershey, Pennsylvania, YOU can be part of the excitement and fun of being at *Groom Expo*!

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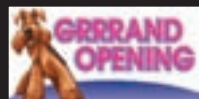


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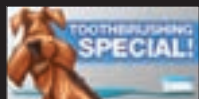
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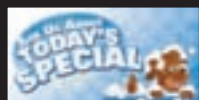
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# Gearing up to be a Spectacular Event!

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

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

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

Groom Expo will present Live Grooming Demonstrations by

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

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

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

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

The Mobile Round-up is an opportunity to stroll through Mobile Grooming Vans. You can even bring your own to show off and receive a free Basic admission.

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

# GROOM EXPO 2011

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For video footage of last year's show, go to [www.BarkleighTV.com](http://www.BarkleighTV.com).

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# PetQuest 2011 Reaches Nearly 1000 Groomers!



Best in Show: Michell Evans  
with Andis Sponsor Diane Betelak



Angela Kumpe wins first place in creative for her  
"Roman Horse and Chariot"

PetQuest 2011 was held recently at The Roberts Centre in Wilmington, OH. The venue was new this year and proved to be an exceptional change for the show! The event featured educational seminars, grooming competitions and a pet care professional trade show. The show welcomed nearly 1000 attendees with 38 companies offering 50 exhibitor booths.

PetQuest 2011 was home to IJA sanctioned breed class grooming competitions. Andis awarded Best in Show winner Michell Evans of Albuquerque, NM a \$1200 cash prize. Best All Around winner was also Michell Evans. The breed class sponsors were: Electric Cleaner

Company, Nature's Specialties, The Groomer's Mall and Tropiclean. Level 3 Competition winners were: Michell Evans - Poodles, Olga Zabelinskaya - All Other Purebreds, Tara Denean - Sporting, Terriers and More and Michell Evans - Salon/Freestyle. The Creative Styling judges awarded Angela Kumpe first place with a \$1000 cash prize for her "Roman Horse and Chariot" creation. Cindy Oliver won the People's Choice award for her "Monkeying Around" design.

PetQuest 2012 dates will be available soon. For more information, please visit [www.barkleigh.com](http://www.barkleigh.com).

Thanks to  
our Sponsors...



## PetQuest 2011 Competition Results

Best in Show: Michell Evans  
Best All Around Groomer: Michell Evans

### Poodles

Level 3: Michell Evans, Michelle Breen, Amy Triezenberg; Level 2: Sally Sumitt, Tara Denean, Kristen Pierce; Level 1: Kristen Clyburn, Makensie Murphy, Sharon Helgeson

### Sporting / Terriers & More

Level 3: Michell Evans, Michelle Breen, Tara Denean; Level 2: Lisa Baxter, Joy Chapman, Lavonne Ray; Level 1: Cindy Oliver, Nicole Fochtman, Glenda Essic

### All Other Purebreds

Level 3: Olga Zabelinskaya, Michell Evans;  
Level 2: Larissa Kalinina;  
Level 1: Linda Kepner, Melissa Mitchum

### Salon/Freestyle

Level 3: Michell Evans, Michelle Breen;  
Level 2: Anne Deliman, Larissa Kalinina, Joy Chapman; Level 1: Novica Zugic, Cindy Oliver, Stacey Doublin

### Creative Styling

1st - Angela Kumpe "Roman Horse and Chariot"  
2nd - Lori Craig "Poodlexander the Great"  
3rd - Rachel Key "Poodle from Down Under"  
People's Choice - Cindy Oliver  
"Monkeying Around"



# PET APPOINTMENT KARDS



### Bath tub Appt. Kard

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



### Squares Appt. Kard

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



### Brown Appt. Kard

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

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

## CALENDAR PAWS

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



### 5/8" Small Calendar Paws

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

### 1" Large Calendar Paws

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

## SUPER SAMPLER PACK

**See Our Cards Before You Buy!  
Try Them on Your Clients!**

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



**Only One Sampler Per Business!**

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

## PET REPORT CARD



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

### Pet Report Cards (#PRC)

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

*My Groomer Sez...*

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for: \_\_\_\_\_

Other: \_\_\_\_\_

*Groomer's Remarks*

**MY PET'S REPORT CARD**

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

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

I should be groomed in \_\_\_\_\_ weeks.

My next grooming appointment is: \_\_\_\_\_ at \_\_\_\_\_

**Indicate Pink, Blue or Tan!**

# NEW PRODUCT NEWS

## OSTER OUTLAW CLIPPER



The *Oster Outlaw* clipper is quickly revolutionizing the dog grooming industry. After extensive research and listening to the needs of professional grooming partners nationwide, *Jarden Animal Solutions* is proud to launch this tool with an innovative new design and exceedingly high-level performance that you've come to expect from *Oster*. Designed to handle everything from general purpose grooming to precision clipping, this smooth, quiet, reliable tool keeps its cool and delivers high-quality performance for all coat types every time. *For more information, request Reader Service Card #8111.*

## SKUNK DEODORIZER DIRTY DOG SHAMPOO

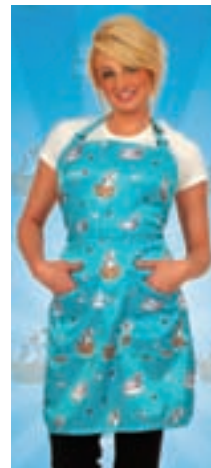
*Quadru-ped* announces the new *Skunk Deodorizer Dirty Dog Shampoo* that eliminates skunk and pet odors 100% by neutralizing, not masking. This quick rinsing and quick drying shampoo's deep cleansing formula cuts through dirt and grease without stripping coats of natural oils. Botanicals help soothe and moisturize skin while conditioning coats. Gentle to bather's hands and safe for puppies and kittens. The pleasant scent lasts for days. *For more information, request Reader Service Card #8110.*



## MY SPOTTED DOG, LLC.

*My Spotted Dog, LLC.* is a new company offering grooming apparel. Each print is designed with 100% pure personality, uniquely

capturing a dog's story or a pet adventure. Clients will love your professional, yet pet friendly appearance. We believe a first impression should always leave a smile! The "Hot Diggity Dog" collection will do just that and features



three aprons. They are waterproof, repel hair, are silky soft and keep groomers cool. *For more information, request Reader Service Card #8109.*

## EZEE-VISIT PET VET MAT



A brand new product, the *Ezee-Visit Pet Vet Mat* is now available for veterinarians and groomers, helping to make pet examinations and grooming sessions easier for the vets, pets, groomers, and owners. This product is intended to give pets a stable and secure footing area while standing on clinic or grooming structures, such as stainless steel tables, scales, or tile floors. The *Ezee-Visit Pet Vet Mat* is made out of oilcloth top and an antimicrobial, nonskid padded bottom to provide a stable standing environment and also be easy for veterinarians and groomers to clean. *For more information, request Reader Service Card #8108.*



The Groomers Club

Not a Member yet?

Don't miss out on savings and specials from over 120 pet industry companies! Save on your everyday salon needs and even those big ticket equipment items. A one year membership is only \$29.95. Visit our website for a list of Participating Companies and their exclusive offers to members. Sign Up and Start Saving Today!



Deb Becker  
Groomers Club  
Coordinator

www.GroomersClub.com

W1510

READER SERVICE CARD #8191

# 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)

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

## Smoothie (#PS-3)

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

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

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

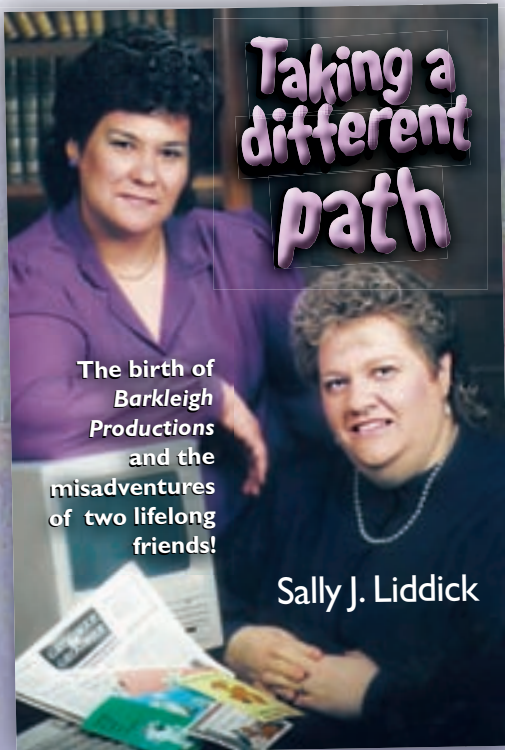
#6013	20 Flea	\$9.95
#6014	50 Flea	\$18.50
#6015	100 Flea	\$29.95
#6016	500 Flea	\$99.00
#6017	1000 Flea	\$180.00

## Salon Fresh (#PS-6)

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

READER SERVICE CARD #8190

# JUST RELEASED!



## TAKING A DIFFERENT PATH by Sally J. Liddick

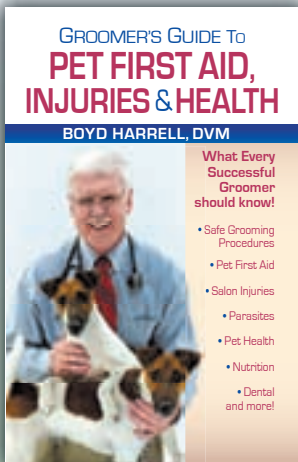
The story about the birth and success of Barkleigh and the friendship that has endured a lifetime.

Contains the early library of the popular *Sally's Desk* column.

300 pages • Lots of photos

Just **\$15.00!** #6371

L1853



## GROOMER'S GUIDE TO PET FIRST AID, INJURIES & HEALTH By Boyd Harrell, DVM

21 easy-to-read chapters covering: Skin disorders, ears, hot spots, allergies, fleas and ticks, toenail and foot pad problems, anal sacs, infections, nutrition, geriatric dogs, vaccinations and reactions, dental and much more.

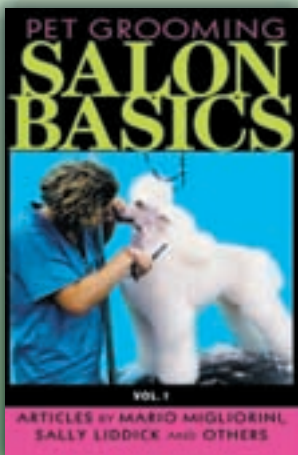
#6325 Pet First Aid \$19.95



## WONDERS OF GROOMING By Bonnie Wonders

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

#6384 Wonders of Grooming \$15.95



## PET GROOMING SALON BASICS

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

#6365 Salon Basics \$12.95



## DOG GROOMING QUICK TIPS By Laureen Osborne, CMG

This publication contains tips and practical advice to help improve your grooming techniques. Certified Master Groomer and author, Laureen Osborne, has compiled over 13 years of experience into the pages of this handy reference guide.

#6383 Dog Grooming Quick Tips \$15.95

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W1535

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

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

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

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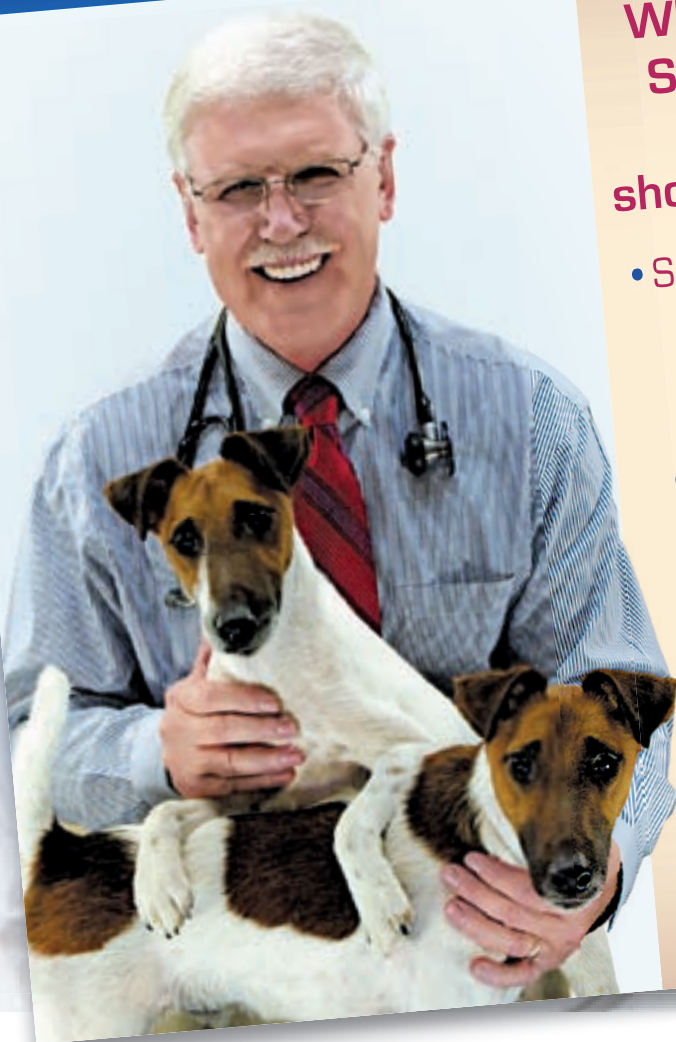
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READER SERVICE CARD #8195

Barkleigh Productions Inc. • 970 West Trindle Rd. • Mechanicsburg, PA 17055 • (717) 691-3388 • info@barkleigh.com

# KLIP KARDS

## Client Index & Extender Cards

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



### Giant Klip Kard

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

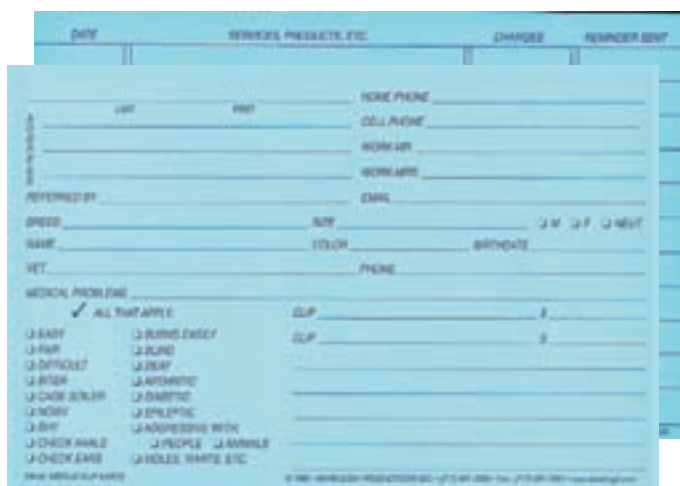
- Giant Klip Kard - White • 5" x 8"**
- #500 100 Giant Klip Kards \$13.75
  - #501 500 Giant Klip Kards \$59.95
  - #502 1000 Giant Klip Kards \$99.00

**Giant Klip Kard - Colored • 5" x 8"**  
Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green

- #503 100 Giant Color Klip Kards \$15.75
- #504 500 Giant Color Klip Kards \$69.95
- #505 1000 Giant Color Klip Kards \$109.00

- Giant Klip Kard Extenders • 5" x 8" - White**
- #506 100 Giant Klip Kards Extenders \$13.75

Available Colors



### Medium Klip Kard

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

- Medium Klip Kard - White • 4" x 6"**
- #507 100 Medium Klip Kards \$11.95
  - #508 500 Medium Klip Kards \$46.00
  - #509 1000 Medium Klip Kards \$75.00

**Medium Klip Kard - Colored • 4" x 6"**  
Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender

- #510 100 Medium Color Klip Kards \$13.95
- #511 500 Medium Color Klip Kards \$56.00
- #512 1000 Medium Color Klip Kards \$95.00

- Medium Klip Kard Extenders • 4" x 6" - White**
- #513 100 Medium Extenders \$11.95

Available Colors



# GROOMER SYSTEM

## Appointment & Income Tracking Book

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

- #6053 Complete Groomer System \$59.95
- #6054 100 Appointment Sheets (White) \$12.95
- #690 100 Weekly Sheets (Yellow) \$12.95
- #691 100 Monthly Sheets (Melon) \$12.95
- #692 50 Quarterly/ yearly Sheets (Dk Orange) \$12.95
- #6055 Assorted Reports - 1 Year Supply \$17.95  
includes - 54 Weekly, 14 Monthly, 5 Quarterly
- #622 GSM Calendar Page In Plastic Sleeve \$2.95

- Space for Time In and Time Out
- Client's Name and Phone Number
- Pet's Name and Breed
- Coding Block for Type of Service
- Space for Remarks
- Calendar
- Service Code Directory  
Makes Entry Quick
- Daily, Weekly and  
Monthly Income Sheets
- Start Anytime during the Year...  
This Book Never Ends!



# "TOP 10" PRODUCTS

**New!**

## "Top 10" T-Shirts and Smocks!



**Only \$19.95**  
2XL - \$21.95

**Smock Special**  
Only \$24.95

Purple, Black, Pink  
S, M, L, XL, 2XL, 3XL

## Fun Poster for Your Salon!

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

This cute framed poster will stop all those remarks and replace them with a chuckle!

**3 Sizes!**

8.5 X 11  
Clear  
Stand-up  
Frame Included  
#6059  
**\$19.95**

11 X 17  
Clear  
Stand-up  
Frame  
Included  
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24 X 36  
Poster  
(No Frame)  
#6060  
**\$39.95**

24 X 36  
Poster Framed  
#6043  
**\$59.00**

### Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Cut!

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

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READER SERVICE CARD #8196



## 2011 CALENDAR

### FLORIDA

#### NDGAA "Fun in the Sun" Seminar

10/28/2011 - 10/30/2011  
Orlando, FL  
(724) 962-2711  
[ndga@nationaldoggroomers.com](mailto:ndga@nationaldoggroomers.com)  
[www.nationaldoggroomers.com](http://www.nationaldoggroomers.com)

### ILLINOIS

#### All American Grooming Show

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

#### Backer's Pet Industry Christmas Trade Show

10/14/2011 - 10/16/2011  
Chicago, IL  
(312) 663-4040  
[hhbacker@hhbacker.com](mailto:hhbacker@hhbacker.com)

### NEVADA

#### SuperZoo

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

### PENNSYLVANIA GROOM EXPO 2011

9/8/2011 - 9/11/2011  
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[info@barkleigh.com](mailto:info@barkleigh.com)  
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**Use Reader Service Cards and get quick response from advertisers. See number below every ad.**

## 2012 CALENDAR

### CALIFORNIA

#### CHANGED DATES!!

#### GROOM & KENNEL EXPO 2012

2/2/2012 - 2/5/2012  
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[www.groomandkennelexpo.com](http://www.groomandkennelexpo.com)

### PET PRO CRUISE

#### St. Thomas, Puerto Rico, Grand Turk & Cacaos Islands

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#### Groom Classic

5/4/2012 - 5/6/2012  
Kansas City, MO  
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[groomclassic@comcast.net](mailto:groomclassic@comcast.net)  
[www.groomclassic.com](http://www.groomclassic.com)

### NEW JERSEY

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4/21/2012 - 4/23/2012  
Secaucus, NJ  
(781) 326-3376  
[www.intergroom@intergroom.com](mailto:www.intergroom@intergroom.com)  
[www.intergroom.com](http://www.intergroom.com)

### PENNSYLVANIA GROOM EXPO 2012

9/6/2012 - 9/9/2012  
Hershey, PA  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.groomexpo.com](http://www.groomexpo.com)

### TENNESSEE

#### Pet Stylists Super Show

5/10/2012 - 5/13/2012  
Knoxville, TN  
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[petstylistsoftennessee.com](http://petstylistsoftennessee.com)

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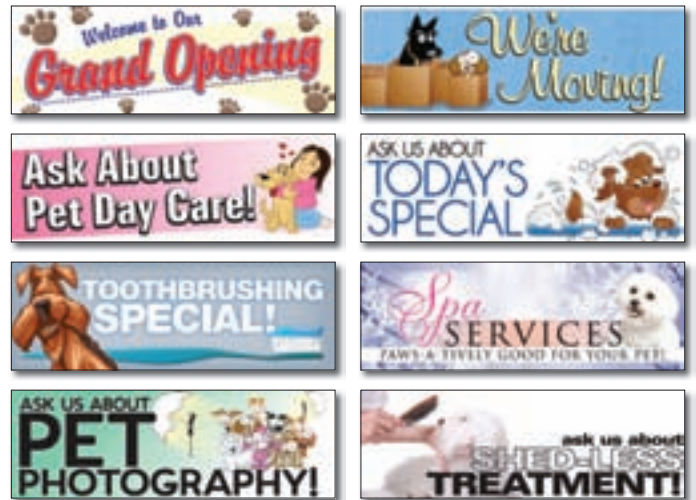
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