

Groomer To

"THE GROOMING INDUSTRY'S
TRADE MAGAZINE!"

VOL. 33 ED. 3 • MARCH 2014

WWW.GROOMERTOGROOMER.COM

Groomer

PET NUTRITION

THE BASIS OF
GOOD HEALTH

**SCRUBBING
PAWS FOR
A CAUSE**

**DISASTER
PREPAREDNESS**

**WHY DOGS
LOSE THEIR
HOMES**



As a professional pet stylist,
my reputation is my career.



Heather Rooney

Rooney is a 14-year grooming veteran and owner of A Groomery salon in northern Illinois. She is an award-winning competitor specializing in terriers and poodles and a member of Groom Team USA.

I trust mine to Andis.

To their owners, they're more than dogs – they're family. As pet stylists, we care for them like our own. I trust Andis to provide clipping products that work quietly and powerfully – even through a thick, wet coat. Like the ProClip UltraEdge® Clipper now available in three fun colors – plum purple, spring green and pink. From cordless products that enable free movement to detachable blade clippers that deliver countless tools in one solution, Andis knows what I need. For over 90 years Andis has shared our passion – caring for man's best friend.



#24080

#22585

#24085

ProClip UltraEdge® Clipper

andis[®]
every style. every groom. every cut.

Follow. Connect. Interact.™

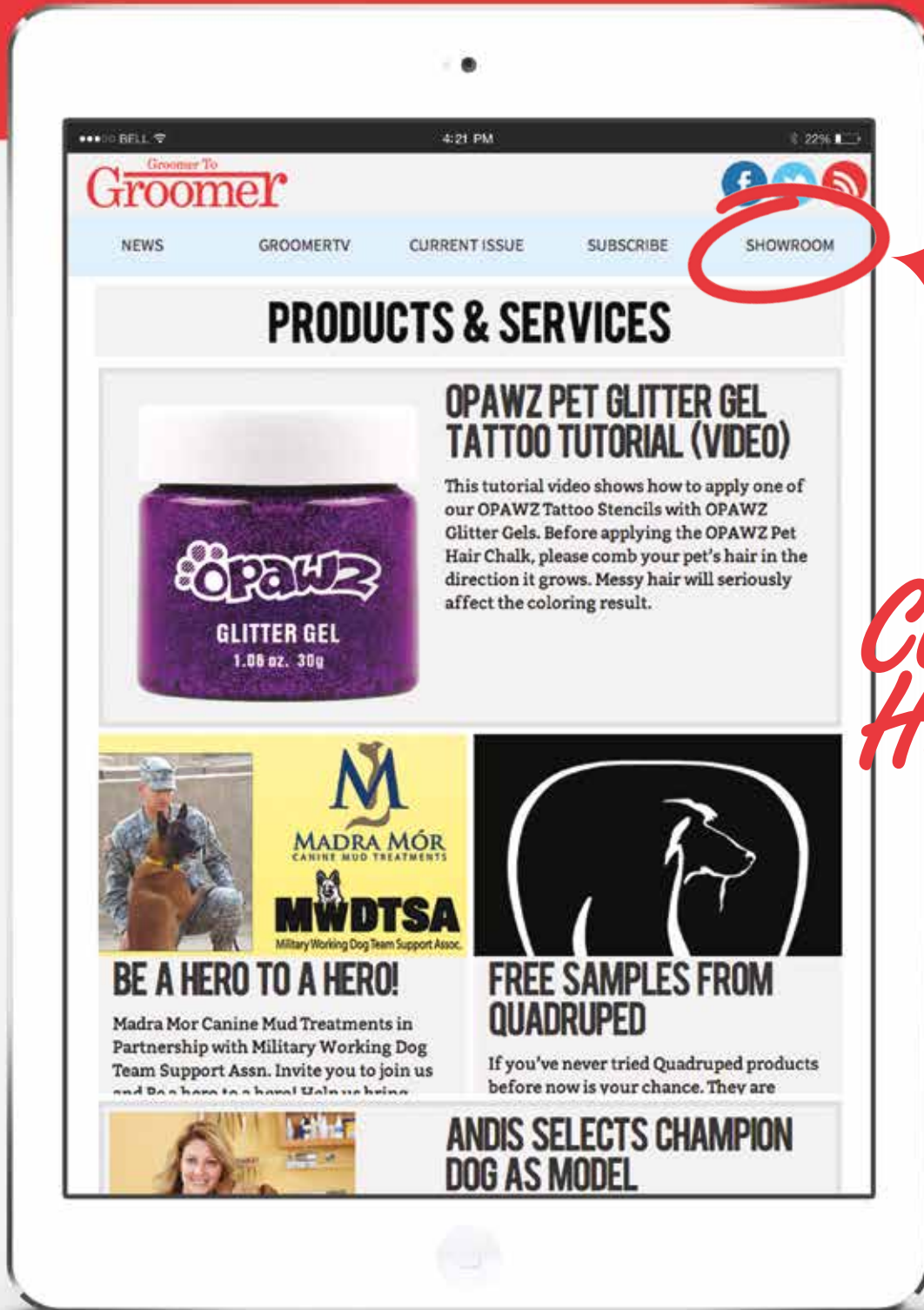


1.800.558.9441 www.andis.com

READER SERVICE CARD #R1139

Get the Latest News from the Companies You Love.

THE SHOWROOM



Everything Grooming
In One Place

GROOMERTOGROOMER.COM

MICRO TEK

• GROOMING SYSTEM •

MAXIMUM STRENGTH SHAMPOO • SPRAY • GEL

STOPS

ITCHING & SCRATCHING IN

ONE BATH

The Micro-Tek System

creates the
healthiest
environment
for healing.

EQyss

GROOMING PRODUCTS
SCIENTIFICALLY SUPERIOR®



MICRO-TEK SHAMPOO

Instant relief.
Your customers
will thank you.

MICRO-TEK SPRAY

Leave on formula continues
working for 24 hours.

A premium shampoo great for all
coats. Gentle and safe for puppies and
kittens. Outperforms oatmeal shampoos.

YOUR CUSTOMERS DESERVE THE BEST
FOR A DISTRIBUTOR NEAR YOU PLEASE CALL

800-526-7469



www.EQyss.com

PET NUTRITION

THE BASIS OF GOOD HEALTH



PET POMERANIAN

by Kathy Rose **PAGE 64**

PET NUTRITION SECTION

PAGES 24-37

ALSO INSIDE

Wonders: Brat? Not Me!	6	Andrews: Equipment Calibration and Mobile Sharpeners	56
Disaster Preparedness: Part 1	12	Pet Pain Awareness	60
Omboy: Luck of the Irish	38	New Products	70
Paw Inspiring: The Not So Fine Art of Firing	42	Calendar of Events	72
DiMarino: Bad Advice	48	Classifieds	73
Grooming Matters: Scrubbing Paws for a Cause	54	Reader Feedback	74
		Industry News	75



WHY DOGS LOSE THEIR HOMES

by Gary Wilkes **PAGE 18**

EDITORIAL STAFF

EDITOR/PRESIDENT

Todd Shelly
todd@barkleigh.com

ART DIRECTOR

Lucas Colton
lucas@barkleigh.com

CHIEF OPERATIONS OFFICER

Adam Lohr
adam@barkleigh.com

ASSISTANT EDITOR

Gwen Shelly
gwen@barkleigh.com

GRAPHIC DESIGNERS

Lance Williams
lance@barkleigh.com

ADVERTISING CONSULTANTS

James Severs
james@barkleigh.com

MANAGING EDITOR

Debbie Morrow
debbie@barkleigh.com

Cindy Agoncillo

cindy@barkleigh.com

Maggie Gellers

maggie@barkleigh.com

COLUMNISTS

Kathy Rose
Bonnie Wonders-Trent

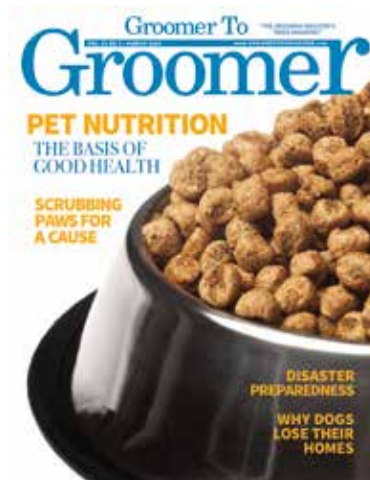
Missi Salzberg

Teri DiMarino
Kathy Hosler

Dawn Omboy

Gary Wilkes
Mary Oquendo

Daryl Conner





BRAT? NOT ME!

✧ by Bonnie Wonders-Trent ✧

We all know that we love our dogs. I'm sure you wouldn't be reading this magazine or this story for that matter if you didn't love dogs. We also know that we'll put up with one heck of a lot for the sake of our furry friends. Some of us will forego that extra dinner out or that really nice pair of jeans so that our buddies will be able to have that new bed or hot new toy. I see it almost every day and still can't believe it: customers who put up with a dog that bites them and their family, can never REALLY be

potty trained, or brainwashes their owners into spending a fortune on rotating dog food choices. Spoiled brats in short.

This past summer, I was running ahead of schedule and looked out to see one of my favorite customers pull into the parking lot for her dog's appointment. Since I'd been stuck inside all day, I thought I'd go out and chat with Lulu's owner for a couple minutes before I brought the dog in for grooming. As I opened the front door and stepped outside, another very good customer, Janice, was just getting

out of her vehicle to go in for her own hairdresser's appointment next door to my place.

"Hey!" I called out to Janice as I waved at her on my way to Barb's car.

"Are you trying to sneak away from work?" Janice asked as she headed my way.

"It's a thought, but look who came to see me," I said, jerking my thumb over Barb's way. Janice and Barb are extremely good friends, and I knew that. Barb is like the Mother/Sister/Aunt/Cousin that everyone would love to have. She's funny as all get out and

A Groomer's *Best Friend*

For almost 30 years, groomers like you have relied on **Metro® Air Force®** dryers to deliver quality service. Our full line of American-made dryers are powerful, user-friendly, long-lasting and backed by 75 years of industry experience.

*Deliberately made better
in the U.S.A.®*



**NEW variable control models
are quieter than ever!**

- **Durable all-steel construction**
- **Cuts drying time by 75%**
- **Promotes healthy skin and coat**
- **Variable speed control settings reduce workplace noise**
- **Perfect for grooming all dogs, big and small**



Model MB-3V



For details about our full
American-made product line, visit:

DOGDRYER.COM | 1.800.822.1602

The configuration and coloring of the Air Force® Master Blaster® is a US Registered trademark of Metropolitan Vacuum Cleaner Company, Inc.

We both gasped at the same time as we both did about-faces and took a couple steps away from the car. As if we had rehearsed it, we both pointed at each other and covered our mouths.

is just a super person to know.

Janice and I made our way over to Barb's car, and she started to get out. "Just stay there. I'll get Lulu out," I said.

"Oh, thanks," Barb said. "She's in the back seat," she added. At that point, Janice and I looked into the back of the car, and Lulu looked up at us.

"Hi, Lu," Janice and I said almost

simultaneously to the dog. Lulu immediately squatted down and began to pee. Not just a couple drops, mind you. It was definitely serious business she was down to as the pee went rolling over the seat and down into the crease. She quite obviously had no intention of stopping. Janice and I immediately looked at each other, eyes probably bugging out like a pair of Shih Tzus.

We both gasped at the same time as we both did about-faces and took a couple steps away from the car. As if we had rehearsed it, we both pointed at each other and covered our mouths.

"What? What happened?" Barb asked, looking up at us as we turned back around. She was holding her head cockeyed, as if she had a stiff neck. There was no way she could have seen what had just happened from where she was sitting. And the dog was STILL peeing. Janice and I looked at Barb, and before either of us could utter a word, Barb started shaking her head. "She's peeing, isn't she?" she asked in a totally unsurprised tone.

I took a sideways peek into the back seat once again. "Uh, no. I think she's pretty much gotten it out of her system," I said as I took note of the completely drenched towel that Lulu was sitting on top of.

**Groomer and Retail
Inquiries Invited.**



Family Owned and Operated!



Biodegradable
Paraben Free
DEA Free

From February 1st 2014 to April 30th, 2014 Buy 3 gallons of any shampoo and get an additional Gallon FREE!

Tenda Groom

It's Bath Time!



(740) 694-8836
www.tendagroom.com

This biodegradable formulation combines the anti itch properties of oatmeal with soothing aloe vera that will leave your dog smelling and feeling great.



 Like us on
Facebook

READER SERVICE CARD #R1141

QUADRUPED PET CARE



Contact us for **FREE SAMPLES** of our products.

Our natural products are innovatively designed to meet the special needs required by the professional pet groomer. An example is the use of the extract of the Mojave Yucca plant in select shampoos that offer tearless and instant elimination of fleas and ticks. Another feature of the Mojave Yucca that we maximize is Yucca's ability to cause the body to create its own cortisone, naturally and safely alleviating skin-related problems, such as "hot spots," itching and dermatitis .

ORDER YOUR FREE 16 OZ. SAMPLES

of our Yucca shampoos and other outstanding products

ONLINE NOW AT:

http://quadrupedpetcare.com/sample_request_adam.php

or by telephone at: 1-800-638-1135

***AVAILABLE TO VERIFIABLE PET INDUSTRY PROFESSIONALS ONLY**

www.quadrupedpetcare.com

“Oh, she does that all the time when she’s nervous... or mad... or just when she’s having a bad day in general,” Barb explained without much emotion. “That’s why I keep a towel with plastic under it in the back seat. I just throw it in the wash,” she added.

“Uh-huh,” I responded while Janice was making her way back from her car with a roll of paper towels in hand.

“A gift for you. You may need it,” she threw in as she handed them to Barb.

This is precisely the thing I don’t understand. How can people put up with this stuff? It made me think of our own dog, Jake. When my husband retired last year, he started taking Jake pretty much everywhere with him. The dog has gotten so spoiled that when Dave goes somewhere and can’t

take the dog with him, he retaliates a bit. If there is a newspaper, book, receipt, or ANY piece of paper left within his reach in the car, he shreds it while Dave is out of the vehicle. I do mean shred. I can’t tell you how many times Dave has had to repurchase the Trader’s Guide because of that dog. Dave never says a word.

Then there are the two door-jambes that the dog had eaten through when he was left alone in the house. It wasn’t his fault that Dave was cruel enough not to take him outside with him as he was talking to the neighbor.

I’ll also mention the day we came home from having dinner out, and our extremely large set of three windows in the living room was devoid of curtains. Jake pulled all six sets of them down and ate through half of one

of the sheers... just to prove a point that he was a bit miffed that he was left home alone.

I recall sitting on the couch one afternoon as Dave looked over at the leather chair near the door. “What’s that white stuff all over the chair?” he asked me. It looked like baby powder had been dumped all over the seat cushion. In case you’re wondering what it looks like when a resentful dog digs into the leather hide of a chair, that’s it: remarkably like baby powder as the hide starts to show when the dye of the leather is scratched off.

Yes, I don’t understand what makes people like Barb put up with those bratty dogs... ☹



E³EVOLUTION

CHECK OUR WEBSITE FOR OUR SCHEDULE OF SHOWS
AND OUR NEW PRODUCT LINES!

WWW.EVOLUTIONSHEARS.COM
(877) 560 - 3057

READER SERVICE CARD #R1143

THE CONTEST HAS BEGUN!!!

Introducing Our
Distinguished
Panel of Judges



Melissa Verplank

Certified Master Stylist
www.MelissaVerplank.com
www.Learn2GroomDogs.com
www.ParagonPetSchool.com



Christina Pawlosky

Certified Master Groomer
Professional Handler & Breeder
www.GroomerWorks.com



Jodi Murphy

National Certified Master Groomer
Master Pet Stylist Meritus
www.JodiMurphy.net

Enter to win:



Valuable
Grooming Equipment,
Shampoos, Cash
& other Fabulous Prizes!!!

www.doubleindustries.com/rags_to_riches.php

DOUBLE
A COMPANY OF
INVELOP INC.
INDUSTRIES



(800) 821-9449 • (818) 772-2887
fax: (818) 886-0218
doubleindustries.com
info@doubleindustries.com

The
6th Annual



from 2/11/14 - 5/10/14

\$1000's in prizes!

- Cash • Our Quality Dryers
- Excellent Shampoos
- plus many extra valuable gifts!



**FREE SHAMPOO SAMPLES
TO GROOMERS**

DISASTER PREPAREDNESS

☞ PART 1 ☞

☞ by Mary Oquendo ☞

The days are gone when we can assume that emergencies and disasters happen someplace else. Weather patterns have changed dramatically over the last several years. Large cities built on fault lines are growing. We are overdeveloping land, which reduces or even eliminates natural protective barriers. Our interstate highway systems are transportation routes carrying toxic chemicals through heavily populated areas. All of these things add up to one fact: we should all be prepared for emergencies.

An emergency is an unplanned crisis. An emergency can be any situation ranging from a local building fire to a large-scale natural disaster and

everything in between. Government response may be limited as well as taxed quickly. A disaster is often referred to as an event. It is a fact that those who prepare for such emergency events fare better than those who do not.

BE PROACTIVE AND PREPARE!

There are many ways to help prepare you and your staff:

Education – Take both a pet and human first aid class every two years to stay current with evolving protocols. I highly recommend the Community Emergency Response Training (CERT). It is a free 20-hour program that is funded by our tax dollars and trains you for all types of emergencies.

Either Emergency Management or Fire Department personnel teach this workshop. In addition, there are classes in emergency preparedness, which may be offered through local continuing education and at trade shows. I taught such a class at Atlanta Pet Fair.

Emergency Management Office

– Many municipalities have an office, and it is a wealth of information. This office offers CERT training and information on where to take first aid classes. In addition, you can ascertain the location of emergency shelters for both people and pets. If your local government accepts federal aid money, this office must include pets in their

iClip®

THE PERFECT CLIP



ONLY
\$199.00

Guaranteed
to out perform
any clipper in
it's class

- Quality you can trust
- Patented technology
- Ergonomically designed
- Less wrist pain
- Less blade heat
- Quiet
- Economically priced
- Twist & lock cordpack
- 2 Speed or Variable Speed
- Comes in Blue or Green

Only 6.5"
Only 8 oz.
With 7,500 SPM's
Fits all snap on blades
(Cordless option coming soon)



*Made in the U.S.A. of U.S. and global parts

Contact local stocking distributor or
Laubeco.com (800) 451-1355

© 2013 Laube Brand

written plan of action. This is the bright spot of Hurricane Katrina. The Pet Evacuation and Transportation Standard of 2006 was signed, because they found first responders were re-rescuing the same people going back into a danger zone for their pets. The standard states that in order to receive federal disaster aid money, they must provide shelter for pets. Over 600,000

animals were confirmed dead or missing during Hurricane Katrina. Several months later during Hurricane Gustav, over 2,500 pets were taken to shelters. All 2,500 pets went back home. This office also has information on your regional State Animal Response Team, also known as SART.

SART – Each state has a team

since the federal government mandates it. It is made up of volunteers who have the same status as first responders. First responders are Emergency Management Services (EMS), police, fire, and military. SART's responsibility is to attend to and rescue any animals impacted by an event.

Fire Department – They may offer the CERT program. During non-emergencies, the fire department will come to your home or place of business to show you how to turn off your electric and gas. Turning off the utilities can prevent further structural damage. Do not turn gas back on until a representative from the gas utility has inspected the lines first.

Kills Fleas, Ticks, Gnats, Mosquitoes, Lice and all flies

2013 Pet Business Industry Recognition Awards Winner

35 DAYS PROTECTION AGAINST FLEAS & TICKS

the pests are small, the threat is big, the danger is real

Repel-35 for dogs is a mild, non-irritating, water based formula enriched with Lanolin and Aloe Vera. Residual action and safety with Permethrin for up to 35 days!

BIO-GROOM
FAMILY OWNED SINCE 1971

f MADE IN USA

P.O. Box 8070 • Longview, TX 75607 USA • Ph. 800-762-0232 • www.biogroom.com

Find Groomer to Groomer Magazine on

facebook

www.facebook.com/groomertogroomermagazine



Find us on

Twitter!

@barkleighbinc

For a **QUICK** Response from Advertisers, please use the **Reader Service Card Number!**

READER SERVICE CARD #R1146

Oster[®]

PROFESSIONAL CARE
COLLECTION



the
ULTIMATE
CLIPPING
machine

OUR SLIMMEST
HEAVY-DUTY CLIPPER

OVER 4,000 STROKES
PER MINUTE

TAKES ALL A5™ BLADES

A6[™]

SLIM



ULTRA SLIM
HEAVY DUTY
CLIPPER



OVER 4,000
STROKES
PER MINUTE



DRIVE SYSTEM
PROVIDES A
REVOLUTIONARY
CUTTING
PERFORMANCE

www.osterpro.com

© 2014 Sunbeam products, inc. Doing business as jarden consumer solutions. All rights reserved. OPA32804

READER SERVICE CARD #R1150

Plan of Action – This is a written procedure detailing protocols for emergencies. It should be a part of your shop manual. It should include the following:

Kits – Part Two of this series will detail the various kits and supplies.

Owner Waivers – You may have clients that are unable to pick up their pets. A waiver could read, “ In the event of inclement weather or natural disaster, [Your Business Name] is entrusted to use best judgment in caring for my pet. [Your Business Name] will not be held liable for consequences related to such decisions.”

Pet Plan – You may have to evacuate clients to the pet shelter. Do you have the means to quickly and securely load pets into a vehicle for

transportation? On the flip side, are you prepared for grooming clients to become boarding clients?

Federal Emergency Management Agency – They are also known as FEMA. The website is www.fema.gov. This website has instructions for specific events, information on kits, and what to do afterwards. In addition, they have an app for smart phones and offer online classes.

Taking the time to prepare beforehand helps combat the Three Fs of physiological response to emergencies. The Three Fs are:

Flight – the desire to run. There is no thought to where or what supplies might be necessary. It is panic.

Freeze – where you cannot make

a decision. You are stuck in neutral.

Fighters – stay put, even though it is safer to leave.

Preparing for emergencies gives you the tools to think clearly and, therefore, more effectively. It is planning a route and taking the supplies you have already gathered. It allows you to make decisions because you have ready-made plans. Given the facts, you can make an intelligent decision to leave or stay. It is why first responders continually practice scheduled drills and update protocols. And so should you.

Part Two will detail various kits necessary for preparedness. ☞



Karen Bartuca



Proudly made in the U.S.A

“They’re like the Cadillac of grooming tables.”

“When I opened my business, I purchased mediocre products because I wanted to see how everything would go, and the tables didn’t last. This time I went with Groomer’s Best. I have 4 of their hydraulic grooming tables and 2 drawered tables, and I purchased the stainless steel tub with the ramp and 2 stainless steel cage banks. I love the tables! They’re so sturdy, they’re like the Cadillac of grooming tables. They’re good for big dogs and they are so much easier because they lower for the larger breeds and we don’t have to lift the dog onto the table. We’re actually able to groom more dogs, especially the larger breeds, with this table. I love the crates, too, because they have the irrigation system so they are very easy to clean.”

*Karen Bartuca - Owner & groomer
Barkin Beauties, Chicago, IL*

Groomer’s Best

813 Birch Street | Brandon, SD 57005

www.GroomersBest.com

605-582-3013

Email: customerservice@groomersbest.com

READER SERVICE CARD #R1148

Groom Smarter...

Mobile
\$61
(Avg. Per Pet)*



Salon
\$40
(Avg. Per Pet)*



What would a 50% increase in revenue per pet do for your bottom line?

The same pet owners that use at home services like lawn care, housekeeping and carpet cleaning pay extra for the convenience to have a mobile pet stylist come to their home.

Mobile Advantages

Groom Fewer Pets For More Income-

You would often have to groom up to 10-12 dogs in a salon to make the same money grooming 6 pets in a mobile when you compare overhead costs.

Schedule Your Own Hours-

Closing a storefront early is almost impossible, even if you're done grooming by 2:00pm. Mobile allows you to schedule the dates and times you want to work. You have more time for family and friends.

Less Stress on Your Mind and Body-

How does your body feel after grooming 6 pets compared to 10 or 12? How many years will you be grooming if you keep doing 10 or more pets a day?



Wag'n Tails
MOBILE GROOMING CONVERSIONS



Let us show you how to take your best clients mobile.
Go to www.wagntails.com or call (800) 513-0304.

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



WHY DOGS LOSE THEIR HOMES

This month's column isn't exactly about behavior. It's about the broader effects of behavior and why I became a trainer and behaviorist. It all started about 35 years ago. I was out of college with no real desire to pursue my chosen profession: architecture. After working a succession of jobs in the town where I went to college, I was offered a job managing the local humane society.

For the next eight years, I worked in some aspect of the humane industry

and became convinced of something. I gained this insight by listening to literally tens of thousands of people tell me why they were reclaiming their dog or why they were giving it up. Here's what I found out: people don't let dogs run because they think the dog needs the exercise. They don't let them run because they imagine the dog has friends and likes to party. As for giving the dog to a shelter, people don't get rid of dogs because they don't sit, lie down, or roll over on command.

People lose track of their dogs because no matter what they say, they don't really value them.

In the vast majority of cases, they don't value them because they can't control them. People get rid of dogs because they soil the carpet, chew \$100 running shoes, jump on guests, destroy couches, bite people, and acquire expensive "dog at large" citations and impound fees. That doesn't mean they don't spend money on them. They may take a dog to a groomer for

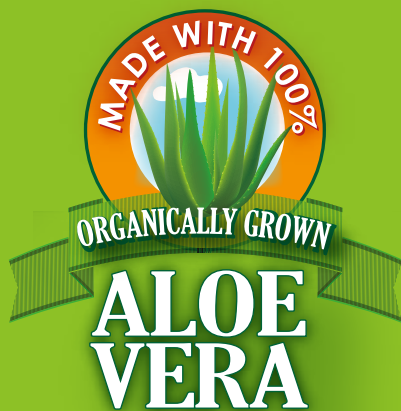


Aloe

Espree products are built around—

ORGANIC ALOE VERA

- inner filet of aloe plant
- food-grade aloe
- soothes and conditions the skin and coat



Organic and natural content listed on every shampoo & conditioner

espree®

natural wholesome pet care

FOR ALL YOUR

Pet's Parts



BOOST Volumizing Spray



Opti-Soothe Eye Wash



Ear Care



Plum Perfect Facial Foam



Hot Oil Coat Renewal



Strawberry Lemonade Cologne



Aloe Hydrating Spray



Silky Show Shampoo & Conditioner



Paw Balm



Pet Nail Polish



ESPREE ANIMAL PRODUCTS, INC.
www.espree.com

NAIL PENS



BLOW PENS



READER SERVICE CARD #R1155

Groomers love dogs. At-risk dogs need love and care. Slam-dunk. Well, maybe it's not that simple.

bathing because they value their furniture or hate the smell of a dirty coat. Their sense of obligation and social status may cause them to provide all kinds of expensive things like blinged-out collars, dog beds, and veterinary care. That doesn't mean anyone is watching the front door as the dog sails out for the fifty-fifth time.

Another aspect of this lost-dog world routinely knocks on your front door. Groomers, kennel owners, vets, and daycare operators rescue hundreds of thousands of dogs each year from the same people I used to see at the

shelter. You likely have helped with a stray within the last month or two, or some groomer in your shop has a perpetual rescue business on the side. Even the editor of this magazine recently went from Pennsylvania to North Carolina to rescue a dog. How did Todd know there was a dog with a broken hip that needed saving? A groomer rescued the dog after it was hit by a car.

That's the norm. Groomers love dogs. At-risk dogs need love and care. Slam-dunk. Well, maybe it's not that simple. Maybe there's a bit more to

it than just securing the dog. Maybe you have to ask yourself why the dog needed to be rescued and what it will take to find it a good home. That brings us back to why dogs get lost. If you look closely, you'll almost always find some kind of a behavioral issue at the bottom of the story.

For instance, what in the world is a dog doing in the middle of the road? We've already got the most obvious answer: the owner doesn't value the dog. The proof of it is that if their toothbrush went missing, they'd notice. If their GPS unit somehow fell out of the car and started sliding down the street, they'd slam on the brakes and call their friends to help them find their gizmo. By contrast, if their dog takes off chasing a squirrel, the odds are they won't even know it. If they do figure it out, they assume the dog will come home somehow. Maybe the dog will find the

THE #1 PLACE TO BUY PROFESSIONAL GROOMING SUPPLIES!



Frank Rowe & Son Inc.
FAMILY OWNED SINCE 1973

FREE SHIPPING ON ORDERS OVER \$150!
•Same Day Shipping*
•Use Coupon Code **GTG150F**

*for orders received before 2pm EST Monday - Friday

*No minimum orders
*No Processing fees

SHARPENING AND REPAIR SERVICE CENTER
40 YEARS OF EXPERIENCE!



BARKLEIGH HONORS
2012 & 2013 VENDOR OF THE YEAR

We welcome you to experience our fun, family-friendly environment.

Frank Rowe & Son Inc.
truly values our customers!



OFFICIAL DISTRIBUTOR OF









FrankRoweAndSon.com | 717.616.8646
26 S. Union Street • Middletown, PA 17057

READER SERVICE CARD #R1151



WWW.OPAWZ.COM



E-mail:info@opawz.com Website:www.opawz.com Tel:+16479305839

OPAWZ PET HAIR DYE PEACOCK GROOMING



Material Used:

- OPAWZ pet hair dye**
- Innocent Blue**
- Profound Green**
- Ardent Orange**
- Tender Green**

- OPAWZ glitter gel**
- blue**
- green**

By: Angela Kumpe
U.S. DISTRIBUTOR

W: www.angelasgrooming.us

E: angela@angelasgrooming.us

DYEING PROCEDURES :

1. Start with a freshly bathed and fluffy dried dog. We recommend to use OPAWZ Pro' Deep Cleanse Shampoo for a clean and fluffy result.
2. Prepare the necessary tools and dyeing products for coloring.
3. Use the brush to draw a pattern, and leave the colors on fur for 20 – 25 minutes.
4. Rinse and blow dry..
5. Apply the glitter gel to highlight the neck area.

elusive GPS unit and follow directions home. Probably not. Most dogs don't know what "turn left" means.

Additional proof that lost dogs aren't valued is that less than 10% that make it to the pound are wearing identification. (This has changed a bit with the introduction of microchips, but even that requires the owner to register the chip and keep their address info current.) This is as uncaring as it can get. Excuses like "It's too expensive to get a tag" fall flat. For about a buck, you can get an indelible marker. You can use it to put your name and phone number on anything you hold dear—like your dog's belly. If you want to make a dog catcher sit up and find an owner, just put a phone number on a dog's belly. As groomers, you can even help out with an ancient trick of Norwegian moose hunters. They used to clip their initials in the guard-hairs

of their Elkhounds. This allowed a hunter to spot their dog easily at a distance from the bright white of the dog's undercoat. Norwegian hunters valued their dogs.

If you are wondering where this rambling tale is going, we're almost at the point of it all. People value well-behaved dogs. The best way to keep clients is to listen to their complaints about their dog's behavior—regardless of how much they claim they love the little creature or how much they pay you. If they comment on how much it just cost to have their carpets cleaned, it may mean that Fluffy pees in the house. Too much of that, and you may lose a client. The most common tip-off that there is trouble in River City is complaints about local animal control. Someone grouching about paying a fine for their dog being at large is telling you that they don't know when

the pool guy comes. Pool guys are notorious for leaving side-gates open. Remember that GPS unit? If you left it on the patio table and it wasn't there after the guy cleaned your pool, you'd be on the phone in a heartbeat.

In the real world, unacceptable behavior is a double threat to your business. The most obvious problem is that you can lose a client because they get rid of the dog. If you rescue a stray that isn't housetrained, how long do you think it's going to be in the new home if you can't help fix the problem? The same goes for all of the other reasons the first owner didn't value the dog. To help your clients learn to value their animals in the most important ways, a commitment to behavior is your first and most powerful tool. This can mean learning to be a better trainer yourself or finding someone in the community who you can trust. Having someone's business card to hand to a troubled client is your insurance that they will remain a client, and the only GPS in the story will have your salon as a favorite destination. ☺

Want to Be a Top Groomer?
Then put our experience to work for you!
www.Learn2GroomDogs.com

We have *hundreds* of "How To" grooming videos from the top professionals in the industry.



...and many, many more top groomers can be your personal coaches!

Whether you are a beginner, an experienced veteran, competition stylist or just starting out in your new career, **we can help you create raving fans while making more money in less time!**

Join Today! Unlimited viewing of 100s of high definition streaming video lessons on your computer, laptop, notebook, smartphone or tablet!

Connect With The Best

Learn2GroomDogs.com

READER SERVICE CARD #R1153

Visit **www.groomsoft.com** and sign up for your 30 day **FREE** trial

The Most Simple and Powerful Pet Grooming Software on the Web.



Give your grooming business a real advantage.

www.groomsoft.com

READER SERVICE CARD #R1154



NATURE'S SPECIALTIES®

THE NATURAL CHOICE OF PROFESSIONAL GROOMERS® SINCE 1986

Safe for Puppies, Kittens and Small Animals



FLUFF & PUFF™

Formulated with a NA-PCA a conditioning agent, which derives moisture from the air and infuses it into the hair and skin. The ingredients Aloe Vera and NA-PCA combined together will instantly help to prevent and treat dry skin and dander. Will restore a healthy coat and a refreshing look without leaving a residue. It conditions, detangles, controls split ends, frizz, static and fly away hair. This quick drying leave-in conditioner also helps with eliminating Free Radicals. Silicone and Paraben free. **YOU WILL BE AMAZED BY THE RESULTS!**



PEACHY PERFECT™

This tearless and body shampoo is for puppies and kittens. It effectively cleans with a combination of healing and conditioning agents. Rinses easily and leaves your pet feeling and smelling fresh.

✉ nsvendors@gmail.com

🌐 www.naturesspecialties.com

📍 422 N. Smith Corona, CA 92880

📞 Order Today!

800.551.7627



PET THE BASIS OF GOOD HEALTH NUTRITION

✎ by Dr. Cliff Faver ✎

As a doctor of veterinary medicine,
I believe nutrition is the most important daily
medical decision pet owners can make for their pets.

The sad fact is that very few pet owners or veterinarians have the knowledge to make informed decisions about pet nutrition. The majority of our purchasing decisions are based on emotional responses to the manufacturer's marketing campaigns designed to convince the public and uninformed veterinarians that their products are the best.

What if I told you that one of the fastest growing, most expensive diets on the market hasn't done feeding trials to back up their claims, yet they claim their food is healthy for your

pets? Surprised? That's just the tip of the iceberg when it comes to deception in the pet food market.

Because the industry is widely unregulated, it is difficult to stop the flow of misinformation and hold the sources accountable. However, as a groomer, you may be held accountable if you are making feeding recommendations. Make sure you know your state's laws. In some states, a feeding recommendation, especially if it is in response to a disease or skin condition, could be construed as a medical recommendation. My goal here is to bring

awareness to some of these issues so that you can help your clients make informed decisions.

When reading labels, most people focus on the ingredient list. The problem with this is there are very few "fixed formula" diets out there; most are considered "variable formulas." Alarmingly, by law, manufacturers can change the food ingredients and are not required to change the label for up to six months. It is completely legal for them to change the diet for six months, go back to the original label ingredients for a month, and

The Missing Link® was developed to target the nutritional gap between what nature provides and what is available in commercial foods.



Available at www.ryanspet.com (Search: Missing Link)



READER SERVICE CARD #R1156

then change it again for another six months. Why would they do that? Pet food is big business. The American Pet Product Association (APPA) estimated that \$21.26 billion would be spent in the U.S. on pet food in 2013. Compare this to an estimated \$4.5 billion that Americans would spend on grooming and boarding. Pet food manufacturers play the commodity market. If corn is cheap, there is more corn in the diet. If chicken is cheap, there is more chicken in the diet.

So what good is reading the label? Actually, part of the label is a legal requirement, and that is the Association of Animal Feed Control Officials (AAFCO) statement. You can find this statement on all pet food labels unless that food is not intended to be a complete diet (e.g. treats). We learn two things from the AAFCO statement. The first is how the diet came about.

If the diet is “formulated,” someone could have simply written a recipe for it. With formulated diets, the ingredients don’t even have to be digestible. (Someone once developed a diet of coal, motor oil, newspaper, and boot leather, and it met the requirements!)

The best method of developing a pet food recipe is through feeding trials. In a “feeding trial,” the proposed recipe must be fed to multiple pets for six months to prove that the ingredients in the diet are bio-available, digestible, and healthy. Most companies do not do feeding trials because of the associated high cost. Further, most consumers are not even aware of the need for the criteria.

The second item in the AAFCO statement is the “life stage” the pet food is meant for. At this time, there are only two life stages: (a) puppies and pregnant bitches and (b) adults.

(Although research shows that the needs of a “senior” pet differ from those of an “adult,” there is presently no legal AAFCO definition for a senior life stage.)

Many companies use the term “All Life Stages.” I don’t know about you, but when I am 90, I don’t expect to eat the same as I did when I was 12. That is precisely how these companies want us to feed our pets. To be for “All Life Stages,” the food has to meet the nutritional guidelines for puppies and pregnant bitches. This means that some of the nutrient (e.g. fat and protein) levels may be excessive and possibly harmful for adult and older pets! You could unwittingly be feeding your old dog with kidney issues puppy food. No wonder we have so many obese pets. (Current national data shows 53% of dogs and 55% of cats are overweight.)

Of the marketing terms “holistic,”



pet kelp Supplements

Probiotic

Skin & Coat

Wellness

Joint & Bone

Digestive

Shinier Coats Improved Mobility Healthier Dogs www.petkelp.com 877.955.5357

READER SERVICE CARD #R1157

Chris Christensen

PROFESSIONAL GROOMING PRODUCTS!

NEW!

You asked for it, and we made it!

Made specifically for the needs
of professional groomers,
kennels and breeders.



SmartWash50

- Great prices!
- Highly concentrated 50:1!
- Effectively cleans!
- Kind to the groomers hands!
- Doesn't cause itching!
- Smells delicious!

Smart Rinse - Matching Conditioner!

Smart Scents - Matching Cologne!

Chris Christensen
SmartGROOM
FOR PROFESSIONAL GROOMERS

4 Delicious Fragrances!

**Cherry
& Oats**



**Jungle
Apple**



**Papaya
Starfruit**



**Tropical
Breeze**



Find it at Authorized Distributors in the U.S. and Worldwide

Chris Christensen Systems Inc. • 325 Industrial Park Dr., Fairfield, TX 75840
903-389-7949 • 800-654-7006 • www.ChrisSystems.com  ChrisChristensenSystems

READER SERVICE CARD #R1158

“human-grade,” or “natural,” the only one with a legal definition is “natural,” which means it came from nature at one time. Motor oil, toxins, and wood fiber would all fit that definition. “Holistic” and “human-grade” may sound good but mean nothing in the pet food industry!

“Organic” is another confusing term. There are strict criteria that must be met before a manufacturer can label a food “organic.” If this is important to you, make sure it has the USDA-certified organic seal on the bag.

To use the label “100% Organic,” the manufacturer must ensure the following:

All ingredients are certified organic.

Any processing aids are organic. Product labels state the name of the certifying agent on the information panel.

Be aware that any “organic” labeled product other than those labeled “100% organic” will have non-organic ingredients in it—anywhere from 5 to 30%.

Other legal ingredient definitions you should know include:

Meat by-products – the non-rendered clean parts other than meat derived from slaughtered mammals. It includes but is not limited to lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue, and stomachs and intestines freed of their contents. It does not include hair, horns, teeth, and hoofs. It shall be suitable for use in animal food (2014 AAFCO Publication, p. 356)

Poultry by-product meal – the ground, rendered, clean parts of the carcass of slaughtered poultry, such as necks, feet, undeveloped eggs, and intestines, exclusive of feathers, except in such amounts as might occur unavoidably in good processing practices (2014 AAFCO Publication, p. 356).

Poultry by-products – non-rendered clean parts of carcasses of slaughtered poultry such as heads, feet, viscera, free from fecal content and foreign matter except in such trace amounts as might occur unavoidably in good factory practice (2014 AAFCO

Publication, p. 357).

Poultry Meal – the clean combination of flesh and skin with or without accompanying bone, derived from the parts or whole carcasses of poultry or a combination thereof, exclusive of feathers, heads, feet, and entrails (2014 AAFCO Publication, p. 359).

Poultry – the dry rendered product from a combination of clean flesh and skin with or without accompanying bone, derived from the parts of whole carcasses of poultry or a combination thereof, exclusive of feathers, heads, feet, and entrails (2014 AAFCO Publication, p. 361).

The ingredients listed above are often used by pet owners to eliminate diets from their list of possibilities. I would caution you that there are huge variations among manufacturers with regard to these ingredients and how they are used. One company may use by-products as a way of adding cheap filler while another company may use them as rich nutritional sources for therapeutic nutrition. Most people recognize the positive nutritional

Take your grooming career to the next level.



Certified Pet Aesthetician Program NOW ENROLLING

Get started today for just \$175!*

Learn from the comfort of your home, spa or office with ONLINE WEBINARS! Learn the SCIENCE OF SKIN
Learn to treat skin problems:
Allergies, Bacteria, Fungus, Parasites and more!

IV SAN BERNARD

For more information please visit: www.isbusa.com
Email: info@ivsbernard.info • Call us at: 855-464-8726
*MODULE 1 Webinars \$175. Modules 2 & 3 billed separately but still value priced!

READER SERVICE CARD #R1159

NORTHWEST GROOMING SHOW
APRIL 10–13, 2014
Murano Convention Center
Tacoma, WA



NWROOM.COM

READER SERVICE CARD #R1160

NORTHWEST GROOMING SHOW

APRIL 10–13, 2014

Murano Convention Center
Tacoma, WA

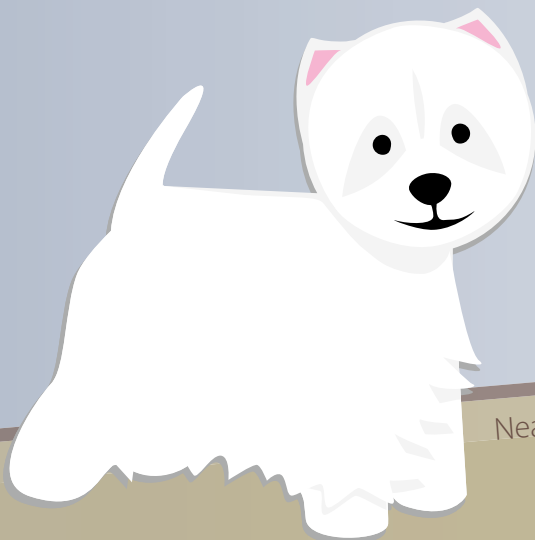
EXCITING

Grooming Events!

***CREATIVE
GROOMING***

Contest on Sunday!

THREE DAYS of
TRADE SHOW!



Nearly 50 Booths • Show Specials and Big Bargains • Top National Speakers

NWGROOM.COM

READER SERVICE CARD #R1160

C2026

properties of certain organ meats. By-products may be considered good or bad based on the ingredient quality, the manufacturer's philosophy, and scientific research. It is important to note that these definitions set out by AAFCO specifically ban feathers, hair, horns, teeth, and hooves. Those making derogatory comments about a diet will often falsely state that the food includes these items.

SKIN PROBLEMS ASSOCIATED WITH FOOD

A common myth I hear across the country is that "all skin conditions are caused by food allergies." In fact only 15% of allergies are even associated with a food allergy. Perpetuated for years, another myth is that corn is a primary culprit for allergies. In reality corn is responsible for only 4% of all

food allergies. The most common pet food allergens are as follows in order of prevalence (some variation in order in some studies):

- BEEF** (up to 58% of allergy cases)
- DAIRY**
- CHICKEN**
- LAMB**
- FISH**
- CORN**
- WHEAT**
- SOY**
- YEAST**

The latest fad is to blame gluten and grains as the source of problem allergies. As you can see, they play a small factor. This marketing tactic is very misleading for the owner and their allergic pet! Most pet foods have fish, chicken, lamb, or beef as their

main ingredient. You be the judge after seeing the above list.

Dogs are omnivores (meat and plant eaters) and cats are carnivores (mainly meat). Advertisements are designed to convince you otherwise. Domesticated for thousands of years, dogs have adapted to live with our eating habits. Feeding a dog too much protein may result in kidney issues because, like us, their bodies do not store excess protein. Unused protein must be metabolized where it is converted into a toxin, screened through the kidneys, and eliminated.

This is a basic overview and is not meant to be complete. Other issues, controversies, and more in-depth discussions will be covered in future issues. For more information, please visit our clinic website at www.ahsvet.com. ☞

NaturVet for the health of your pet!



Unscented Salmon Oil
A great natural supplement for the skin and coat. Also helps support the immune system and maintains healthy joints.



Calming Aid Soft Chews
NaturVet® Calming Aid Soft Chews natural formula helps reduce stress and tension.



Brewer's Dried Yeast
Fortified with B-1, B-2, Niacin and Vitamin C. Garlic works as a natural insect repellent and aids in digestion and circulation.

Available at www.ryanspet.com (Search: NaturVet)

READER SERVICE CARD #R1161

WWW.AAGROOM.COM



WE WANT YOU

AT THE ALL★AMERICAN

GROOMING SHOW

AUGUST 14–17, 2014 • WHEELING, IL

READER SERVICE CARD #R1162

THE GROOMER'S ROLE IN PET NUTRITION AND SUPPLEMENTS

✎ by Kathy Hosler ✎

You are what you eat. We all know that phrase, and it's just as true for pets as it is for people. Every day in our salons, we see pets that obviously need help in the dietary department—the obese, the ones with skin issues and poor coats. And how about the pets with periodontal problems? So much plaque and tartar on their teeth that their breath can knock you over from the next room—eww! Groomers are not veterinarians, and we certainly can't diagnose medical conditions, but that doesn't mean we can't assist our clients when they are looking for good nutrition and supplements for their pets.

You may have never given it a lot of thought, but the food, treats, and supplements that your clients' pets eat directly affect you as a groomer. You have to deal with the pets that have itchy, flaky skin or non-stop shedding hair. You know what a struggle it is to work on the pets that weigh twice as much as they should. All that extra weight puts a strain on their joints and makes it difficult for many of them to

stand while you are trying to groom them.

Pet parents want to care for their pets properly, but we see over-loved pets waddle into our salons every day. Their owners will tell you all about the 20 different kinds of tempting treats they have at home and then complain that their pet doesn't want to eat his food. Many owners have no idea how important it is to know what ingredients are in the products they feed their pets. Some of them never even look at the labels on the treats and pet food that they buy. When it comes to the subject of improving pets' health through nutrition, today's groomers are more involved than ever. Many salons now carry high-quality pet food, treats, and supplements.

All-natural food and treats, particularly those made with human-grade quality ingredients, are important to Brad Kriser, founder and CEO of Kriser's. "USA-made products are very important," Mr. Kriser says. "In America, we have a lot more control to make sure the quality is there. We have more stringent guidelines and stan-

dards than a lot of foreign countries. And USA-made supports U.S. companies; that's important, too."

Groomers can make a huge difference in the overall health of the pets they groom, and they should take this challenge seriously. Groomers are "hands on" to the pet; they look in the ears, notice skin issues, and see the teeth. They know the pet and what its problems are.

Groomers are such a trusted source to pet parents. By educating the pet parent about proper nutrition, groomers have a huge opportunity to help the pets that they love in a positive way. First, the groomers must educate themselves. One great source is by attending industry trade shows like the Global Pet Expo, Super Zoo, and Groom Expo. They all offer seminars that are packed with up-to-date information. You will find lots of resources at these shows. You can talk to different manufacturers, and you can network with other attendees. You can also find a wealth of information online.

It's all about educating the pet

parent, too. Sometimes you can see the issues their pet is having—dry skin, hot spots, teeth covered with tartar. It gives you an opportunity to open up a conversation with the pet’s owner. By simply asking the owner what he feeds his pet, you can introduce them to the role that proper nutrition plays in their pet’s overall health. If the pet owner tells you that they are feeding what you know is a low-quality food, tactfully educate them about the different alternatives that are available.

Things have changed so much over the years that there are now many very healthy kinds of pet foods. All-natural, grain-free, and raw diets (that are available fresh, frozen, and dehydrated) are just a few of the great options that abound today.

“When speaking with an owner, you can never, ever act as a veterinarian and diagnose a condition you

suspect their pet has,” says Mr. Kriser. “We have ideas and suggestions as how nutrition can help create a healthier pet and reduce allergic symptoms. If they are feeding things with corn, wheat, and soy—those are common allergens that can create issues.

“You can always recommend that the owners go to their veterinarian and have allergy tests done on their pet,” Brad continues. “Once they get the results, you can help them get the right food, treats, and supplements for their pet.”

Another huge area pet owners need to be made aware of is the importance of dental care for their pets. Many owners are unwilling or unaware that they should be caring for their pet’s dental needs. Proper oral care—teeth brushing, enzymatic supplements or sprays, water additives, gels—all can aid the owner with

at-home care.

Even if you offer teeth brushing at your salon, having a display of oral care products and brochures will show the owners just how easy it is to add dental care to their pets’ daily routine.

Supplements are another segment that has become increasingly important in our pet’s nutritional lives. “There’s no way that a pet can get all its needs just from the food it eats,” shares Mr. Kriser. “They need supplements like omega 3, probiotics and enzymes, glucosamine supplements, and multi-vitamins. With supplements, you are providing preventative care—not reactive care.”

The groomer’s role in pet nutrition has never been greater than it is today. Educate yourself, your staff, and your clients to make life better for the pets that you love and care for. ☞



PetNaturals[®] of Vermont



The Pet Naturals[®] Difference

- Comprehensive Formulas to Support Pets’ Wellness
- Four Decades of Experience
- National Animal Supplements Council Founding Member
- Industry Leader in Joint Support
- Fun, Healthy, Tasty Supplements
- Helping Pets Live Healthier Lives

DAILY BEST for Dogs is the canine multi Super Dog swears by. This complete multi-vitamin/mineral formula includes digestive enzymes and antioxidants for comprehensive support.

SCOOT BARS are a fiber product designed to support fecal volume and healthy anal gland function with the additional benefits of immune, digestive and colonic support. SCOOT BARS are all natural and easy for your pet to digest.

Available at www.ryanspet.com (Search: PetNaturals)

READER SERVICE CARD #R1163

TIPS, TRICKS AND TOOLS TO SUCCESSFULLY MARKET PET FOODS IN YOUR BUSINESS

✎ by Melanie Haber ✎

Having worked in the pet services and product industry for over 20 years, I have found that anyone can put a price tag on a can of food and hope it sells. Rather than just sell a can of dog food, I want to give you the tools to market pet foods for success! Marketing can be a fun and very financially rewarding way to sell any product or service in your facility, but it takes some time, creativity, and commitment. If you can commit, I will provide you with the creative tools needed to sell your pet foods without taking up all of your free time.

THE BASICS

Find a quality food. This may be the most important thing you do when selling pet foods. Find a food company that practices safe handling methods. Check FDA.gov for pet food recalls. Check for the Association of American Feed Control Officials (AAFCO) Label on the products to ensure the nutritional adequacy of a pet food.

Consider the health of the pet. Transitioning a pet to a new food should be under the direct supervision of a veterinarian. The last thing you want is a pet getting their stomach upset from changing too quickly to a food you recommended.

Keep it stocked. If you aren't consistent in providing pet foods to your customers, they will go somewhere else, and that may end up impacting

your grooming business, too.

Display. You don't need to re-invent the wheel with this one. Follow the example of corporations that have spent millions on pet food marketing. Take a walk down the pet food aisle at a grocery or pet superstore to see ideas for successful displays: labels facing out, fully-stocked shelves, and coupon positioning.

Point of Sale (P.O.S.). Make sure to have products positioned at the checkout for impulse buyers. Train your staff to "suggestive sell" at checkout. Suggestive sales at checkout helps sell more food but also tells clients that 1) you carry food, and 2) you can save them a trip to the grocery or pet store. It keeps them from forgetting to buy their pet's food. With one simple question, "Do you need any pet food or treats today?" your employees can communicate all of the above while increasing the dollar amount of each transaction.

Empower your employees to sell. Empower your employees through education. Have brand-sponsored lunch meetings, product updates during staff meetings, and reduced pricing for employee pet food sales. If your employees aren't using your products, they will not sell them. Employees are walking billboards for your business, and you can control what this living advertisement says through education. Create employee incentives by having

monthly sales contests and reward them with free pet food, pet brand gift cards, or credit for foods on their personal account.

Promote pet food as a service. Include pet food or treat choices on your bathing menus so the sale is made before check-out. (Don't know what a bathing menu is? Contact me for more details.)

Refills and repeat sales. Based on how frequently the pet returns for grooming (i.e. every 6–8 weeks), make sure they are taking home enough food to get them through to their next visit. This serves two purposes: it keeps them from shopping elsewhere and locks in another reason why they shouldn't miss their next grooming appointment. For repeat pet food purchasers, you should already know what food they are feeding so you can have a bag ready.

Accessories. Carry food bowls, pet treats, travel kits, water fountains, and other food-related accessories to keep clients from going to your competition for supplies. This doesn't have to be a whole wall of items—just one brand of large, medium, and small accessories.

THE FUN STUFF

This section of marketing should go hand-in-hand with your social media. Any event, promotion, holiday special, or new products should have a mention on your Facebook or other

social media platforms. Stick to the 80/20 rules of social media interaction: 80% fun interaction and 20% business. Make selling the pet foods part of the 80% fun! If your business (not you personally) isn't on at least two social media networks, now is the time!

Tasting parties. Move over wine—it is time for pet food tasting parties! Once a month, invite clients to a private pet food tasting party. Really have fun with this one by using party store pet-themed plates, napkins, and bowls.

Fancy Feline Home Tasting Kits. Since cats are homebodies, create home tasting kits of your kitty food samples. Your local dollar store can provide you with plastic wine glasses, paper doilies, and toy tiaras for the pet owner to set a plate fit for the most finicky of felines. Encourage the owners to take a picture for your Facebook page of their pet eating food out of a

“wine” glass all while wearing a tiara sitting on top of a sophisticated place setting.

Picture Promotions. Take pictures of pets eating the food with the bag strategically placed next to the pet. Upload the photos to a digital picture frame or DVD player to run a slideshow in your lobby.

Facebook testimonials. Encourage clients to post pictures of their pets eating food products to your Facebook page with a testimonial.

Twitter specials. Have clients follow you on Twitter to receive notices when there is a special or new promotion.

Birthday parties/puppy parties. Once-a-month birthday parties and puppy parties are the ideal platform to let clients try out new treats for their pets.

Puppy and kitten kits—start them

early! Create these kits to sell or give away to create brand loyalty. All-in-one kits should include food bowls, collars, shampoos, leashes, coupons to lock in future food sales, etc. Providing these all-in-one kits keeps clients from having to go to your competitors for accessories.

ADVANCED MARKETING

Home Delivery. Offer pet food delivery to your mobile grooming clients. Food delivery can really boost your per client transaction especially since you are already dealing with someone that likes to have services brought to their front door. If you aren't a mobile groomer but offer pet pick-ups, you can offer food delivery services, too!

Price Matching. If you are a small business, it can be hard to compete with the pet superstores for sales. Sometimes price matching your top

The only Comprehensive Guide for Groomers!

order now
\$19.95
+ Free Shipping

This 272 Page Book is a Must Have Reference for Your Grooming Salon!

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.

By Groomer to Groomer columnist, Veterinarian
Dr. Boyd Harrell, DVM

W1766

Available at www.barkleighstore.com

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

READER SERVICE CARD #R1164

three sellers can create client loyalty. These products (loss leaders) may not make a large profit, but they keep the clients coming through your door. Even if you are just a few cents cheaper, people will choose to buy from you.

Emailing and Texting Specials. Modern forms of communication and client education are necessary for successful sales. Using eNewsletters and texting can be your key to success. Collecting emails and cell phone numbers from EVERY client is a must! Two web companies I like for these services are Constantcontact.com and Demandforce.com.

Video Promotions. Almost everyone can take a video with their smart phone. Take videos of pets eating the foods strategically standing by the bag for “video testimonials.” Burn these videos to a DVD and play on a TV in your lobby or upload to YouTube. If

you want to get really creative, use an inexpensive video software program like Nero Vision Xtra to add music, captions, voiceovers, and credits to add flair to your promotions. Ask your brand if they have pre-made video promotions for your use as well.

Co-op Advertising. Many pet food companies budget a certain amount every year for their customer’s advertising either in dollars, advanced marketing materials (videos, educational seminars), and co-sponsoring print ads where their logo is included. Oftentimes, these are perks that you need to ask for.

GETTING STARTED

Don’t overwhelm yourself by starting too many projects at once. Commit to one or two of these ideas each month. Implementing just even a handful of these marketing tools can

increase your food sales, strengthen client loyalty, and make marketing of your business fun and easy! If you need more detailed information about these marketing tools, please message me at facebook.com/ePetmarketing or Facebook search Melanie Haber Marketing and look for the peek-a-boo Boston Terrier! ☺

Melanie Haber has been managing pet spas and veterinary practices for over 20 years. She graduated with honors in Business Administration and Management and has a special focus on marketing in the pet industry. Currently, she is Marketing Director for Iv San Bernard fine Italian pet products (USA Division), Animal Health Services and is a private consultant through Melanie Haber Marketing, LLC. She is a former cat groomer, periodical contributor, and world traveler.

“At last—an all-natural shampoo with pro power!”

— Angela Green, Groomer, Winter Springs FL

True Blue’s all-natural Super Fresh Dog Shampoo lathers beautifully, yet rinses out in a flash. Expect a soft, nourished coat, fresh grapefruit scent—and repeat visits galore!



Now in Professional Strength for Groomers.

TrueBlue cleans without stripping the natural oils in the dog’s coat, so there’s never afterbath itching or dry skin.

Great grooming is just the start! Now, you can offer add-on Wellness treatments.

Try these vet-approved products and increase the \$\$ spent per visit!



trueblue[™]
All-Natural Pet Health & Beauty Products

TrueBlue Pet Products

For more information, contact: doug@truebluepets.com 323-933-9842 www.truebluepets.com

READER SERVICE CARD #R1165

IMPROVING A DULL COAT THROUGH NUTRITION

✎ by Karen Rhoads ✎

Regular grooming goes a long way to help achieve that “healthy shine” pet parents like to see on their beloved pets, but grooming is just the beginning. Diet is actually the single most important factor affecting coat health. Protein, hydration, and vitamins are the building blocks of a strong, lustrous coat. If extra soothing conditioning treatments don’t seem to be doing enough, it may be time to suggest dietary changes with your clients. A few simple changes can make a tremendous difference in the appearance of a coat.

INCREASE WATER INTAKE

Just like humans, pet cells are made up mostly of water, requiring continuous hydration throughout the day. Water aids in the proper function of organ cells, including the skin, the body’s largest organ. The hair shaft is also made up of about one quarter water. This paints a fairly clear connection between hydration and coat health. Aside from providing clean, fresh water in an easily accessible pet dish, you really can’t force a pet to drink more water. What pet parents can do to increase hydration is provide hydrated food.

Encourage pet parents to add moisture to their pet’s meals. Kibble contains very little water and actu-

ally draws moisture from the body to aid in digestion. High-quality canned foods, on the other hand, are chock full of hydrating meats and vegetables. Replacing either some or all of a pet’s kibble diet with canned food can help naturally increase water intake and significantly contribute to skin and coat health.

BOOST HIGH QUALITY PROTEINS

Hair is made of protein. Without sufficient protein in the diet, hair may become brittle or dry and eventually fall out, leaving pets unprotected from the elements and unable to regulate body temperature efficiently. Quality matters. Encourage pet parents to look for real meat as the first ingredient—not “meals,” which are low-quality, dehydrated proteins, often stripped of many nutrients. Quality ingredients contain nutrients that are easily digestible and able to put those nutrients to work. Pure, single-ingredient proteins, such as canned pheasant or canned wild salmon, are an excellent way to supplement high-quality protein into any existing diet.

ADD COAT-SUPPORTING NUTRIENTS

If proteins are the building blocks, vitamins are the engineers dedicated to supporting the processes that build strong, shiny coats. Biotin and the

complex B vitamins found in beef, chicken, salmon, sweet potato, and spinach work with the body to grow hair. Iron, found in liver, helps circulation throughout the skin, supporting strong hair shafts. Vitamin A, found in carrots, kale, and squash, works with fat synthesis in hair follicles to help create a “shiny” appearance. Omega 3 is another excellent coat-supporting nutrient found mostly in fresh fish such as wild salmon and sardines. Because the body absorbs vitamins and minerals most efficiently through food, encourage pet parents to include high-quality foods rich in these coat-supporting nutrients.

Building and maintaining a healthy, shiny coat is a team effort. Many factors contribute to the complex process of strong, vibrant hair. The right nutritional foundation provides an optimal canvas on which groomers can best create their art. ✎

Karen Rhoads is a Certified Nutrition Consultant for pets and has been instrumental in the optimal nutritional formulation of Evanger’s Pet Foods for over 10 years. Evanger’s USA-made pet foods are created with only fresh ingredients, 90% of which are collected within 50 miles of the company’s Illinois-based facility, and used within 24 hours.

LUCK *of the Irish*

by Dawn Omboy
www.queenofcolor.com



This lucky little white Mini Poo belongs to my Aunt Jeri, my mom's sister who lives in the desert of Southern California and is of Irish decent. On my recent visit, I wanted to surprise Aunt Jeri with a little creative design on her beloved Sam. A groomer friend in the area offered the use of her salon while I was in the area, and I brought my airbrush along for the trip. You just never know when one will come in handy!

Sam was already in a short clip with not much hair to work with, so a quick airbrush design was perfect for him. This look just thrilled not only Sam's mom, Jeri, but my Aunts Joni

and Linda and Cousin Gary, who were also visiting Aunt Jeri.

I started by giving Sam a bath and drying him. Next, I mixed a bit of Revlon Colorsilk Black #10 to color Sam's ears a pretty black. This color will last until it grows out and is clipped away. Using an applicator brush starting from the bottom of the ear, I painted the color onto each ear, coating the hair and working from the bottom up to the top of his ear (Fig. 1).

I coated the top of his head between his ears with undiluted conditioner in case he should shake his head during the 25-minute processing time to prevent color from sticking there.

I draped Sam's body with a towel held securely in place by clipping it together around him to prevent black dye from getting on his body where I did not want it. Since his hair was already short (Fig. 2) there would be no excess coat to clip off.

Once the processing time was up, I placed Sam in a small plastic trash bag and secured it around him so that only his head was exposed before putting him back into the bathtub. This would allow me to rinse the color from his ears using cool water and not splatter color anywhere else on the dog. It also cuts table and drying time, making his grooming session much shorter (Fig. 3).



#201 (HB-2)



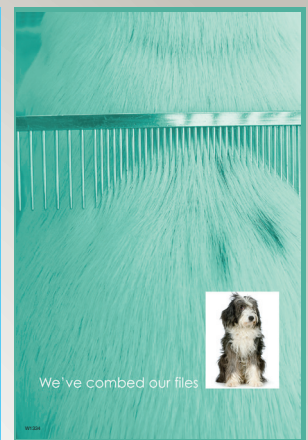
#207 (R-4)



#209 (R-6)



#211 (R-9)



#212 (M-2)

Reminder & Klient Postcards



#202 (M-1)

Inexpensive • Convenient • Colorful

GIVE YOUR CLIENTS A GENTLE NUDGE FOR GROOMING!



#203 (MV-1)



#204 (R-1)



#205 (R-2)



#206 (R-3)



#208 (R-5)



#210 (R-7)

AVAILABLE IN PACKS OF 20, 50, 100, or 1000!

MIX & MATCH PACKS OF 100 WHEN ORDERING 1000!



I purposely did not clip Sam's face until after the bath so that any unwanted dye spots on his cheeks could easily be clipped away after his ears were rinsed and dried.

The next step in this simple salon creative is to prepare the design, which I had drawn out on paper, and to line up the dyes in order of use. I also tested my airbrush equipment to make sure it was flowing properly; you can do this on a towel if you like. I prefer a simple, small gravity-fed airbrush with a small portable motor. For me, this works the best, as it is easily portable and easy to keep clean. In between color, I run alcohol through the gun before adding my next color unless I am blending colors.

With the dog standing on a towel, I started this freehand design by looking at what I had drawn out and outlining my pot onto the back leg of the dog. Then I changed colors and began

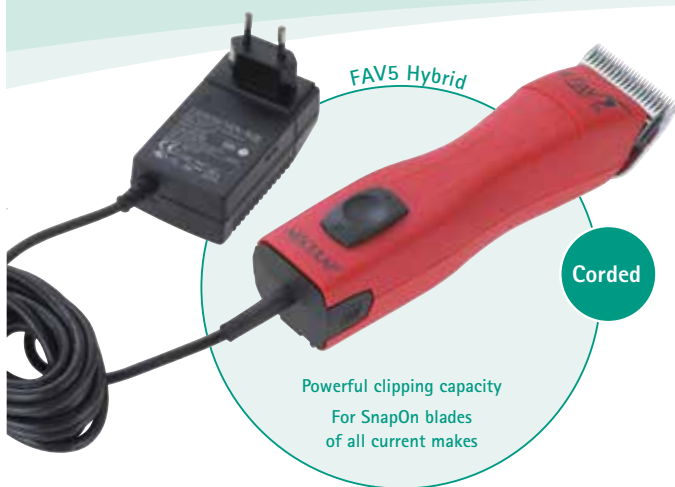
the rainbow that would lead from my pot of gold to halfway forward on the body, where I would place a shamrock. Cleaning the airbrush with alcohol in between colors and testing it on the towel to be sure they were the proper shade, I finished the rainbow (Fig. 4). For the shamrock, draw three hearts joined in the middle with a stem coming out of the bottom.

Now the complete pattern is done, and you can go back to do some shading and outlining to make your pups picture really pop (Fig. 5)! I outlined in black India ink and did a little shading on the pot, then added some green Critter Color to the little bit of black ink for a darker green shade on my leaves. I cleaned the airbrush and highlighted them with a bit of yellow, and I was almost done.

For some finishing touches, I used a green stone held in place with eyelash glue in the center on the shamrock. For

The Liberty of grooming: FAV5 Hybrid®

NEW



Optional



Authorized dealers:



A & J Sales and Service
42 A-Frame Drive | West Burke, VT
05871 1-800-447-1957
ajsales@myfairpoint.net



For more information please contact: www.GermanRedClipper.com

AESCLAP®
a division of **BIBRAUN**

READER SERVICE CARD #R1167

my pot of gold, I used coin beads se-
cured to the coat as you would a bow
on a small rubber band. This entire
design, including bath and dry, only
took about an hour and a half (Fig. 6).

My Aunt Jeri had never seen a
creatively groomed dog in person and
was so very happy when her Sammy
came home to her as this little Irish
man with a shamrock and a rainbow
leading to a pot of gold. Her smile
was worth a million bucks! I love you,
Aunt Jeri!

For creative tips and supplies,
visit www.queenofcolor.com. Email
Dawn@queenofcolor.com

Making the world more colorful,
one dog at a time...

Queen of Color



FIG. 4



FIG. 5



FIG. 6

Hemmed
BANDANAS
from: **\$0.29**



Unique
FABRICS
\$1.99- \$3.99



Just Arrived
BOWS
from: **\$0.29**



New
BOWTIES
from: **\$0.79**



BONUS 20% worth of bandanas
with your first order
FREE medium dozen bandanas
with your first web order
FREE shipping over \$100

276 Hinman Ave, Buffalo, NY 14216
Tel: 1-877-317-5267 Fax: 1-877-279-0076
www.bandanasunlimited.com

READER SERVICE CARD #R1169

SHOR-LINE

GROOMER *AND* ANIMAL FRIENDLY



The new Small Animal Bathing Tub is designed with a tub floor height of 29" and a 7" lip to help reduce the daily physical strain of a groomer and is the perfect size for smaller animals.

shor-line.com/g2g 888.551.4061 [f](#) [t](#) [p](#) [i](#)

READER SERVICE CARD #R1168



THE NOT SO
FINE Art of
FIRING

Well, it happened. I had to fire an employee. I've had to do it only a few times over the last 20 years, thankfully. This firing was a little different than the prior situations, but firing someone is never pleasant. It is especially tough if you are one of those people who want to give someone chance after chance much to the detriment of your business. I have personally hung on to employees much longer than I should have, based sometimes on the needs of my business and physically needing the people power to get the job done, and more often, honestly, because taking away someone's livelihood is just not something I take lightly.

Let me say this, though: if a few of my former employees cared as much about doing me right as I cared about doing them right, things would have

most likely been different. However, when you put out the invitation to let someone into the heart of your business, especially when you truly love that business, and there is dishonesty, drama, or consistent issues that affect your business, it is sometimes better to let go and move on quickly than to hang in there and suffer through a long, drawn out "breakup."

Over the years, the firings I have had to carry out were due to theft of company property, mishandling an animal in our care (there was no written or verbal warning with that one, trust me!), poor attitudes, poor grooming, and as of late, dishonesty. Regardless of the "why" you release someone from your employment, here are some tips to keep the process focused and minimize legal issues down the road:

First and foremost, don't take firing someone from their job lightly.

Most of the time, an employee can improve their work quality with guidance, and there are no legal ramifications that I know of for giving a verbal or written warning. Firing someone, however, can lead to legal issues and cost you a lot of money.

Be certain to document issues along the way. I know it takes us away from the task at hand, which is caring for our customers, but in the end, those paper trails will be invaluable if you ever need them. Make a quick Employee Warning form. Have a line for the date and name of the employee, the type of warning you are giving, whether it is a verbal first warning, verbal second warning, a probationary warning, a voluntary quit by the employee, or a final termination. You should have a folder on every employee with their W4s and other pertinent information. Add this sheet to their

CESKY TERRIER

Coat Characteristics:
Minimal Shedding

AKC Breed Group:
Terrier

This terrier is never plumed. It is always clipped. The head should be soft, silky, slightly wavy and growing just evenly thick.

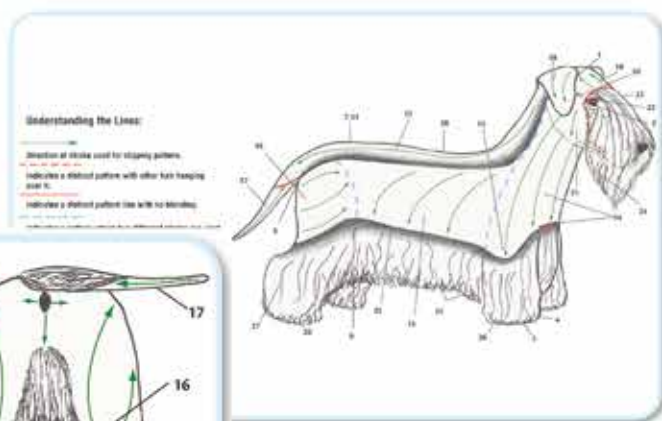
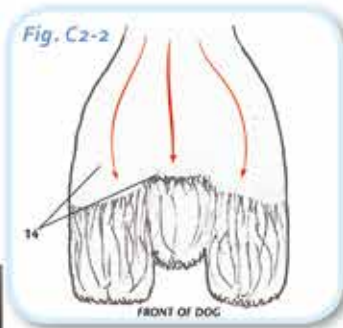


Grooming Instructions

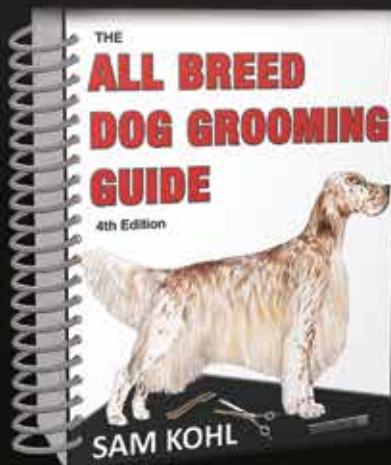
- 1. Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
- 2. Wipe the corner of the eye and under the eye** with a cotton ball moistened with saline solution to remove eye debris.
- 3. Clip the hair between the pads of the feet** with a #15 blade. Use the clipper to remove any hair hanging off the edge of the pads.
- 4. Cut or grind the nails,** removing only that part of the nail that grows out beyond the quick. Be careful not to cut into the quick.
- 5. Clip the hair away from the anal area,** about one-half inch on either side of the anus, with a #10 blade. Never put the blade in direct contact with the anus.
- 6. Clip the hair from the stomach area,** from the groin to the navel, using a #10 blade.
- 7. Brush the coat quickly** with a slicker brush or dematting tool to loosen any tight mats.
- 8. If the dog is on a regular, frequent grooming schedule,** the body pattern will be put on after the bath. If there is excessive coat, remove it by presetting the body pattern before you bathe the dog.
- 9. Bathe thoroughly** using shampoo appropriate for the individual coat, then rinse. Repeat bath and rinse. Apply conditioner and rinse thoroughly.
- 10. Partially dry with high-velocity dryer** to remove excess water and loosen mats. If desired, cage dry until slightly damp, or for better results continue with high-velocity dryer until 95 percent dry. Then fluff dry until 100 percent dry and straight.
- 11. Comb through the coat** after brushing to be sure no small tangles remain.
- 12. Using a #1 or #0 snap-on comb,** clip from the rear of the skull down the neck and back to form a saddle that ends in a "V" shape on the top of the base of the tail.
- 13. Using a #9 or #10 blade,** clip down the sides of the neck, over the shoulders and blend off forming a "U" shape on the side of the leg below where the front leg joins the body. See Fig. C2-1.

Equipment Required

- Cotton Balls
- Ear Powder
- Hairmostat® Hair Puller
- Ear Cleaner
- Saline Solution
- Nail Grinder or Nail Trimmer (pedicure pliers-type)
- Electric Clipper
- #15 Blade
- #10 Blade
- #3F, #7F, #81L, #9 Blade
- #1 or #0 Snap-On Comb
- Slicker Brush
- Dematting Tool
- Metal Comb
- Scissors
- Thinning Shears
- Curved Scissors
- Conditioner
- Fleawing Conditioner Spray



THE ALL BREED DOG GROOMING GUIDE



- . new breed illustrations
- . new grooming instructions
- . new grooming diagrams
- . alternate styles and pet trims
- . 193 AKC Breeds
- . 648 full color pages

AARONCO

www.aaroncopet.com

READER SERVICE CARD #R1170

employee file. If you so much as pull a bather aside and tell them their baths are unsatisfactory, jot it down and put it in the file.

If you sit an employee down and give them a true verbal warning related to their job performance, be ready with a plan for them to succeed. In other words, don't leave the window for them to improve wide

open. Be specific. "You have 30 days to show me that you understand what we have discussed and implement these changes. We'll meet again at the end of that time and review your progress." Let them know that at the end of that probationary period you will discuss their improvement in the position. Otherwise they will need to move on. Have a script ready. Prepare what you

need to say ahead of time, because confronting people can be quite scary and it is easy to get off the subject. I actually have read from a sheet to be certain that my details were correct and because I can easily get too emotional. Whether it is a punch list of specifics you need to cover or an actual word-by-word presentation, be prepared and be to the point.

If you know you are definitely going to fire someone, have the proper paperwork ready to go. This may include the employee's final paycheck and the Cobra Health information for them to continue coverage at their own expense. You may also have something for them in writing stating that they understand why the termination is happening. If they refuse to sign it, make it part of their folder as well. Be kind. With this latest firing I had to manage, it was not easy to remain

When Special Needs Pets need Extra-Special oral care... turn to



Brushless Enzymatic ORAL CARE THERAPY



"Robbie"
15 years old
Pet Rescue
Owner: Dr. Naomi Kirby,
DVM, MS



Visit us at the Groom & Kennel
Expo booth #313 to learn more

Often times, as pets age or develop health conditions such as diabetes or are on medications, they require serious oral care. Zymox Brushless Enzymatic Oral Care Therapy is based on over 35 years of enzyme research developed to manage Xerostomia (unhealthy saliva). Zymox products deliver a one-two punch by inhibiting harmful odor-causing bacteria PLUS destroying plaque biofilm to restore oral balance.

www.zymox.com | 888-752-5487



READER SERVICE CARD #R1171

Animal Photography



We create portraits
your customers will Love!



www.animalphotography.com

Completely Self-Contained Professional Studio.

Over 100 Props, backgrounds and colors
for your customers to choose from.
Portrait Packages are delivered that day!

(727)804-6555

We are NOW accepting new clients!

READER SERVICE CARD #R1172

“What a great time I had at #groomexpo met great people, scored great products.”

— @YellowDogGrooms

“Tons of great grooming and networking going on at #groomexpo!”

— @TopVets

“Can’t wait to buy new grooming equipment and products.”

— @petdegree

“Next year I am going to try my best to go to the groom expo”

— Heather Frye

“Can’t wait!”

— Shari Tischio-Ferrara

This September, come be a part of what everyone in the pet industry is talking about!

Groom Expo

September 18–21, 2014

Hershey Lodge & Convention Center, Hershey PA

groomexpo.com

READER SERVICE CARD #R1173

kind, because I felt so angry about what had happened. I had to dig deep and stay professional; behaving poorly only reflects badly back onto you. I also believe that the grand majority of reasons people need to be fired are not personal in nature, so don't make them personal!

When in doubt, call a labor attorney. There are people who handle termination issues every day, and asking your question ahead of time may save you money in the end. It never hurts to ask.

When it is actually time to fire someone, be succinct and to the point. Don't let things drag out and leave space for "getting into it." State your facts, thank the employee for all of their hard work, a quick handshake, and we're done.

Have a witness if you have any concerns about the employee becoming angry or you have any intuition

that things may not go well. Running a small business is tough because we tend to not always have the clarity of boundaries that we should have with our employees. Whether it is personal or not, it will most likely feel personal to them.

Lastly, after the meeting, have the employee gather their equipment and belongings immediately and leave the premises. Don't drag this out. The longer someone has to sit and seethe, the more likely there will be words exchanged. Stay on point.

These last 10 suggestions are probably at the core of the very least favorite part of being a business owner for me. It took me years to detach when necessary, but I had to learn this skill because the stress seriously felt like it would swallow me up. My wife recently said something to me that I found to be very clear and insightful. I was whining and carrying on about

how this employee did me wrong. She was most likely tired of my working and said, "Anytime someone is successful, whether they are the owner or a manager, it's only a matter of time before they're going to deal with employee issues. It's not personal."

Thanks, babe. I needed that reminder, because it was really eating me up that day. Detach.

On this specific occasion, the issue surrounding the termination was not performance related. It was based on issues of dishonesty and reliability. It may have seemed quite sudden to the employee, but I have a very short fuse when I think someone is not being truthful. The employee denied my version of what happened, but I had texts and statements from another employee to back up what had happened. What does the disgruntled employee do these days when they feel maligned? They take to social media to



J and J
DOG SUPPLIES

Training Equipment

Our leather leashes feature a hand-braiding process that is superior to stitching or riveting. The first place that wears out on most leashes is near the snap or handle. Our braiding process reinforces these critical places, while distributing the stress over a larger area—crucial to lasting service.

1-800-642-2050
jjdog.com

The advertisement includes an image of a person braiding a leather leash and two finished braided leashes.

READER SERVICE CARD #R1174



NORTHWEST
GROOMING SHOW

APRIL 10–13, 2014
Murano Convention Center
Tacoma, WA

NWROOM.COM

The advertisement features a white dog illustration.

READER SERVICE CARD #R1160

CHECK OUT THE PET BOARDING INDUSTRY'S ONLY TRADE MAGAZINE!
WWW.PETBOARDINGANDDAYCARE.COM

air their grievances. Ah, technology!

What to do now? First, I blocked the person from being able to post anything on my Facebook page. I then blocked their ability to contact me on my cell phone. The post they put up was on their own page, and we all have the freedom of speech in this country, so there really wasn't anything I could do about that. What I could do was put it in perspective.

I decided immediately not to respond at all to the post. It's kind of like pouring kerosene on fire in hopes that it will snuff out the flames. There is absolutely no positive outcome to responding to rants. Just don't do it. There's no way to make the situation feel any better for that employee. It just needs time to run its course. I did, however, copy the rant and add it to the employee file. The late, great Keith Whitley said, "You say it best, when

you say nothing at all." Sing it!

In the end, your business will move on. The former employee will become an employee again—some-where else! This too shall pass. In the moment, though, when faced with the issue of confronting an employee that is not working out, it can be truly overwhelming. As crazy as it may sound, sometimes I just sit back, feel very grateful for all that I have in my life, and think, "God bless them." After all, I don't want to fight and struggle with people. As for resentment, I love this little ditty: "Resentment is like swallowing poison and hoping the other guy dies." It's just a waste of energy.

Try to detach. Business is business, even though it doesn't feel that way when things go poorly. All you can do is do your best, treat people with respect, treat people the way you want to be treated, and train people to do

things the way you want them done in your business. That doesn't mean it's always going to work out. ☺

"People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps."

— Mary Kay Ash



6008 31st Street East • Bradenton, FL 34023



**CALL US FOR OUR HYDRAULIC TABLE SPECIAL!
\$650.00 THROUGH THE END OF THE YEAR!**

Masterlift Hydraulic Fixed Top Grooming Table

Lifts breeds up to 350 lbs. Fabricated of heavy gauge steel and is double powder coated. 3/4 moisture-resistant plywood top is supported by steel crossbars and covered with skid-proof heavy duty mat. Adjustable floor levelers. Sealed hydraulic foot pump requires no maintenance and has a 2-year guarantee. Legs are equipped with adjustable feet.



**FOR MORE DETAILS, PLEASE CALL
OR EMAIL US FOR A CATALOG**

(941) 727-5700 • (888) 388-1159
info@petlift.com • www.petlift.com

**LIKE US ON FACEBOOK
to be alerted to
our monthly specials!**

Visit petlift.com and
click the Facebook link.

Manufacturers of the Finest Animal Health Care Equipment

Introducing the all new
"AQUA QUEST WALK IN BATH"



4 animal restraint eye hooks
Drain basket strainer
Bolt down adjustable feet
New and convenient roll-out portable ramp

Mini-Bath

Our Mini-Bath is ideal for bathing felines and small canines. Beautifully crafted of 16 gauge stainless steel, this tub is a welcome addition to any facility. All our tubs are crafted with fully welded, seamless edging. Tall stainless backsplashes have been Petlift tubs' signature design for over 45 years. All tubs are formed out of a solid sheet of high quality grade SS. Heavy duty legs are made of stainless steel with added cross rails for stability. Legs are equipped with adjustable feet.



READER SERVICE CARD #R1175



BAD ADVICE

There is no doubt in anyone's mind that social media has carved out a place in our modern day lives. It keeps us in touch with our friends, family, our businesses, and the industry. Facebook, Twitter, and other social media sites (including message boards) have become extremely useful tools in the grooming industry with pages devoted to grooming critiques, competition questions, business inquiries, trade shows, and continued education, as well as the sale or barter of equipment.

Barkleigh is bringing the excitement of the contest arena and trade show right into your home with GroomerTV covering nearly every trade show and contest in the country. Viewer input via the Internet during the streaming of the shows helps groomers from around the world almost feel like they are there.

I lurk on a number of these sites and enjoy watching some of the banter that goes back and forth. I don't waste my time with aggressive posts that insult people, and I don't appreciate any

of the bad mouthing that, on occasion, rears its ugly head. I do, however, pay attention when I see someone getting some bad advice about their business. Sometimes I input publicly, but more often than not, I private message the individual with my opinion. That's what social media seems to be about: personal opinion. I don't need or want the entire world reading what I may consider a private post.

A recent case in point: I followed a post from a relatively new groomer who had a position at a salon with an owner she liked. The owner was working with her to improve her skills. We all know it takes at least two years to become relatively proficient and get your speed up enough to make a decent living. This groomer was building her own clientele and had a desire to have her own home-based business

Get serious inspiration at the action-filled Groomer SuperShow, a huge and popular part of SuperZoo where professional groomers gather to connect, share experiences and learn all about the latest products, trends, and timesaving techniques.

Produced by: Find us:

SuperZoo
The National Show for Pet Retailers™

JULY 22-24, 2014 | Mandalay Bay Convention Center | Las Vegas, Nevada | www.SuperZoo.org

READER SERVICE CARD #R1176

For a **QUICK** Response from Advertisers, please use the **Reader Service Card Number!**

one day. A local pet shop sought her out and asked her to run their new grooming department. While extremely flattered that they had asked her, she had the good sense to ask for the opinions of other groomers through social media. I was appalled by the amount of poor, misguided advice she was getting. Posts ranged from “set your own prices and demand 60%” to “stay where you are and get more experience,” which, I am pleased to report, she did.

I really hate focusing on any single post, but that “set your own prices and demand 60%” really irked me. Here is a groomer with less than a year experience at the table, and someone is telling her to “demand” a certain percentage. A percentage of what? I could go off into a whole other direction at this point, but price setting is something that shouldn't be taken

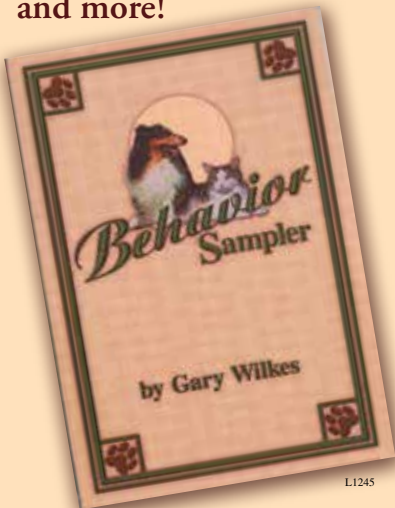
Social media and its influence on us can unwittingly guide us in making huge milestones or monstrous mistakes in our businesses.

lightly. Without losing my focus, I will just say that this was a poorly thought out piece of advice, and I am glad the newbie groomer did not pursue it. She still has a lot to learn, and I hope she turns her sights on the business aspect of our industry if she intends to make a career in grooming.

Social media and its influence on us can unwittingly guide us in making huge milestones or monstrous mistakes

in our businesses. People asking for grooming advice sometimes post a photo of their groom in the hope of getting a beneficial critique. While this is a great tool, it can sometimes leave a groomer a bit confused. For example, one person may post that the dog is a bit off balance or maybe the tuck-up is a bit too far back—both good pieces of constructive criticism. Another person may post, “That's the most

Help your clients with problem urination, house training, destruction, aggression and more!



A collection of more than 60 articles about dog and cat behavior from Gary's award winning articles told in an engaging, simple and easy-to-read fashion.
237 pages - \$16.95

www.clickandtreat.com

READER SERVICE CARD #R1177

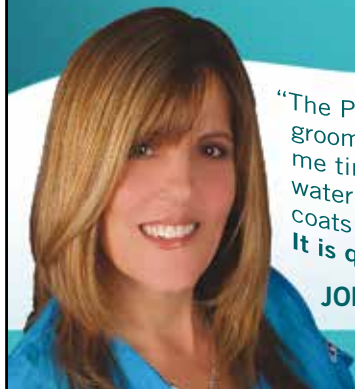
NEW!

PRIMA ENCORE

Improve service and lower costs.

866-889-0877

www.primabathing.com



“The Prima Encore is a perfect addition to any grooming salon. As a mobile groomer, it saves me time, shampoo and most importantly water! This system really penetrates through coats and leaves them squeaky clean!
It is quite amazing!”

JODI MURPHY

Visit our website to see what other groomers have to say about the Prima Bathing System.

READER SERVICE CARD #R1178

Social media is a way to reach out to our customers and keep our businesses current.

When a customer “likes” your salon’s page, they will continue to receive any input you place on there.

beautiful groom I’ve ever seen!” which is not going to help the groomer one bit. If anything, it may lead them into thinking that the groom is correct and contest worthy.

One particular Facebook page, moderated by GroomTeam USA member Jodi Murphy is “Critique Your Groom.” Jodi welcomes new members but advises all to follow the rules she pins on the page. She encourages people to keep their critiques positive and encouraging, but she monitors the

site closely. Marginally incorrect critiques are, for the most part, allowed to stay as long as the “incorrectness” is addressed by other members. If a critique is totally off base, Jodi quickly takes down any erroneous input. This is an educational page, and people who post their pictures for critique deserve honest input. Honest input isn’t always pretty, but it does not need to be damaging.

Social media is a way to reach out to our customers and keep our

businesses current. When a customer “likes” your salon’s page, they will continue to receive any input you place on there. This could be pictures of dogs, useful pet owner sites, or just what is going on in the life of your salon. Keep these public posts positive, and keep your whining and belly-aching on your private pages. Your clients don’t need to hear that you had three no-shows today or that you have insomnia every night. They don’t care! Nothing makes me want to ignore a person more than nonsensical posts. Public is just that—public! You are sharing this stuff with everybody! If you can’t say anything nice, don’t say anything at all!

Some social media sites can be problematic and totally out of our control. I see Yelp! potentially as one of them. While I do follow Yelp! and post honest reviews, I have seen some pretty bad stuff posted on some grooming salons on this site, some of which I know is not true. All it takes is one disgruntled

INDUSTRY LEADING TEXTS & TOOLS

WWW.AARONCOPET.COM

READER SERVICE CARD #R1179



**MAXIMUM STRENGTH
DEEP CLEANING FORMULAS
FOR ANIMALS**

**DIRTY JOBS
DONE RIGHT™**

**Whitening
Shampoo**

**Dry Clean
Spray**

**Deodorizing
De-Skunk
Shampoo**



Learn more at
www.bestshotpet.com



*Ask your distributor
for it by name!*

ENGINEERED FOR SERIOUS PROFESSIONALS

UltraMAX

ADVANCED GROOMING PRODUCTS



**Make a Masterpiece Out of
a Nightmare In Record Time!™**

UltraMAX 50:1 Pro Shampoo ~ 4 products in 1 bottle!

UltraMAX 8:1 Pro Conditioner

UltraMAX Pro Finishing Spray

UltraMAX Body Splash



800 735 5251

scentament[®]
Spa

For you and your pet™

Let's take a bath!



Dori Midori
Like Me on Facebook!



12 Spa Body Splash Sprays

Try a new scent
monthly, seasonally or
any time!



Pampering Puppy Spa Package

Mandarin jasmine & honey



Hydrating & Detangling Spa Treatment

Fresh apple & lily



Body Wash For Him

Soft mimosa & nectar



Tearless Puppy Wash

Baby powder



Oatmeal Therapy Spa Treatment

Lemon vanilla & jojoba

Scan to learn more
or visit
bestshotpet.com/spa4me



 Like Us!



800 735 5251

BARKLEIGH PRODUCTIONS & THE NEPGP PRESENT

the **NEW ENGLAND**
GROOMING SHOW

Oct. 31 – Nov. 2, 2014

**Crowne Plaza
Warwick RI**

newenglandgrooms.com

READER SERVICE CARD #R1180

customer, former employee, or even the grooming shop down the street to post a big negative, and even though the post is not founded in fact, it becomes a big headache and certainly does you no good. That said, there are constructive reviews posted here; if you are a groomer and see a bad one about your salon, use the input as a tool and improve the areas in question. Sometimes people can't deal with face-to-face confrontation when they've had an issue with a dog. The privacy veil social media affords allows them to say whatever they want, and there is little that can be done about it.

Another quick note about some of the nastiness that can raise its ugly head on social media: I have always thought that there should be a sarcasm font, as so much written material is taken the wrong way. Groomers are a passionate people, and sometimes we get carried away with emotion and an-

ger. Once again, these are public sites and posting should be done carefully. If you are angry, hurt, or just venting, do yourself a favor: write your post separately and reread it later in the day or, preferably, the next day. You would be surprised at how our thought process can change when we see ourselves wearing our "cranky hat."

As far as I'm concerned, the first person to say a nasty word during a heated argument loses the discussion. There is no need for foul language or tainted jabs at people, products, or companies. There is private messaging for that. If you want to make a point directly to another person, do it the right way and pick up the phone, call the person one-on-one, and discuss your differences. Social media is like a big screen that people think they can hide behind, but all it does is magnify bad behavior.

Just recently, Todd Shelly of

Barkleigh Productions started several threads on the Facebook page "Groomers Uplifting Groomers." These were all aimed at getting us to post the positive things in our lives. What a pleasantly refreshing change that was! There were so many posts I could hardly keep up with them all! Everybody was relieved to be able to post a positive, and we all have so much to be thankful for. Another page, "Groomers Grief Support Group," inspired by Dawn Omboy's loss of her mother, is a private group helping groomers deal with the deep grief associated with the loss of a loved one. No nastiness here—just lots of hugs and support. There are pages for GroomTeam USA, contest groomer pages, and so much more.

Social media is so much more than a toy. It is a tool, and like any tool, it can work for you or against you. You just have to know how to use it. ☺

PetBizInsurance.com
A Division of Thompson Insurance Group

*Endorsed by M.D.C. Romani, Inc.
Manufacturer of the Clipper Vac*

Some of the best in the pet industry trust us with protecting their businesses.

- 🐾 Groomers
- 🐾 Mobile Groomers
- 🐾 Manufacturers
- 🐾 Distributors
- 🐾 Kennels
- 🐾 Veterinarians
- 🐾 Trainers
- 🐾 Pet Supply Stores

You should, too.

984 Tibbetts-Wick Rd • Girard, OH • 44420 • 1-877-273-8249 • www.petbizinsurance.com

READER SERVICE CARD #R1181

Pet Quest

**MAKE IT YOUR
SUMMER DESTINATION!**

JUNE 12-15, 2014

WILMINGTON, OHIO

ROBERTS CONFERENCE CENTRE



PQGROOM.COM

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

READER SERVICE CARD #R1182



SCRUBBING PAWS FOR A CAUSE

New Hampshire groomer Sarah Comeau was getting her own hair “groomed” at her favorite salon when she overheard the stylists there talking about a fundraiser they were involved in. The salon was offering a shampoo and blow dry event to raise money for breast cancer awareness. Sarah found the idea to be an exciting one and took it back to discuss with her grooming friends.

Four groomers work under the roof of A Furry Affair owned by Jen Batchelder. Sarah, Jennifer Roy, and Shannon Gausten each rent space for their own businesses there. The group have been friends even before they began to share grooming space. When Sarah suggested that they all work together to give dog baths as a fundraiser, there was unanimous excitement

over the plan.

Their first fundraising event was in December 2013. Offering to bathe and dry dogs for a mere \$10, they whipped up a good bit of enthusiasm in the neighborhood. Sarah said, “Huge, heavily coated, or matted dogs are politely declined. These have to be dogs that we can get clean and dry rather quickly. The goal is to get each dog in 20 minutes. We have not had a dog we had to turn away... yet!” They advertised the event with their customers, displayed a banner with information about the fundraiser, and pushed it on their personal and business Facebook pages. They also designed and printed up fliers and plastered them all over town. The Concord Monitor newspaper wrote an article about their efforts, and local news channels came in with

cameras to report on this novel way to clean up for charity.

How did their first dog scrub go? “It was a mob scene,” Sarah laughed. “We had a setup where people could have photos made with Santa for an additional \$5 while they waited. A local dog trainer was there to give demonstrations, as well.” Sixty-five dogs were washed and fluffed during a whirlwind six hours.

The women plan to make this a quarterly event. Each of them will choose the charity that is near and dear to their hearts for the funds raised. The December event, combined with a Go Fund Me page, raised \$980, which was donated to the Leukemia and Lymphoma Society.

March 30th will be when the team joins forces again, just in time to get some New England mud off the local pooches. Customers can have their pets photographed with the Easter Bunny, and there will be other pet-related activities, as well. This time, the cash will go to help the animals assisted by the nonprofit group, All Better Pets, based in Manchester, NH. The group offers rescue and emergency care for dogs.

Sarah said, “Lots of people donated that didn’t participate, and many donated more than the \$10 fee we asked for.”

These New Hampshire groomers have pooled their talent, enthusiasm, and generous spirits to help others. Just one more way to show that grooming matters! (Learn more by visiting the groups Facebook page, Scrubbing Paws for a Cause.) ☺

Savur Fur BATHING SYSTEM

Misty Gieczys, Pet Palace (Columbus, OH)

NEW PRODUCTS AND A NEW LOOK!

2012 BARKLEIGH HONORS NOMINEE
NEW PRODUCT OF THE YEAR

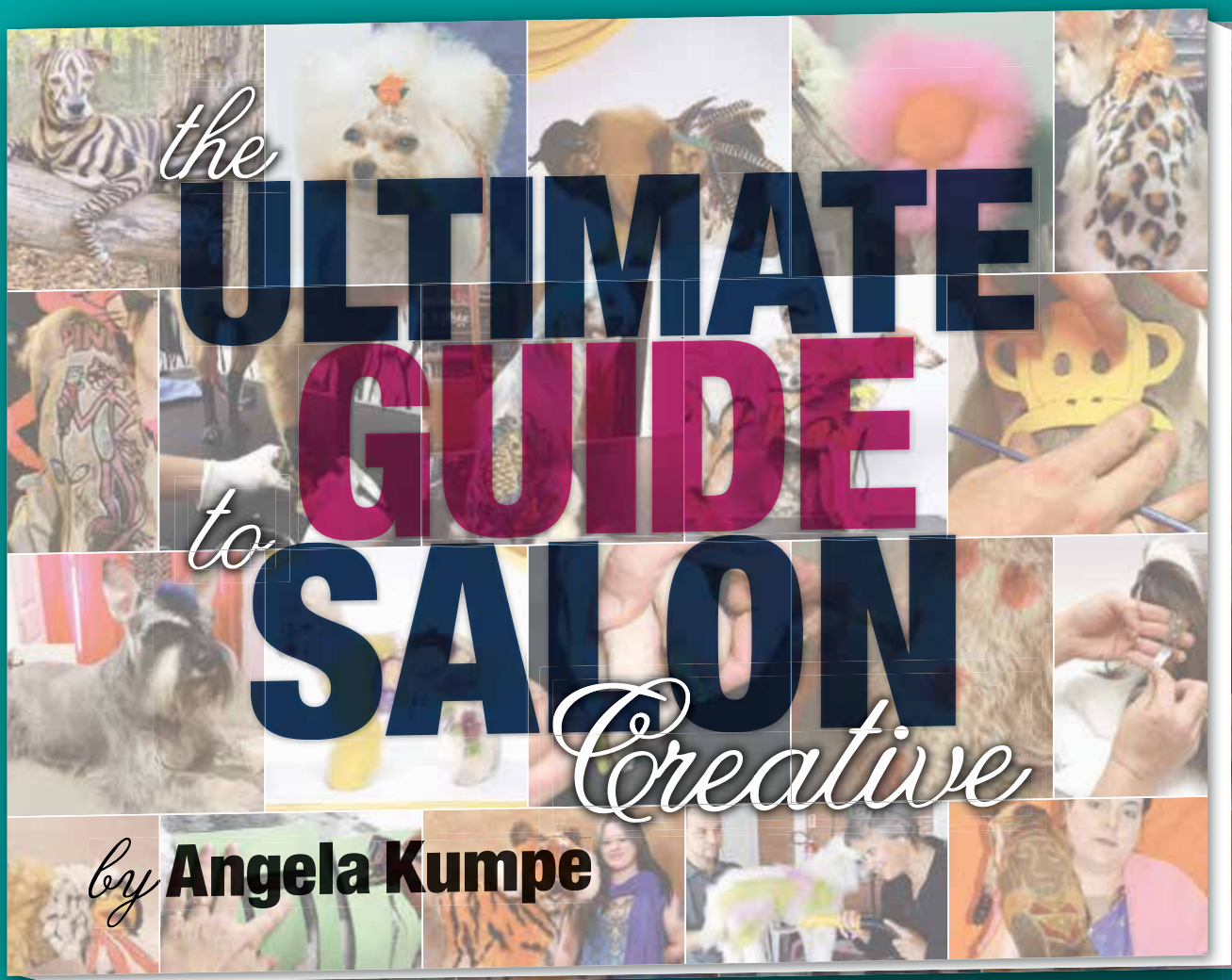
- Top quality system includes two 10-foot hoses, 60 feet of tubing, a sprayer, and 36 meter tips
- 3-year limited warranty
- Financing available (application online)
- Assembled in the USA

WWW.SAVURFUR.COM savurfur@aim.com • (866) 375-9214 • 1194 Bus. 60/63 Suite A Willow Springs, MO 65793

READER SERVICE CARD #R1183

“A great reference guide to Creative Styling
with up-to-date information on products.
A must have for every salon.”

– Dawn Omboy, Queen of Color



192 pages of ideas and step-by-step instructions!

\$59.95

Barkleigh Productions, Inc.
barkleigh.com • barkleighstore.com • (717) 691-3388

READER SERVICE CARD #R1184

EQUIPMENT CALIBRATION AND MOBILE SHARPENERS

by Jeff Andrews

Calibration can be an issue when doing mobile sharpening. I did mobile sharpening in five states down here in the South before I went strictly mail-in for 15 years. Even though your equipment is solid in your van or trailer, going over bumps, hitting pot holes, and going over railroad tracks does vibrate the calibration off. I would check my calibration weekly on my automated blade machine and the arm position on my scissor-sharpening machines. Most times they were still dead on; sometimes they were off just a couple

thousands, but that little variation can cause a scissor to fold at the tips and blades to fail the rub test (explained later on).

In my sharpening shop, the scissor machines never move, but when I roll my two automated blade machines around to clean or when I change the sharpening plate, I check the calibration of the automated arms. Once in a while I have to adjust, but it's nothing like when I was on the road bouncing around all the time. Bad calibration can really shorten the life of the cutting surface of the blade, because

the hollow ground of the blade isn't centered correctly.

I've taught several sharpeners who purchased the same equipment I use about the importance of getting the blade centered on the hollow grind of the plate and not assume the factory marks on the automated arms were correct. Also check the calibration weekly on their automated machine. Bumpy roads can be certain death to an automated blade machine, but taking the time to check calibration will prevent a lot of very angry customers when the blades start to have issues.

Blades don't have flat surfaces like it seems when you look at them. The cutting surfaces are "pitched" a few thousandths so the tips of the cutter teeth and the very rear of cutter touch the blade underneath it. This enables the blade teeth to cut like a tiny pair of scissors as the teeth go back and forth across each other. If they were flat, they would snag in the first inch of hair you tried to cut. Sharpening plates aren't flat either; they are pitched as well to grind this "hollow ground," as we call it, to make the blade work. When the blade is put on the plate to be sharpened, the very center of the blade must be in the center of this pitch. If it's past the center or short of the center, cutting life is shortened. This is where calibration is so important.

Hollow ground is checked by

EQUISSAGE®

the nation's leading trainer of professional animal massage therapists ...
NOW OFFERS A HOME STUDY CERTIFICATE PROGRAM IN

CANINE MASSAGE THERAPY (CMT)

THE EQUISSAGE PROGRAM IN CANINE MASSAGE THERAPY

professionally schools the student in the theory and benefits of massage, massage strokes, technique and sequence, canine anatomy, dog handling, and marketing your own canine massage practice.



For a free brochure call:
(800) 843-0224

or write : **EQUISSAGE®** P.O. Box 447, Round Hill, VA 20142
Visit our web site: www.equissage.com · E-Mail: info@equissage.com

READER SERVICE CARD #R1185

A Happy Dog is a **COLORFUL** Dog



Classes Specializing in the **ART** of Creative Grooming
Opening Spring of 2014 🐾🐾 www.ArtOfFur.com

Model: Saddle Babby 🐾 Stylist: Kathleen Sepulveda 🐾 Photographer: Heart Dog Studios

READER SERVICE CARD #R1186



rubbing a freshly sharpened cutter blade on a flat steel plate (test plate). Sharpeners call this “rubbing the blade out.” After you rub it on the plate and turn it over, you can see a small shiny area across the very tips of all the teeth and areas on both sides of the back rail. This shows pretty good hollow ground. If the entire tooth is shiny, it’s out of calibration too far. If the teeth are shiny on each side but not in the middle of the blade, the calibration is too short. Sharpeners who use a manual sharpening machine (one without automated arms) have no calibration to check. Creating a good hollow ground depends on holding the blade in their hand with a magnet and going back and forth across the plate, trying to keep the blade as straight as they can. With a manual machine, every blade is sharpened differently, and the variation can be enormous.

Here is a question to ask the

sharpener you’re currently using: “When was the last time you checked the calibration of your equipment?” “Do you rub blades out to check the hollow ground?” If you get a “no” for either of these questions, that sharpener has no idea what kind of work they are putting out. The blades may cut well now, but for how long? Another reason to rub blades out is to check if the machine is indeed grinding a hollow ground blade. Sharpening too many blades on a sharpening plate will decrease the hollow ground capability of it, and the blades will be sharpened flat and will not work long if they work at all. If a sharpener rubs out blades religiously and sees the shiny area on the tips of the cutter teeth start to come down the tooth, it’s a signal to change that sharpening plate.

I know this was kind of long, but I’m hoping to have some sharpeners as well as interested groomers as part of

my audience. It may actually let a few sharpeners reevaluate what they are doing to ensure they are putting out good work for their customers. Those that are doing this already know what I’m talking about and will agree that “it’s better for you to catch a potential problem and not let your customer catch it for you.” Calibration is an important part of the sharpening process, and the customer perspective of our work is something we never want to get tarnished. ☺

Jeff Andrews is a World Class Sharpener and owner of Northern Tails Sharpening, Inc. He is an author and pioneer of many equipment maintenance videos and how-to articles that are appreciated by groomers worldwide at no cost. Jeff is a member of NDGAA, IPG, and NAPCG, and still grooms at his shop in Mobile, AL. 251-232-5353 <http://www.northerntails.com>

Precious Metal
KAMISORI



Perfect balance, unparalleled sharpness; a masterpiece of elegance. Kamisori award-winning dog grooming shears are used and recommended by champion groomers all over the world, experience innovative shears truly recognized as one of the world's best.
www.KamisoriPet.com | 1-866-387-4306

READER SERVICE CARD #R1187

Klip Kards

Client Index & Extender Cards



Regular Klip Kard
3" x 5"

Medium Klip Kard
4" x 6"

Available Colors



Giant Klip Kard
5" x 8"

ARE YOUR CLIENT FILES A DISASTER?

These client index cards will stand up against the daily abuse of any active grooming salon and will provide you with basic information on your grooming client.

Track injuries, sensitive areas, medical problems, services, and more!

**AVAILABLE IN PACKS
OF 100, 500, or 1000!**

**EXTENDERS STAPLED TO YOUR FILLED
KLIP KARD ADD MORE RECORD SPACE!**

Barkleigh Productions, Inc.
barkleigh.com • barkleighstore.com • (717) 691-3388



PET PAIN AWARENESS

by Bernadine Cruz, DVM

The best quality of life is what all pet owners want for the furry members of their families. Pain diminishes the optimal enjoyment of life, but would you know when your pet is suffering?

Sudden or acute pain is usually easy to spot: the cat that limps after jumping off the rooftop or the dog that cries out when you go to gently touse

its infected ears. Sources of acute pain include the following:

- Sprain, strain
- Broken toenails
- Blunt trauma/falls
- Fight/bite wounds
- Insect/snake bites
- Dietary indiscretion
- Urinary infections

PetPaint
Professional Color Spray for groomers®



WE DO COLOR!

PetPaint is an easy to use temporary color spray that is bright on dark, light, large and small dogs. If you are thinking about color for your salon look no further! PetPaint is **not a dye**, it's a dog safe vet tested color spray system that allows you to color a dog and then wash it out.

Use our setting spray to seal over PetPaint to eliminate color transfer and extend the life of the color job! Have fun and make money, you'll love it, your clients will love it and your clients parents will love it! **PAINT ON!**



PetPaint can be found at most grooming distributors and at www.petpaint.com | 805-987-4593

READER SERVICE CARD #R1189

Recognizing when a pet is experiencing chronic, long-standing pain is not always easy. A vigilant third party (e.g. a groomer, kennel owner, or staff member) can often acknowledge a pet's discomfort before an owner can. Subtle changes can be mistaken by a pet parent as merely getting old or being "off." Conditions that can be robbing the pet of a good health span can come on gradually and be considered the new norm to a naïve pet owner. Potential sources of chronic pain include the following:

- Osteoarthritis
- Cancer
- Dental disease
- Internal organ diseases

involving the liver, kidney, pancreas, or bowel

I had a rather painful surgery a few years ago, and it made me appreciate how stoic cats and dogs truly are. I was confined to my bed and couch for a few weeks. It is not uncommon for my cat and dog patients that have undergone the same procedure to be up and around after only a few days. I don't consider myself a "wuss," and our pets aren't super human. When it comes to experiencing the sensations associated with distress, dogs and cats are "wired for pain" in the same fashion that we are. Though they demonstrate their discomfort differently, they still require and deserve safe and effective pain management.

It is important to understand why our reactions and those of our canines and felines vary. It goes back to survival of the fittest. Pain can be a sign of weakness and infirmity. If an animal is not strong and robust, it may become the prey rather than the predator. Tolerating pain and working through it are survival mechanisms.

When I was in veterinary school, we were taught that "some pain" was good. A pet that was in some distress after surgery or following an injury was less likely to be too active or cause

further harm to itself. At the time, there were very few medications available for the control of pain. Thankfully all of that has changed.

Research has proven that pain is very detrimental to the quality of an animal's life as well as a deterrent to the healing process. Pain causes a cascade of chemical reactions in the body, some of which can adversely af-

fect the immune system and ability to heal. A pet may worry an area, causing secondary damage and complications.

It is now the standard of care in veterinary medicine that all pets be given medication to mitigate discomfort before, during, and after potentially painful procedures. Safe and effective drugs are even available for use in acute pain and for long-term

SENSEI 先生
SHEAR SYSTEMS

SENSEI TRIO SETS
SAVE UP TO \$189.90!
www.senseidog.com

READER SERVICE CARD #R1190

Research has proven that pain is very detrimental to the quality of an animal's life as well as a deterrent to the healing process.

situations like osteoarthritis, the most common cause of pain in dogs.

But how do you know if a pet is in pain? What signs should you look for? Each pet, like each person, has different thresholds for pain. Here are some common signs:

- Reluctance to eat
- Hesitancy to go for a walk or climb stairs
- Licking or biting at a body part
- Being reclusive, not wanting to interact
- Change of attitude – being grouchy or seeking extra attention
- Favoring a leg, walking stiffly, or a change in gait
- Not wanting to be touched
- Any change in behavior that says the pet is not enjoying life

If you notice any of these signs, be sure to bring it to an owner's attention and strongly recommend that they seek a veterinarian's assistance. If the pet is in your care, seek professional assessment of the situation immediately.

Though we often treat pets like children, they are not human. Medications prescribed for people should never be given to a pet. Even small amounts of certain drugs can have fatal consequences in susceptible pets. Veterinarian consultations should always be sought before administering any medication not specifically prescribed for a particular pet or situation. Have questions regarding pain management? Just ask a veterinarian. ☺

Serving the Pet Industry Since 1986



GOVERNOR

INSURANCE

Canine Cough Coverage!!!

The 1st & Only Agency in the USA to Create and Offer Canine Cough Coverage

"A Nationwide Team...
Providing HomeTown Service"

We've Got it!



Let our Experience, Dedication and Commitment to the Pet Industry Work for You!

- Pet Grooming Salons
- Mobile Grooming salons
- Kennels/Daycares
- Auto & Home

1-877-738-4766

330-539-9999

Info@GovernorIns.com

GOVERNORINS.COM





READER SERVICE CARD #R1191

**Exciting 8.5" x 11"
four-page newsletter
becomes your
OWN personal
Salon Newsletter!**



**Save 15% on your
next order with our
Standing Order Program!**

No obligation to future purchases. Cancel anytime.

These four-page newsletters contain grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment.

Groom-O-Grams encourage better home care and more frequent appointments.

**AVAILABLE IN PACKS
OF 25 TO 2500!**



AFTER



BEFORE



PET POMERANIAN

The Pomeranian, sometimes referred to as the “Pom,” is descended from larger Spitz-type dogs from the Nordic regions of Europe. The name comes from the Pomerania area of Europe (today part of northern Poland and Eastern Germany). This area is believed to be the origin of the Pom being bred down to size.

The Pomeranian sports a soft dense undercoat with a profuse harsher outer coat. Without dedicated brushing, this coat will mat easily and may become burdensome for the client to maintain. A short trim may be requested or required.

Good preparation is important, so begin with a thorough shampoo and

condition followed by fluff drying. If the coat is densely packed or matted, brushing before the bath may be necessary. Use a #10 for sanitary and pads. For this model, a #4 was used all over with a few exceptions as described below. Snap-on combs can give longer length options.

Fig. 1 While standing to the rear of the dog, begin clipping a couple of inches behind the occipital bone. Follow the coat growth direction down the back and sides of the neck and the shoulders.

Fig. 2 Clip down the back, leaving a small triangle of coat at the croup (just in front of the tail with the point toward the head). This will be blended later to make a smooth transition from

croup to back.

Fig. 3 Gently lift the rear while supporting the undercarriage, and clip the flanks and undercarriage.

Support the rear leg and skin flap at the tuck-up area while clipping the rear leg.

Fig. 4 Clip the inside of the rear legs while supporting the opposite leg.

Fig. 5 Move to the front of the dog. Beginning just under the jaw, clip down the front of the throat, neck, and shoulders.

Fig. 6 Clip the fringe on the front legs, blending into the front portion of the leg and onto the foot.

Support the earflap with one hand and blend the “fringe” on the ear.

Fig. 7 Use a #10 in a scraping

Pet Release Forms

Fuzzy Pet Form

Date: _____

SENIOR PET FORM

DATE: _____

PET'S NAME: _____

Pet Release Form

Date: _____

Pet's Name: _____

Your Pet is important to us. Because we care, we want to assure you that every effort will be taken to make your pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request permission to obtain immediate veterinary treatment, at your expense, should it become necessary.

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet, at my expense.

Signature _____

Sincerely,
Your
Professional
Groomer

#PR-1 ©1988 Barkleigh Productions, Inc. • (717) 691-3388 • www.barkleigh.com

J630

A Little Light Humor for a Serious Subject!

These cartoony Pet Release Forms explain – in a gentle way – the pet owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

One popular television judge even sided with the groomer because she had her client sign a Fuzzy Pet Form.

MIX & MATCH STYLES!

50 FORMS PER PAD

AS SEEN ON

**THE
PEOPLE'S
COURT!**

Barkleigh Productions, Inc.
barkleigh.com • barkleighstore.com • (717) 691-3388



FIG. 1



FIG. 2



FIG. 3

motion to blend the feathers on the foot.

Use thinning scissors to blend the foot coat.

Fig. 8 Support the ear with your hand and blend the coat on the inside of the earflap with a #10.

Blend the fringe on the outside of the ear with thinning scissors.

Fig. 9 Blend the face, fringe to neck and skull to back, with blenders or thinning scissors.

Blend stray hairs on the chest, neck, and undercarriage using blenders or thinning scissors.

Blend the furnishings on the front legs to form columns.

Blend the furnishings on the rear legs to form parallel lines when viewed from the rear. Tidy the excess coat on the thighs.

Blend the triangle of coat left at the croup to make a clean transition

from the back to the tail.

Blend the underside of the tail.

Hold the tail straight out and trim lightly with blenders.

This compact, tenacious little dog with a foxy face is among the top 20 in AKC registrations in 2012 and ranks as one of our top Bread & Butter clients. For the pet, a short manageable trim is frequently requested or needed. This "all over" trim can be altered to suit the client by using various length snap-on combs and head styles. Have a conversation with your client and work out a plan that suites you, the owner, and the pet.

Author's note: There is some controversy with regard to "shaving" Nordic coated dogs or any pet with determinate coat growth length, such as cats and other breeds such as the Labrador, Golden, or Chow. In optimum

A MONUMENTAL EVENT IN AN EXCITING NEW LOCATION - Tysons Corner, VA

D.C. METRO GROOMFEST
Dog Grooming Seminar, Trade Show & Grooming Competition

JUNE 6th, 7th & 8th, 2014

Terrier Seminar with Sally Hawks, NCMG
All Day Friday, June 6th

Governor Career Start Contest

NDGAA Mini-Workshop

Saturday & Sunday
Trade Show - 50+ Vendors

Educational Lectures

Two-day Grooming Competition
Divisions A, B & C, 5 Classes
Div. A Groom Team USA sanctioned competition

Saturday evening Industry Party

Certification Testing

Plus Much Much More!

Sheraton Premiere @ Tysons Corner
8661 Leesburg Pike,
Vienna, VA - 703-448-1234
Room Cutoff - May 15, 2014

Produced by National Dog Groomers Association of America, Inc.
P.O. Box 101, Clark, PA 16113 ph: 724-962-2711 fax: 724-962-1919
ndga@nationaldoggroomers.com www.ndgaa.com

READER SERVICE CARD #R1194

NEW!

SILENT & TURBO POWERED



8+HP



BEAR POWER DRYER BPS-II

8HP • Variable Speed • Double Motors • 1 Year Warranty

B-AIR products meet quality, health, environmental, safety, and social accountability standards

WWW.B-AIR.COM

READER SERVICE CARD #R1195



FIG. 4



FIG. 7



FIG. 5



FIG. 8



FIG. 6



FIG. 9

circumstances, the pets we groom are groomed to breed profile and are kept in show-ready condition by their owners. This, however, is not always the case, and we as professionals should be able to offer suitable alternatives to the loving owners of the real pets that enter our doors. Our first option is to offer advice on keeping their pet in optimum condition with a regimen of home grooming along with frequent salon visits. Next, we offer alternative advice such as shorter trims. As my friend Susie and my mantra to my Bread & Butter clients say, "Learn to brush your pet or learn to like him with a short trim!" ☺

For some interesting reading on Alopecia X: <http://www.2ndchance.info/alopeciax-Eckford2012.pdf>

For more information on the Pomeranian: www.americanpomeranianclub.org

Heiniger

SAPHIR
STYLE
SAPHIR
CORD

Professional
animal clipper

New with cord!

Distribution in USA
Heiniger Shearing Equipment Inc.
P.O. Box 663/130 Pine Street
Buffalo, WY 82834
USA
www.saphirclipper.com
Phone 1-800-215-7701

Int.Pat.Nr. DM/72170 EU,CH
US-Des. Pat.No 29/355,695
CA-Des. Pat.No 134025

quality + swiss made

READER SERVICE CARD #R1196

Read Groomer to Groomer Online!
www.GroomertoGroomer.com

Skin Nourishment!

CLEANSE

PROTECT

REJUVENATE

Essential Oils
Provide
Aromatherapy

Comforting &
Relaxing

Nourished,
Hydrated Skin
For a Beautiful
Coat

Soothing Mud CALM	Flea Relief Mud FORTIFY
Mobility Mud ENERGIZE	Shed Safely Mud HYDRATE

800-975-8364

www.madramormud.com

READER SERVICE CARD #R1197

THE #1 SELLING PET DRYER GETS BETTER!

NOW AVAILABLE IN

HOT PINK, TURQUOISE, PURPLE RIBBON, LIME!

- WE ADDED ADVANCED MOTOR BRUSHES FOR LONGER LIFE.
- HEAVIER DUTY HEAT SINK TO COOL MOTOR DOWN.
- 4 EXCITING NEW COLORS TO CHOOSE FROM.
- A 4TH NOZZLE TO COMPLETE THE SET.



BEAR POWER DRYER I

2HP • Dual Speed • 1 Year Warranty

B-Air products are ETL Certified and OSHA Compliant meeting quality, health, environmental, safety and social accountability standards

CONVENIENTLY AVAILABLE AT YOUR LOCAL PET SUPPLY SHOP OR FAVORITE ONLINE RETAIL STORES

Model: #BPD-1 Shown in Hot Pink

1-877-800-2247 | www.b-air.com

READER SERVICE CARD #R1198

NEW PRODUCTS



Animal Planet Grooming Products by Fantasia Accessories

This Animal Planet grooming line provides all of the essential tools to revitalize and restore the natural moisture of a dog's skin and coat. These healthy formulas are enriched with essential vitamins to keep a dog's coat soft, clean and healthy. Animal Planet's grooming line is Alcohol Free, Paraben Free, Tear Free, and PH-Balanced.

For additional information, request Reader Service card #R1200.

Introducing Curved Tattoo Shears™ by Value Groom®

Tattoo Shears™ by Value Groom® has added two new shears to the line. Tattoo Shears™ are now available in 6.5" Curved and 6.5" Curved Ball Tip. Tattoo Shears™ prove you can work hard and look good! These professional quality shears with

personal style will bring out your creative side. Tattoo Shears™ are designed specifically "For the Art of Grooming™". Available in original tattoo inspired design and in blue or red zebra. For more information or to place an order please call 1-800-525-PETS (7387) or log on to www.ryanspet.com.

For additional information, request Reader Service card #R1201.



Introducing the Nozzy Nozzle

Finally the all-in-one nozzle for today's groomer/bather! The Nozzy Nozzle has a custom spray pattern that will give you enough pressure to get through the thickest coat and aid in the deshedding process. The Nozzy Nozzle also works great with a re-circulating bathing system and has a removable cap so hair can

easily be cleaned out. It is made of brass so not only is it strong but also has natural antibacterial benefits as well. Check out the details at www.nozzynozzle.com.

For additional information, request Reader Service card #R1202.

Dog Shammy Dryers Introduces Smoothcoat™ Technology

Dog Shammy, a US manufacturer of professional pet dryers, introduces Smoothcoat™ Technology as an option on all their pet dryers. Smoothcoat™ Technology, a patent-pending innovation, speeds up coat drying, assists in dematting, and gives the coat a much smoother and healthier appearance. The solid-state technology breaks water molecule clusters into micro particles that both penetrate the follicles of the coat and evaporate much faster. This means a healthier coat and less drying time. Drying time may be reduced by 30-50%. Smoothcoat™ Technology is only available on Dog Shammy Dryers.

For additional information, request Reader Service card #R1203.

Wahl® presents a New German Engineered KM5 Professional 2-Speed Clipper Kit

The KM5 was designed with the professional in mind to deliver superior performance, increased power and torque and extended durability with essentially no maintenance. The KM5 features an ergonomic and lightweight body shape for increased comfort and control with all the benefits of being correctly balanced and minimal vibration for reduced wrist fatigue.

The KM5 includes the efficiency of constant speed control.

The KM5 delivers long life, professional quality and durability with a 2-year warranty. The KM5 delivers benefits you can see, feel and measure. Wahl is so confident that our products represent the best quality and value available that we offer a 30-day Satisfaction Guarantee.

For additional information, request Reader Service card #R1204.



WE SPECIALIZE IN

Marketing Makeovers!

Stock Designs - or - Custom Art

317-496-8467
info@AnimalsInK.com

Brochures • Postcards • Business Cards
Appointment Cards • Gift Certificates • Banners • T-Shirts
Signs • Car Magnets • Window Clings • and More!

Animals InK
www.AnimalsInK.com

READER SERVICE CARD #R1199

YOUR CUSTOMERS IN REACH

**MISSED
APPOINTMENTS?**

NEVER AGAIN!

**CLOSE THE GAP BETWEEN YOU
AND YOUR CUSTOMERS!**



No additional equipment is necessary.
No initial setup costs.
No sign-up fees.

Our system is truly one of a kind!



An easy platform for
communication with customers



Confirm appointments and
send reminders with automatic
phone calls, emails, and SMS
text messages

TRY IT FOR FREE FOR 30 DAYS!

Call (305) 504-1082 to enroll or visit us online.

petinmind.com



FLORIDA
THE NDGAA
FUN IN THE SUN 2014
10/24/2014 — 10/26/2014
Orlando FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.ndgaa.com

ILLINOIS
ALL AMERICAN
GROOMING SHOW
8/14/2014 — 8/17/2014
Wheeling IL
(717) 691-3388
info@barkleigh.com
www.aagroom.com

PET INDUSTRY
CHRISTMAS
TRADE SHOW
9/19/2014—9/21/2014
Chicago IL
(312) 663-4040
hhbacker@hhbacker.com

NEVADA
SUPERZOO
7/22/2014 — 7/24/2014
Las Vegas NV
626-447-2222
www.superzoo.com

NEW JERSEY
INTERGROOM
4/5/2014 — 4/7/2014
Secaucus NJ
781-326-3376
intergroom@intergroom.com
www.intergroom.com

OHIO
PETQUEST
6/12/2014 — 6/15/2014
Wilmington OH
(717) 691-3388
info@barkleigh.com
www.pqgroom.com

PENNSYLVANIA
GROOM EXPO 2014
9/18/2014 — 9/21/2014
Hershey PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

GROOM EXPO 2015
9/17/2015 — 9/20/2015
Hershey PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

RHODE ISLAND
NEW ENGLAND
GROOMING SHOW
10/31/2014 — 11/2/2014
Warwick RI
(717) 691-3388
info@barkleigh.com
www.newenglandgrooms.com

TENNESSEE
PET STYLISTS
SUPER SHOW
5/31/2014 — 6/1/2014
Knoxville, TN
865-769-0598
petstylistsoftennessee.com

TEXAS
PET PRO CLASSIC 2014
10/30/2014 — 11/2/2014
Dallas, TX
(972) 414-9715
classic@petstylist.com
www.petstylist.com

VIRGINIA
THE NDGAA D.C.
METRO GROOMFEST 2014
6/6/2014 — 6/8/2014
Vienna VA
(724) 962-2711
ndga@nationaldoggroomers.com
www.ndgaa.com

WASHINGTON
NORTHWEST
GROOMING SHOW
4/10/2014 — 4/13/2014
Tacoma WA
(717) 691-3388
info@barkleigh.com
www.nwngroom.com



NORTHWEST
GROOMING SHOW
4/10/2014 — 4/13/2014
Tacoma WA

PETQUEST
6/12/2014 — 6/15/2014
Wilmington OH

ALL AMERICAN
GROOMING SHOW
8/14/2014 — 8/17/2014
Wheeling IL

GROOM EXPO
9/18/2014 — 9/21/2014
Hershey PA

NEW ENGLAND
GROOMING SHOW
10/31/2014 — 11/2/2014
Warwick RI

PET BOARDING
& DAYCARE EXPO
11/11/2014 — 11/13/2014
Hershey PA

GROOM & KENNEL EXPO
2/19/2015 — 2/22/2015
Pasadena CA

Barkleigh Productions, Inc.
(717) 691-3388 • Fax (717) 691-3381
www.barkleigh.com
www.groomertogroomer.com

New Customers SAVE **25% OFF** First Sharpening Order

- Clipper Blade Sharpening
- Scissor Sharpening & Calibration
- Clipper Repair
- Nail Clipper Sharpening

Mention Code: **VGAD1113** for discount

Call Before Shipping

Vital Surgical Technologies, LLC

We Keep Businesses Sharp

- ✓ High Quality Sharpening Services that Save You Money\$\$\$!
- ✓ Rapid Turnaround Time
- ✓ Quality Control Testing

Quality Sharpening & Repair Since 1970

877-437-7095 • www.vitalst.com

Ship to: 199 New Road, Suite 61 #194, Linwood, NJ 08221
Email: customerservice@vitalst.com

Proverbial Wisdom

Ill-gotten gain brings no lasting happiness; right living does.

Proverbs 10:2
Living Bible

**Call (717) 691-3388 ext 210
to place a Classified.**

Rates: 25 words or less – \$50.00.
Each additional word – \$2.00 each.
Classified ads must be prepaid.
Call for issue deadlines.
Agency Discounts Do Not Apply.

BLADES & SHARPENING

“YOU NOW HAVE A BETTER CHOICE”

We are also groomers. Website has free videos and articles on blade and clipper care. Steel Blades \$5.00, Ceramic \$6.00, Regular shears \$5.00, convex \$10. Sharkfin certified. Trimmer blades \$6.50, 5-N-1 blades refurbished (new parts, not sharpened) \$10. Clipper repair (Andis, Laube, Wahl). Mail-in service has 48 hour turnaround, \$5.00 RETURN SHIPPING ALL ORDERS, Website has all information. Est. 1995. Northern Tails Sharpening Inc, Mobile, AL Call 251-232-5353 www.northerntails.com.

EACH blade examined personally, sharpened to perfection, demagnetized and tested. Sockets and springs adjusted, blades individually sealed, READY TO USE. Sole proprietor w/ 20+ years experience. FACTORY-TRAINED to sharpen shears/blades. Customized tip sheet included w/ order - PROMPT RETURN. Clipper Blades \$5, Shears \$7, S/H \$7. PA residents add 7%. John's Sharpening, 1213 Middle St., Pittsburgh, PA 15212-4838. (412) 321-1522 JKosakowsky@hotmail.com.

BUSINESS FOR SALE

Well established Turn-key Grooming Business for sale. Fully equipped with Retail. Great Location. Large Clientele & growing. In Maryland - call 301-824-3371

GROOMER WANTED

Turn-key Mobile Pet Grooming in business for nine years. Sale includes Top of the Line Custom Wag'n Tails Van and Exclusive Clientele on West Side of Los Angeles, CA. Work part time and earn over \$10,500 per month. Please, experienced groomers only email Michele McLain mdmclain@sunbeltnetwork.com or call 626-395-0717 ext. 228.

We are a full service veterinary clinic looking for a full time experienced groomer. Our new groomer will have excellent scissoring techniques, knowledge of breed standards and have strong customer service skills. Must be gentle, compassionate and reliable, a professional appearance and positive attitude is required. Must be able to handle/groom all breeds. Cat experience is a must. Please email resume to: dawnbelflower@cfl.rr.com.

Experienced groomer needed for grooming shop associated with animal hospital in beautiful SW Virginia. Established clientele. Excellent salary or commission. Will help with relocation. Call 276-628-9655 or email abanmed@embarqmail.com

**NORTHWEST
GROOMING SHOW**
APRIL 10-13, 2014
Murano Convention Center
Tacoma, WA
WWW.NWGROOM.COM

READER SERVICE CARD #R1160

**Find Groomer to Groomer
Magazine on**

facebook

[www.facebook.com/
groomertogroomermagazine](http://www.facebook.com/groomertogroomermagazine)

Find us on
Twitter!
[@barkleighinc](https://twitter.com/barkleighinc)

PrecisionSharp
Work Smart. Stay Sharp.
**Sharpening
Sales & Repair**
andis WAHL
C-MON Precise Cut
120 Fourth Street • Mt. Wolf, PA 17347
(717) 266-7348 • (888) 742-7745
info@precisionsharp.com
www.precisionsharp.com

READER SERVICE CARD #R1207

WORLD CHAMPION GROOMERS
SUE ZECCO AND JAY SCRUGGS
- PRESENT -

**SUPER STYLING
SESSIONS**
VOTED DVD SERIES OF THE YEAR AND DVD OF THE YEAR
VISIT US ONLINE AT SUPERSTYLINGSESSIONS.COM

READER SERVICE CARD #R1208

READER FEEDBACK

A selection of comments taken from our Facebook page and the comments section of GroomertoGroomer.com

On "Creative Styling with Pluck" by Daryl Conner:

“ I found it interesting that he handstripped the pattern. Its quite amazing if you think about the extensive planning it takes to execute something like this. There are no limits to creative [grooming] and I applaud him in his quest to add to the creative industry. Beautiful.”

— Elizabeth Adams

“ Im not sure how I feel about this, but it is a interesting technique.”

— Sarah Russell

On the IPG Salon Certification program:

“ That’s the program I’ve been waiting for. I want to become a master groomer someday but really wanted something to show that I go above and beyond for my profession. Can’t wait hope it’s at Petquest.”

— Susan Kinser

On "Dadge to a Dropped Clipper" by Jeff Andrews:

“ This is a great article on clipper care. I was a shear sharpener and did clipper repair, everything in this article hit the

subject right on the nose, great article Jeff! A lot of my shear sharpening came from groomers saying "I dropped or the dog knocked my shears off the table, can you fix them, as for the dropping of shears, get yourself a shear holster, they really help. Most hair stylist at their work station hang their clippers on a hook, this will work if you don't have space for a small table, just keep them away from the dog.”

— George Simpson

PetGroomer.com 2014

19,000 GroomerTALK™ Members

GroomWise™ Blogs & Talk Radio

Enter! Win! Year Round Contests



Classified Ads

Help Wanted & Used Products Ads Are Free

New & Used Mobile Vehicles • Business for Sale
Schools of Grooming • Shampoo & Spa • Suppliers
Home Study Grooming • Equipment & Tools & More



GroomerTALK SM
MobileGroomerTALK

Contests Win \$ • Social Media • Buyer's Guide • Talk Radio

Find A Groomer Inc. PO Box 2489 Yelm, WA 98597 360-446-5348 findagroomer@earthlink.net

READER SERVICE CARD #R1209

NORTHWEST GROOMING SHOW

APRIL 10-13, 2014

Murano Convention Center

Tacoma, WA

WWW.NWGROOM.COM

READER SERVICE CARD #R1160

For a **QUICK**
Response from
Advertisers,
please use the
**Reader Service
Card Number!**

GROOMTEAM NOW TAKING LONNIE LANGE SCHOLARSHIP APPLICATIONS

GroomTeam USA, Inc. is pleased to announce the launch of the applications for the Lonnie Lange Memorial Scholarship Fund. There are two levels of awards; One for college education, with two awards, and the other for grooming education. The deadline for applications is April 30, 2014. GroomTeam USA, Inc. employs the aid of The International Scholarship and Tuition Services, Inc. of Nashville, TN, a professional scholarship selection company. The use of this outside source insures that the selection of the recipients is professional, fair and unbiased.

Level 1 will provide two recipients with \$1000 in college money. These funds may be used toward college education in any field and will be paid directly to the school. The only stipulation is that the applicant must be the child, stepchild or grandchild of a bona fide, professional groomer. No other students may apply. This is strictly for the families of groomers!

Level 2 is open to any and all applicants, and provides one recipient with a full scholarship to their choice of one of a selected group of nationally acclaimed grooming schools approved by GroomTeam USA, Inc. GroomTeam USA, Inc. will also provide up to a maximum of \$1000 toward the purchase of the standard grooming tool kit available through the selected school. The participating schools include Maser's Academy of Fine Grooming (Kenmore, WA), Merryfield School of Pet Grooming (Ft. Lauderdale, FL), Nanhall School of Dog Grooming (Greensboro, NC), Paragon School of Pet Grooming (Jenison, MI) and the Pennsylvania Academy of Pet Grooming (Indiana, PA).

This is just a brief synopsis of the scholarship program. More detail is listed below. For complete scholarship details please visit the GroomTeam USA, Inc. website (www.groomteamusa.org) and go to the Scholarship Fund page. You can read about the scholarships and click on the link at the bottom of the page or go to <https://aim.applists.net/Groom> (Program Key: Groom) to begin the application process. Remember, the deadline is April 30, 2014 and all applications must be processed on line.

The Lonnie Lange Memorial Scholarship Fund is intended to help the families of hard working pet stylists, like you. It is made possible through the generous contributions of our Premium Sponsors, Andis, Wahl, Natures Specialties and Espree as well as

the continued support of the numerous manufactures, distributors and groomers.

Any questions regarding the Lange Scholarship fund may be directed to groomteamusa@aol.com.

BATHERS AND PREPPERS!

Take the next step.
Become a professional pet groomer.

MERRYFIELD SCHOOL OF PET GROOMING

Enroll Today!

LEARN FROM AWARD-WINNING GROOMERS

Irina Pinkusevich
Michael Lamb
Joanne Marino
Lulu Rodriguez

FEDERAL FINANCIAL AID IS AVAILABLE

MERRYFIELDSCHOOL.COM
(954) 771-4030

READER SERVICE CARD #R1210

www.ShearsDirect.com

万全

"Where Quality & Value Meet"

Call: 1.888.436.1919

FREE CASE FREE SHIPPING (USA)

Japanese Stainless Steel
Over 100 Models

No Need to Pay Retail. SAVE \$\$ BUY DIRECT

BLUE JEWEL SET



8.0" Straight



8.0" Curved

Set #33/Individual Hand Forged • Japanese 440

REG \$239/\$119 • SALE \$149/\$79

GDx-80 SET



8.0" Straight



8.0" Curved

Set # GDx/Individual Hand Forged Japanese 440

REG \$219/\$119
SALE \$139/\$79

P-BEP-90L440C



True Left Hand Shear
8.0" Straight or Curved

REG \$139 • SALE \$79 EACH
OR \$139 SET

BALL TIP SHEARS



5513 6.5" Straight or Curved



22DR 6.5" Straight or Curved

Blue Titanium (#5513)
Gem Stone Tension (22DR)

REG \$59 • SALE \$39
REG \$69 • SALE \$54

READER SERVICE CARD #R1211

THE NEXT GENERATION OF PET DRYERS



XPOWER™

Finish Stand Dryer Line
(B-16, B-18)

Cage Dryer Line
(X-800TF, X-430TF)

Forced Air Dryer Line
(B-3, B-4, B-5)



B-24
(with extra Heat Element)



B-27
(Dual Motor)

Accessories
(Wall Mount, Stand Mount)



The Most Complete Pet Dryer Line for Professional Groomers
Extremely Quiet and Powerful
Engineered to Save and Make You Money Easier
Excellent Customer Service and One Year Manufacturer Warranty
The Most Safety Certified Pet Dryers in the World

www.Amazon.com

XPOWER MANUFACTURING, INC. • 220 CLARY AVENUE, SAN GABRIEL, CA 91776 • www.XPOWER.ws

PHONE: (626)285-3301 • FAX: (626)285-3302 • EMAIL: info@XPOWER.WS



Learning to Brush Your Pet



Photo by Sheri Hightland

Pet Care Series #2

When Your Pet Needs a Smoothie



Pet Care Series #3

Puppy's First Visit to the Grooming Salon



Pet Care Series #4

THE FEROCIOUS FLEA



Pet Care Series #5

Keep Your Pet Salon Fresh



Pet Care Series #6



Ick! A Tick!

Protecting Your Pets and Yourself

Pet Care Series #7

Pet Care Series Brochures

Written by Professional Groomers for Your Clients!

These quality brochures not only answer the constant questions you get from pet owners, but they will also help you sell products that work and that you personally believe in – products that you retail. They will teach your client how to care for their pet between groomings, which will save you lots of time. Great promotional tools as well!

AVAILABLE IN PACKS OF 20, 50, 100, 500, or 1000!

MIX & MATCH PACKS OF 100 WHEN ORDERING 1000!

Barkleigh Productions, Inc.
barkleigh.com • barkleighstore.com • (717) 691-3388

READER SERVICE CARD #9939

I would love to share my joy for what I do while conducting a demo.

It would combine the two things I enjoy the most: *grooming dogs and sharing my passion for doing it.*



THE PASSIONATE GROOMER

A New Four-Hour Seminar by Lisa Leady

Lisa Leady, winner of the Barkleigh Honors Award for Speaker of the Year, will conduct a series of four one-hour breed demos. She says, "My goal is for everyone to leave the seminar with a renewed passion for grooming, the dogs, their customers, coworkers, and this great industry."

PROUDLY SPONSORED BY
WAHL®

Barkleigh Productions, Inc.
barkleigh.com • (717) 691-3388

GROOM & KENNEL EXPO

Pasadena, CA – February 2014

NORTHWEST GROOMING SHOW

Tacoma, WA – April 2014

PETQUEST

Wilmington, OH – June 2014

ALL AMERICAN

Wheeling, IL – August 2014

GROOM EXPO

Hershey, PA – September 2014

NEW

SUPERIOR PERFORMANCE

MAXIMUM POWER & TORQUE

2 SPEED PROFESSIONAL CLIPPERS



KM10
BRUSHLESS



KM5
ROTARY



**GERMAN
ENGINEERED**

EFFICIENCY OF CONSTANT SPEED CONTROL

THIS BUILT IN TORQUE CONTROL AUTOMATICALLY DELIVERS MORE POWER IN TOUGH SITUATIONS

INCREASED COMFORT & CONTROL

CORRECTLY BALANCED, SUPER LIGHTWEIGHT, EXTREMELY QUIET & LOW VIBRATION

EXTENDED MOTOR LIFE

2 YEAR (KM5) OR 5 YEAR (KM10) WARRANTIES

1-800-PROWAHL



WWW.WAHLANIMAL.COM

READER SERVICE CARD #R1214



RYAN'S PET SUPPLIES®

Best Prices...Best Brands...™



WWW.RYANSPET.COM 1-800-525-7387



Paw Brothers® Professional Modular Cage System

Powder Coated Cages

Stainless Steel Hybrid Cages



Paw Brothers® Professional Low-Low Super Electric Grooming Table



FREE SHIPPING



Paw Brothers® Professional Hydraulic Z Style Grooming Table

Your Equipment Deserves the Best!



Ryan's Offers Sharpening & Repair!



Call or Log On For Your **FREE** Catalog Today!

"Rely on Ryan's"™

FREE SHIPPING

INCLUDES SHAMPOOS!

On Orders \$150.00 or More

Must Use Coupon Code
Some Exclusions Apply



Need Equipment? Ship it for Free!

When You Purchase \$2000 or more of Paw Brothers® Professional and Value Groom® Equipment.

*Within the contiguous United States Only. While Supplies Last

Must Use Coupon Code
Some Exclusions Apply



MIX & MATCH

Ryan's Makes Buying at the Lowest Price Easy We Feature Your Favorite Brands and Allow You to Mix & Match Styles & Sizes for the Best Prices

©2014 G&G Distribution Inc. All rights reserved. Pricing, shipping terms and manufacturer specs subject to change. Prices good through March 31, 2014 - While Supplies Last