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# Groomer

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**Michell  
Evans**  
WOWs the  
Grooming  
World

Mixed Breed  
Makeover:  
**Golden  
Doodle**

*That Doggone*  
**BACK PAIN**

*Flirting with*  
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Thank you for such a brilliant shampoo! And yes, I HAVE used it on my own hair - I was getting my dogs ready for a show and my hair needed to be washed, so while I was in my grooming salon, I thought I may as well do my own hair. We laughed all day when people commented on how shiny my hair was - and yes, I did admit using Grimeinator!"

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Off the Top of My Head by Todd Shelly



Are you having fun yet!

I've heard the pre-flight airline procedures announcement over a hundred times. I could probably do it myself if a last-second replacement were ever needed, so I nearly missed it when our Southwest Air flight attendant added her own dry, subtle wit to the usually lifeless instructions.

I don't remember many of the specifics, but I do remember her warning us about what to do in the event of lost cabin pressure. "If you are traveling with a child, place your own mask on first, then place the mask on your child." She then added the line, "In the event you are traveling with two children, determine which child has the most potential and place the mask on that child first."

I inadvertently found out about Southwest's philosophy of adding levity. I noticed that all of the flight attendants seemed to be doing some sort of stand-up routine. Some were funny; others fell flat. However, the fact that they were trying was impressive. I then read an article in the in-flight magazine that explained the philosophy of the CEO. He emphasizes having fun and thinking outside the box.

If you ever fly Southwest Air, you will notice that your flying experience is considerably different on other airlines. Initially, Southwest simply wanted to give the flyer a better experience by treating passengers better. The success of that concept led Southwest to change their entire business model.

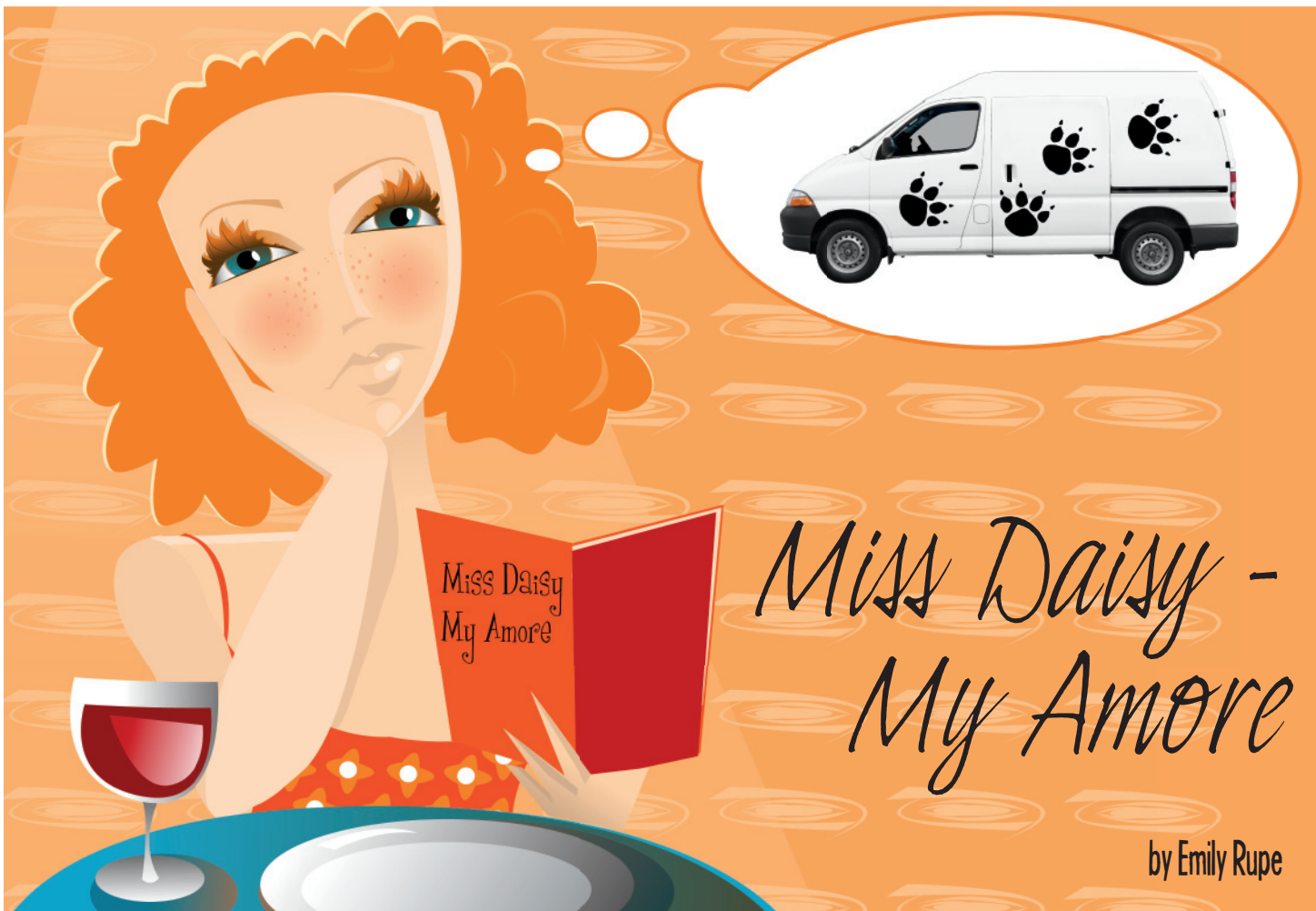
Southwest Air is by far the most profitable airline over the last two decades. Their innovations have served them well. For example, Southwest uses the "touch and go" system. They land in a city, drop off the people that end in that city, and pick up the passengers that are starting from there. They usually do the turnaround in ten minutes. This is an effective and cost-saving concept that is only used on a wide scale by Southwest.

As you probably know, they are one of the few airlines that still do not charge for bags. The first time I heard of bag fees, I knew that would cause chaos during boarding, because more people will carry on bags. As I suspected it has prolonged the boarding process, and the plane never has enough luggage space. I'm amazed that the other airlines have not dropped that policy.

This is not meant to be an advertisement for Southwest Air. However, every time I fly their airline, I think about the great business lessons that can be learned. For starters, you don't have to do things just because that is the way everyone does it. Like Southwest, take a chance on your new ideas if you believe in them, and if you see innovative ideas out there that seem to be working, try them. Always be on the lookout for your own "touch and go" idea that solves a problem and makes your business run more efficiently.

Lastly, if you are having fun and enjoying yourself, your customers will also.

*Todd Shelly*  
todd@barkleigh.com



# Miss Daisy - My Amore

by Emily Rupe

Once in a lifetime you meet that special someone. Suddenly your world is complete now that you have a partner with whom to share it. This November marked a very momentous occasion for my life mate and me. It was Ms. Daisy and my first anniversary, and we're still just as in love as ever. To honor my daring diesel diva I figured I'd share the tale of this whirlwind romance.

Previous to my mobile mania, I had been drudging out an existence at the local chain store's grooming department. Each day was the same monotonous routine, and I had begun to feel like a serf working under a giant feudal lord. Our corporate lord demanded long hours (sometimes till 10 P.M. during holiday season), the relinquishment of all calendar holidays with the exception of Thanksgiving and Christmas Day, and the complete quiet subservience that truly goes against my nature. While I was grateful for the skills I

had acquired, the time had come to escape the manor and strike up a new adventure.

Freedom was just over the horizon; the arduous process of deciding where and which path to take lay before me. Some routes led to veterinary clinics, groom shops, kennels, and day cares. Although all had their scenic charm, none had the slight thrill I had been searching for to revitalize my love of grooming. Then my quest crossed paths with a local grooming empire run by an enthusiastic woman by the name of Kristen. Already possessing a salon and two mobile units, expansion of her empire was on her mind. After much deliberation we decided to join forces, and I would strike up the *Faux Paws* crusade as the driver of a new, third mobile unit.

Now that the path was determined, it was time to search for the Grail or, in this instance, a used *Sprinter*. We searched over hill and

vale, internet and newspaper, until a suitable match was spotted. As I gazed at her image in the ad, joy swept over me. There was my *Dulcinea*, an '07 *Dodge Sprinter* with a *Hanvey* conversion. Yes, the picture was slightly obscured, but I was certain fate had placed her in my path for a reason. Kristen quickly negotiated the terms of the transaction, and a time was agreed upon for our meeting and retrieval of my fair Daisy.

Time could not pass swiftly enough till I could lay eyes on my new companion. She resided about two hours away in a small village just outside the kingdom of Tampa, FL. Gallantly we drove and with each passing mile found ourselves heading into a mysterious land. *Impalas*, *Caprices*, and *Cadillacs* the color of gemstones decorated the curbs, each with their own distinct glistening rims that spun in a

*Continued on page 8*

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dazzling display. The town's most popular trade appeared to be bondsmen, since every corner boasted their own. Secretly I worried that my heart may have fallen victim to some horrid ruse.

Just as I debated calling off the quest, we pulled into a small dwelling with my fair Daisy parked in the drive. There she was, littered with scars over her delicate pale frame. A splattering of miscellaneous decorations attempted to cover the damage, which only added insult to injury. Inside her once luxurious cabins, the odor of cheap orange cleaner and the stench it had been intended to cover swirled. Fleas had taken refuge in her air conditioning, feces lurked behind her tub and table, and a mound of hair rivaling Mount McKinley had built up in the taxi vac. Tears almost overcame me as I saw this once magnificent creature being abused and unloved. My

entire body fought the urge to strike her captors, but diligently I stood by Kristen as she fought for Daisy's freedom.

With terms hashed out and dowry paid, we began the journey home with my sweet, but weakened, beauty. Having recovered from the initial shock, I knew that my new mission was to rehabilitate the fair maiden and make sure she never falls prey to these injustices again. With faithful Kristen and her squire Hunter (her teenage son), I tackled the job at hand. New hoses, filters, and organizers revitalized her soul. A deep cleansing restored her fresh outlook on life. The gaudy visual rape that had occurred to her frame was stripped away, and a more professional and stylish motif accented her pale skin. Daisy was radiant, and our bond had grown strong.

We had rescued each other. She had been freed from captors

that had abused and misused her talents, then pondered why their financial ventures were failing. I had found the spark for my beloved trade again after believing it had been quenched by the order and formality of a corporate lord. A year later we are still as inseparable as ever.

Without my Daisy, I could not keep a roof over my head or food on my table. To show my appreciation, she shall NEVER have to mire in filth and disrepair. I will never allow it nor would my clients accept it. My love for Daisy and for my craft is reflected in the van I keep, so I strive each day to honor them. Go out in celebration of Daisy and my love, and show your van or shop that you care. Redecorate, deep clean, and take general pride in your relationship. Show the world the beauty of sanitation and professionalism.

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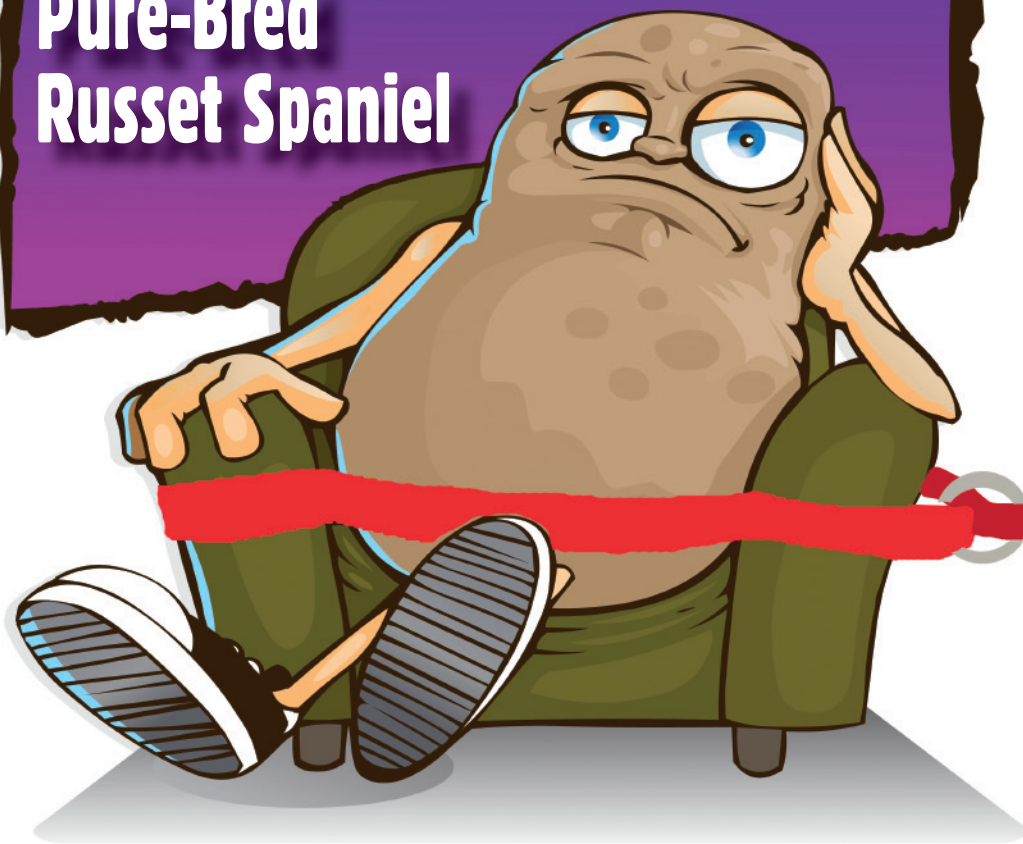
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# Walking a Pure-Bred Russet Spaniel

**Behavior** CLIPS

by Gary Wilkes



One of the lesser-known breeds in the world of dogs is the Russet Spaniel. This breed may physically resemble any other breed but has a behavioral attribute that uniquely identifies its pedigree. Whenever this breed feels threatened and is attached to a leash, it does a perfect imitation of a sack of Russet potatoes.

I was first introduced to this breed as the rookie manager of a small animal shelter. The wily Russet is notorious for displaying its behavioral trait at the least opportune times. Whenever we were frantically trying to find space for new arrivals, the Russet would make its appearance and completely destroy our momentum. Invariably they take about ten minutes to haul from the front office to a kennel.

## What's the secret to teaching ANY dog to walk on a leash?

You can usually spot a Russet in advance by the way they carry themselves. The first sign leading to their potato-like behavior is general nervousness to the point of appearing fearful of their surroundings – a common visage when a dog is thrust from a quiet home into a chaotic

shelter. The dog will then stand frozen almost indefinitely until the final component - the leash around the neck - triggers the behavior.

Once the dog senses the tension on its neck, it splays its legs, hits the ground, and pretends to be a sack of potatoes. Behavioral scientists are stumped as to the survival nature of this behavior, but it has been observed in kennels and grooming salons for many years.

When Russet Spaniels offer their signature behavior, many handlers draw a blank – much like a coyote facing an armadillo that has rolled into an armored ball. A common way of solving the problem is to drag the dog as if it were a pull toy. Far too crafty to fall for this amateur trick, the Russet ignores such ham-handed attempts and will studi-

*Continued on page 12*



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## The Russet has an instinct to react to constant tension by giving constant resistance.

ously make no effort to get up and walk with you. Instead, they bunch their neck muscles and simply glide across the ground on their belly as if they were a real potato attempting to be peeled.

The Russet has an instinct to react to constant tension by giving constant resistance. (Note: That is a universal concept, whether you're trying to get a dog to walk or hold a paw steady as you trim the nails. If you are simply pulling a dog along the floor by the neck, he's going to tighten his neck muscles to match the pressure on his neck and shoulders.) True Russet Spaniels

are strong enough to do this all day. While this is rarely a problem inside your salon where distances are short and you can literally carry a dog to a tub or grooming table, the dog's real target is its owner.

If the Russet can make the experience traumatic enough, the owner will never again take him to be groomed. They know this instinctively and will also imitate a large sport fish like marlin in between tugs, creating the canine equivalent of fish and chips. From the owner's point of view, heading to the door of your salon from the parking lot is obviously traumatic for little Boo

Boo. That may be a problem for your salon.

### Peeling the Russet

The successful handling of a Russet requires a little insight into their instinctive behavior. The Russet is incredibly sensitive to constant pressure for even a short period of time, but does not automatically know what to do about it. Consider it from his perspective. He doesn't automatically know that coming with you will lessen the pull on his neck. As you continuously pull, he may waggle his head to try to lessen the pull. That doesn't work. He may pull his head sharply backward to try to back out of the loop. That doesn't work either. He may also "put on the brakes" and try to stiffen his legs to stop moving forward. Again, that doesn't work.

Whether he will figure out how

*Continued on page 14*



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to walk is a matter of slim chance and wasted time. Why? Because from his perspective, no matter what he does it doesn't get any better. (Note: The same is true of strap-on muzzles and anytime you put a "death grip" on a dog and don't back off.)

Unless you offer a loop-hole so that the constriction stops when the dog offers a specific behavior, he will keep fighting you. To help get this dog up and running takes a small adjustment and about five minutes of your time. Your client will thank you, and the dog will be much more comfortable in the future when it enters your salon.

### What's the Answer?

The secret to quickly teaching any dog to walk on leash is to make the pulling predictable and escapable. Before you can start, you need some room. Trying to do

## The secret to quickly teaching any dog to walk on leash is to make the pulling predictable and escapable.

this in a crowded grooming salon with grooming tables and not much walking space doesn't work. It's better to go outside where you have room to move and not too many distractions.

To get started, make sure the dog's collar is adjusted so that it can't slip off over his head. To be doubly sure, get a long slip collar. Whether you use a show lead or a traditional choke chain is not important. The new slip collars made of mountaineering rope are excellent choices because they have a slightly bigger girth that lessens any pressure on the dog's neck.

Your first goal is to get the dog on its feet. This requires an initial pull that is strong enough to get the dog moving. Assume you must pull the dog at least two-thirds of its body length. Do not snap the lead. This isn't a jerk; it's a smooth, accelerating pull.

After your pull, keep moving, but let the leash go slack. The dog has just stumbled forward to his feet and will once again freeze – either standing or sitting. Since you are moving away, the dog now sees that you are moving. This becomes a signal that failing to move is going to cause a problem. Once you run out of leash, pull the dog again in another big pull followed by an immediate slack on the lead. The movement and timing is similar to rowing a boat. First there is a smooth but strong pull, followed by

*Continued on page 16*

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\*According to a recent survey at [www.petgroomer.com/surveys.htm](http://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.

slack time.

As you move away from the dog, he sees you move, and then he's pulled again. After about five repetitions of this, he's going to figure out that if he takes even a single step, it postpones the pull – the thing he doesn't like. After the first couple of halting steps, he will start walking reluctantly with you. After a few more pulls, he's going to realize that the only way to stop the pulling is to stay close to your leg, Bingo.

As soon as you get the dog moving with you, it's time to start baby-talking, rubbing, and making a huge fuss over him. You can try to use treats if you like, but there is a good chance he won't take them. When you apply the baby talk and affection, stop moving. Don't try to do it while he's walking. Let it sink in that the praise was the result of taking steps. Then give a cue like "Let's go." Here's something you will

## The idea is to get as many repetitions as you can in a very short period of time.

have trouble doing. After you say, "Let's go," wait about two seconds before you start walking.

The whole point of this is to teach him how to walk closely with you, and this command helps him get ready to comply. Over a few repetitions, the words "Let's go" will get him to focus on the task, and the hesitation will cease. It's good to remember that, for this quick learning session, you don't want to go very far. The idea is to get as many repetitions as you can in a very short period of time. In a shelter world, this task can be accomplished in less than two minutes. To do it correctly shouldn't take more than five.

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



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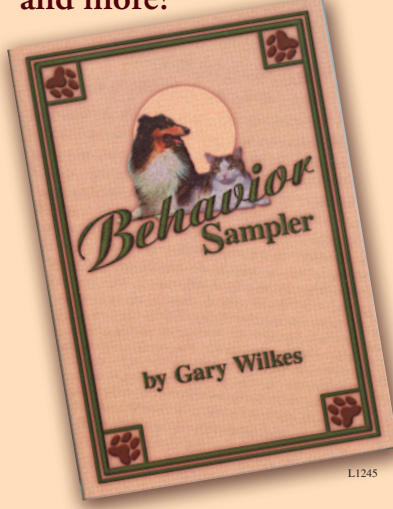
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**EASY MONEY**

# FIVE TIPS TO SMART RETAILING

By Dee Merica



Your grooming business is booked! Pet owners make appointments weeks in advance. Your work is exceptional, you get referrals from clients, and you offer outstanding service. Congratulations!

Like many grooming businesses, you are following the retail trend by expanding your grooming services into retail sales – a sound strategy to increase profits with your current customers. But this retail venture will take some thought. What products should you carry? How should you display them? How do you maintain your service levels?

**Tip #1: Size It Right!**

Even the most experienced business owner can make costly buying mistakes. Your product mix should consist of sizes commensurate with those of the dogs you groom. If 65% are small, your sizes should reflect small. Unpopular sizes translate into slow-moving products having to be marked down and tying up money. Conversely, being out of stock and losing sales means no profit at all.

Continued on page 18

TUBS • TABLES • CAGES • ACCESSORIES

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# THREE THINGS COST RETAILERS MONEY: SLOW-MOVING PRODUCTS, THEFT AND RETURNS.

## Tip #2: Profits ↑ Expenses ↓

If you're considering retail to increase profits, hiring people to manage it negates your gain. Choose products and displays that tell the products' stories, reducing the need for clerks. Customers should be able to browse products, read the packaging, and make informed buying decisions without sales help.

## Tip #3: Train the Staff – Once!

Customers have questions regardless of the merchandising and packaging. Choose lines that are consistent in message and size. Your staff will be much more knowledgeable if they can apply their product knowledge universally. Training and re-training takes time and costs money.

## Tip #4: Pet Owners Are in Love

Your clients are in love with their dogs and breeds. They go into buying frenzies when products are breed-specific. Statistics from one pet Internet business revealed that over 68% of pet owners preferred to shop by breed. These customers spent more and were willing to be guided to higher-priced items if they

knew the product was the recommended size for their dog's breed.

## Tip #5: Eliminate Returns

Three things cost retailers money: slow-moving products, theft and returns. Help pet owners choose the right product the first time, every time. Help them make safe and appropriate buying decisions for their pet's sake. Stock your store with one single, consistent retail solution customers can use for beds, crates, toys, bowls and collars. Returns and exchanges will be minimal. Your losses will be fewer, and your customer will be happy with your consistent service level.

*Dee Merica is a retail brand expert in the pet and lawn and garden industries. Jill Gizzio,*

*Gizzio, Inc. of West Chester, PA owns ShopByBreed.*

*How do I remember all these tips? Just remember one! The pet industry now has a solution that addresses all these tips for successful retailing. It is called ShopByBreed. ShopByBreed works like a shoe size. Customers identify the dog's breed size on the in-store breed board and then locate products with that size.*

*ShopByBreed works in every category where size is important. Ask manufacturers if they use the scientific ShopByBreed sizing system on their products, and choose those who do. To learn more about ShopByBreed, find a ShopByBreed manufacturer. To list your store as one offering ShopByBreed-sized products, go to shopbybreed.com.*

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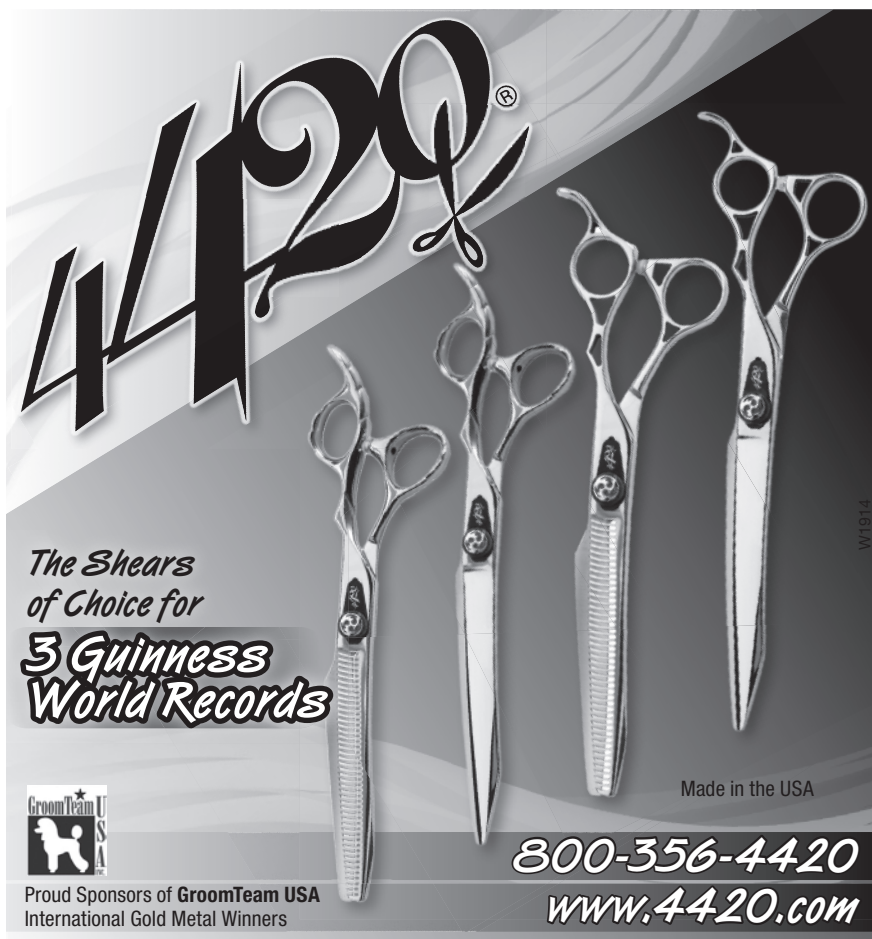
# Michell Evans

## Wows the Grooming World

**“This is the stuff that dreams are made of!”**

*Michell Evans,  
at Groom Expo.*

by Kathy Hosler



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“Not only do I get to be the first name on the *John Nash Memorial Challenge Trophy*, but I get to be on the cover of *Groomer to Groomer* with the breed that I am so passionate about!”

With tears of joy brimming from her eyes and splashing down her cheeks, she continued, “Being on the cover would have been great no matter what, but being on there with an Irish Water Spaniel and to have an Irish Water Spaniel win for the first time in Hershey – it doesn’t get any better than that. If I had dreamed it up – it couldn’t be any better!”

Michell Evans is a second-generation groomer. When Michell was five years old, her mom got a Yorkshire Terrier. Michell’s family began showing and breeding Yorkies, and soon thereafter her mother opened a grooming salon.

Michell’s talents for grooming surfaced at an early age. “I could put in a pretty good Yorkie topknot

*Continued on page 22*

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**“My main goal  
for the rest  
of my career is to help  
improve the industry...”**

*Michell Evans*

when I was nine years old,” recalled Michell. “And those topknots are a trick to master.”

Through her teen years, Michell became an accomplished groomer. She did a lot of dog showing and handling and learned how to do show grooming on twenty-four breeds.

“I used to go to grooming seminars with my mom. We watched the grooming competitions. It looked like fun and something I wanted to do,” said Michell. “I decided that I wanted to be on *GroomTeam* USA someday.”

In order to do that, Michell knew that she would have to become very proficient in the grooming of many breeds. Michell studied and became a Certified Master Groomer

through the *National Dog Groomers Association of America (NDGAA)* and the *International Professional Groomers Incorporated (IPG)*.

She became the Southwest Coordinator for the IPG and is now an IPG Certifier. She went to Australia, where she was instrumental in developing an IPG certification program for the Australian groomers.

Michell owns and operates her own grooming studio, *Studio Canine*, located in Albuquerque, New Mexico. She has been the president of two groomers associations and has been a speaker at seminars.

Everything Michell has done in her career has made it possible for her now to focus on her goals for the future – competing, teaching, and contributing to the grooming industry.

In 2009 Michell was ready to make her *GroomTeam* dreams a reality. Her first competition was at Groom and Kennel Expo in Pasadena, California.

“I went at it full throttle,” said Michell emphatically. “I competed in every class. Getting all the dogs prepared, equipment organized, and

then being on time in the ring was a monumental undertaking. I got a First in the Sporting Class and a couple of other good placements. I got my first points for *GroomTeam*.

“I was exhausted but happy, and it was a lot of fun. The most nerve-wracking part of competing is the time factor. You do the best you can and hope that it’s perfect when they say ‘scissors down.’” At the end of her first year of competing, Michell was number six in the *GroomTeam* ranking.

“I had a lot of personal goals,” said Michell. “Besides making *GroomTeam* USA, I wanted to qualify for the traveling team (you have to be in the top five in *GroomTeam* ranking for that). It’s a lifelong dream of mine, and I’m going to make it happen.

“I also wanted to prove that I am a well-rounded groomer,” Michell continued. “I try to win shows with a variety of breeds of dogs. “So far I have taken Best in Show with a Miniature Schnauzer, a Standard Poodle, an Australian Terrier, and an Irish Water Spaniel. My goal for 2010 is to compete in every class at every show that offers points.”

Competing in that many grooming contests is no easy task. “Getting competition dogs can be difficult,” said Michell. “They have to be good travelers, non-barkers, get along with other dogs, be in good coat, and with good temperament, and the owners have to be willing to let you take their dogs for several days. It’s so much more involved than just the few hours in the ring.

“Preparing the dogs is a challenge. I like to groom them several times before a competition – but that isn’t always possible. The Irish Water Spaniel I won the *GroomOlympics* with was a borrowed dog. I had never seen him before the day of the competition.”

Michell’s goal of getting on the Traveling *GroomTeam* and going to

*Continued on next page*

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# Birdie Jade

by Dawn Omboy



I met Mo Donlevy at a dog show in Atlanta two years ago after returning home from *Groom Expo* in Hershey, PA. That is where I took possession of her eight-month-old Standard Poodle, *Birdie*. I missed my Pearl so much; it was to be the job of *Birdie* to help fill the void in my heart. I had planned to call my new girl *Jade*, but as it turned out, she became *Birdie Jade*. The name suited her so much that she even wears it on her hip. Let me explain just how this happened.

A client walked in and gave me a beautiful, pewter hummingbird keychain. I took one look at it and said, "I am going to put this on my dog!" So with the keychain in hand, I free-handed the shape of the bird onto her rear leg. Then, using just my comb and scissors, I maintained the shape as I waited for her hair to grow out long enough for the wing

and tail feathers to give a 3D effect. It actually took about a year to get the wing and tail hair at a length that would best suit the design.

For the color I didn't want a long-term commitment of color medium, so I used either Sprayza or Blo-Pens (manual airbrush delivery system) to create the color effects. Both are temporary colors that come out usually within one to six washes.

I started by coloring the body of the bird, then the tail. The wing was first colored with a base pink on the front, and then yellow was added to the back. Next, the wing was sprayed with a freeze hairspray to make it stiff and hold its shape. Once dry, the details were air-brushed on with either the Sprayza or Blo-pens.

I prefer Blo-Pens since you can get finer lines and more detail.

The closer you put the tip of the pen to the coat, the finer the line is made, so you can get some really good detail. For the throat, I used Davis Glamour Glitter in bright red (*Reader Service Card #7536*) and added some green and blue through the body of the bird to really make it shimmer. I finished off the look with an orange flower, which was just a circle of longer hair with a whole lot of hairspray. It was finger-shaped into a flower and sprayed again to set the shape. I have a cool keychain, *Birdie Jade* had her new look, and her personality just seemed to match it.

*Email your questions to dawn@klippers.com or visit www.klippers.com for creative supplies.*

compete in Belgium is looking pretty good. Right now, Michell is second in the point standings.

You would think that having her own grooming studio, showing dogs in the United States and Canada, being deeply involved in and being a certifier for the IPG in the United States, Australia, and Puerto Rico, and competing in all the major grooming competitions would occupy every waking moment of Michell Evans' time. Not so...Michell has found time to make her dream of teaching become a reality when she opened her newest endeavor - *The*

## Grooming Tutor:

"Groomers contact me through my website with their questions or problems," said Michell. "Mostly I go to their shops and work with them - not just on grooming skills, but also anything that will help them in their business - from organizational skills, to time management, to advertising, and more.

"My main goal for the rest of my career is to help improve the industry and to teach." She added enthusiastically, "I want to really make a difference in a lot of groomers' lives, incomes, and confidence. I'm a very

motivated person. I'm driven by the passion and love I have for the industry. It's all consuming.

"I am so fortunate and blessed," said Michell with a huge smile. "I get to live my life doing what I love each day!"

## PROVERBIAL WISDOM

Hard work means prosperity;  
only a fool idles away his time.

Proverbs 12:11, The Living Bible

# Preventing That **DOGGONE BACK PAIN**

by Alexandra Wallace

## **TOP TEN REASONS WHY IT COSTS MORE TO GET YOUR PET GROOMED THAN YOUR OWN HAIRCUT:**

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

In the course of an average workday, groomers lift heavy dogs, twist into a myriad of positions while grooming, restrain unruly customers (the four-legged kind), and clean, clean, clean! In addition, we're on our feet for several hours a day on a hard tile floor. Is it any wonder that so many in the grooming profession suffer from back injuries and back pain?

It is important to note that back

*Continued on next page*



pain is a symptom of an underlying medical condition and is not a diagnosis in itself. Just as a persistent cough (the symptom) could be caused by allergies, the flu, or asthma, there are many causes of back pain.

For example, incorrectly lifting a large dog onto the grooming table can cause muscle and ligament strains, which means that those tissues have been overstretched or torn. Surrounding muscles will spasm in an attempt to protect the injured tissues and stabilize the lower back, and these spasms can be very painful. More seriously, a herniated or "slipped" disc could occur in the spine. A severely slipped disc can press against nerves in the back and cause many other problems, and may sometimes require surgery.

The constant, repetitive bending and twisting groomers do can also cause similar injury. Sometimes the discomfort is mild with no long-term effects. However, a serious back injury can take months or even years to heal, forcing some groomers to switch to a less physically demanding, yet less satisfying career.

Why do some people suffer from back pain while others never have a problem? According to Dr. Gregory Mundis, an orthopedic spinal surgeon in La Jolla, California, there are several risk factors that can make someone more susceptible to a back injury.

One major risk factor is poor physical condition. A lack of regular exercise can result in weak back and abdominal muscles, which are therefore unable to adequately support the spine. A lack of regular

exercise, coupled with a diet high in fat and calories, can lead to obesity. Obesity is another risk factor for back injuries because of the excess strain placed on the spine and surrounding tissues. Carrying a lot of excess weight in your midsection can cause the spine to curve inward, resulting in misalignment of the spine and consequent pain.

Smoking also increases the chances of a back injury. "Smoking negatively affects blood supply to the vertebral discs, making them more dehydrated," said Dr. Mundis. Dehydrated discs provide less cushioning to the spine, which can result in an injury. Having a previous back injury can also make a person more susceptible to another one, due to weakened tissues in the back.

In addition to leading a healthy

*Continued on page 26*

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lifestyle, there are several other things a groomer can do to lessen the chance of a back injury. A groomer's choice of footwear is a crucial, yet often overlooked component to preventing back pain. Walking and standing on a hard surface for extended periods can be damaging to your back. There are several elements to a good pair of work shoes.

First, look for work shoes that

have slip-resistant soles. A floor that has become wet from bathing dogs can create a slip-and-fall hazard, and one hard fall could cause severe damage to your back. Good arch support is another essential element of work shoes for groomers. If the arches of the feet are not properly supported, the bones of the feet become misaligned and other bones and muscles in the body must compensate for this, including those in

your lower back.

If you have an otherwise good pair of shoes that could use more arch support, a high-quality insole is an option. According to Dr. Mundis, good insoles for arch support, such as Superfeet Premium Insoles, "restore a normal arch and soften the load if you're walking."

Cushioning is another important feature to look for. When your feet strike the ground, some of the shock is absorbed by your shoes and some by your feet. The remainder travels up your legs to your lower back. A pair of shoes with extra cushioning will absorb more of the shock, greatly reducing the negative impact on your back, feet, and legs.

It is important to emphasize that supportive, well-cushioned shoes should always be worn, both in and out of the grooming salon, to maximize the benefit to your back. High-quality, supportive footwear may cost more, but in the long run, you will be spared a great deal of foot, knee, and back pain. If you are unsure about what type of footwear would be best for you, consult a podiatrist or a shoe store with specialists trained to analyze your

*Continued on next page*

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particular needs.

Do you or another groomer in your salon wear a back brace for support? There is a lot of confusion about the proper use of back braces among groomers. Some groomers wear them all day, some only when sitting, and some only when lifting. How should they be properly used? The correct time to wear a back brace is when lifting heavy loads. The definition of "heavy" varies from person to person, because everyone has different physical capabilities.

Only you can know what you are capable of safely lifting. It is important to tighten the brace only while doing heavy lifting, because wearing a back brace all day at work can actually have a detrimental effect on the back muscles. According to Dr. Mundis, "always wearing a back brace takes tension off of muscles to do their job, and the musculature in the back becomes weak." The back muscles will become weaker as they begin to rely on the brace for support.

He also emphasized the importance of proper lifting technique, even if you are wearing a back brace for support. Many of us know the proper technique for lifting but do not consciously practice it every time we lift. Proper lifting technique is as follows:

- Keep your head up, and look straight ahead.
- Place your feet shoulder width apart.
- Bend your knees, and keep your back straight.
- Lift with your legs, not your back. Never bend or twist your back to pick something up.
- Hold the load close to your body, and never lift a heavy load over your head.
- When setting down the load, do so gently and squat with the knees and hips only.

## It can take **MONTHS** or **YEARS** to recover from a serious back injury.

Of course, it is vital also to practice common sense before lifting an object or dog. Even lighter dogs or objects can cause an injury if you are careless about your posture during lifting. If you aren't sure that you can comfortably lift something alone, ask for help. Even when team lifting, always practice proper lifting technique.

Bathing a dog can place a great deal of strain on the back in two ways: lifting the dog in and out of the tub, and having to bend over while bathing a dog. There are several pieces of grooming equipment that can help groomers to avoid a back injury.

A raised tub can significantly reduce the need to bend while bathing. Some larger tubs even have an optional raised platform that fits inside, which can be used to bathe smaller dogs, eliminating the need to bend over them. There is even a hydraulic tub on the market, which lowers to 14" and can be raised once the dog is inside.

A ramp or stairs for large dogs to walk into the tub is another important addition to your salon's bathing area. While there will always be a few dogs that are reluctant to walk up and down a ramp, most will do so easily. When it is time to do your groom, you can avoid lifting heavy dogs onto the table if you have a table that gets low enough for dogs to walk onto.

There are several grooming tables on the market that lower to approximately 12" off the ground, a height that most dogs should have no problem stepping on to. If possible, taller groomers should get the highest extending grooming table they can, because this will reduce slouching over the table while grooming.

Sitting while grooming can also be beneficial for groomers of all heights, but it is important to maintain proper posture and not slouch in the chair. This can be difficult when grooming an uncooperative

*Continued on page 28*



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pet, so get in the habit of always being conscious of your posture. There are many ergonomically-designed, hydraulic grooming stools on the market. Some groomers who prefer having a chair with a back have experienced good results using an ergonomic office chair for sitting while grooming.

It would also be wise to invest in an anti-fatigue foam mat, especially if you prefer to stand while grooming. These come in a variety of sizes, and the cushioning will further reduce the stress placed on your feet, legs, and back. Generally, the thicker and denser the mat is, the better. However, it is a good idea to try out a mat before purchase, because it will be too difficult to balance on a mat that is too soft.

Although this equipment may have a higher initial cost, it is important to realize how it will benefit you and your employees in the long term. Less heavy lifting and bending means less strain on your back, and therefore less chance of an injury. Remember that it can take months or years to recover from a serious back injury. In that time, you could be unable to groom and would have the added expense of medical bills.

Even a mild back injury can slow you down significantly, which translates to less income.

"If you feel back pain coming on, it is time to take a break to stretch," advises Dr. Mundis. Stretches are a great way to decompress the spine and keep back muscles flexible. They also release muscle tension, reducing the chance of an injury.

Ideally, a groomer should stretch before work, while on rest and lunch breaks, and after work. Most routines only take one or two minutes, four or five times in the course of a work day. No matter how busy you are at work, it is essential that stretch breaks are made a part of your daily work routine. Elizabeth Hansen, a physical therapist and the Director of Rehabilitation at San Marcos Physical Therapy in San Marcos, California, recommends the following stretches:

- **Scapular retraction:** Stand with your shoulders relaxed. Move both shoulder blades down and toward the opposite hip. Hold for 3 seconds. Do this stretch periodically throughout the day, especially before reaching for or lifting anything heavy.
- **Shoulder hyperextension:** Stand in a corner about 1 to 2 feet from the wall, with hands on the wall. Lean into the corner so that you feel a stretch. Hold for 30 seconds. Do two repetitions, two to three times per day. Vary the stretch by moving your arms higher or lower on the wall, or by standing farther away from the wall.
- **Hamstring extensions:** Sit with one leg propped up straight in front of you. Lean forward, keeping the back straight. Hold for 30 seconds. Alternate legs. Do two repetitions, three to four times a day.

If you are already suffering from a back injury, you should first consult a doctor before beginning a stretching or exercise program. Also, if at any time a stretch causes discomfort other than the normal stretching of muscles, it is imperative that you stop.

Your back has to last you a lifetime, so it is important to do everything in your power to take care of it and minimize the risk of an injury. Remember that it is much easier to prevent a debilitating back injury than it is to heal from one. Exercise, eat a healthy diet, and don't smoke. Lift correctly, wear appropriate shoes, utilize equipment that minimizes the need to lift dogs, and stretch your back daily. All of these small things add up, and you will notice a positive difference in how your back feels.



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**BACK PAIN  
STRETCHING GUIDE  
ON PAGE 44**



## First Line of **DEFENSE**

by Teri DiMarino


**Y**ou have a very small dog on your table for grooming. He's about two years old. This is his first visit to your salon, and you find that he is being a really good kid for you. He has no conspicuous health problems and is actually a very happy little guy, but as you gently cradle one of his rear legs for brushing, you feel an unmistakable "crunching" in your hand. It almost feels like you are crumbling a small amount of corn flakes in your palm. The dog does not flinch or object, but you know in your gut that this is not a good sign of things to come. You have seen it all too often. Small dogs are prone to knee issues, and this little guy is no exception. The fact that this pet is carrying some unwanted weight only compounds his problem.

During the course of the visit you take a look in his mouth and see that his teeth are covered with tartar and plaque. He even has a loose one. His front teeth are intertwined with hair that has gathered there from chewing and licking his coat. The smell is putrid, and you need a hemostat to pull the smelly, slimy mass off. "How can this be?" you ask yourself. "This little guy is only two years old, and he has the green teeth of a senior dog!"

Groomers are NOT veterinarians. We are NOT to make any kind of diagnosis or speculation as to what this dog's problem is, but the keen eye of

### LEPTOSPIROSIS: What Is It and Why Should I Care?

by Dr. Boyd Harrell



**L**eptospirosis is one of the most common zoonotic diseases (diseases transmissible from animals to humans) in the world. In dogs, it is commonly known as Canicola Disease, and in people, it is known as Weil's Disease, Swamp Fever, Mud Fever, Swineherd's Disease, and Rice Field Disease. There are over 200 serovars (strains) of Leptospirosis in the world. There are four that commonly infect dogs: *Leptospira pomona*, *L. icterohemorrhagica*, *L. canicola* and *L. grippityphosa*.

Signs in dogs include, but are not limited to, depression, fever,

*Continued on page 30*

a groomer will notice these things well before the vet, or even the owner, has any clue about it.

As professional pet stylists, we see a dog, on an average, much

more frequently than their veterinarian does. The typical pet goes to the vet for an annual exam, shots, and perhaps some sort of treatment in the event of an emergency. Some

*Continued on page 32*

"I have not done my job completely if I don't help look after my client's well-being."

fatigue, loss of appetite, weakness, muscle aches, stiffness, abdominal pain, meningitis, eye inflammation, abortions, infertility, bloody urine, jaundice, and possibly shock and death. Leptospirosis is often not the first disease suspected, because signs may mimic other common ailments, leading to a misdiagnosed problem or a delay in diagnosis. Many infected dogs are subclinical and never show obvious outward signs at all.

The organism is passed in the urine of infected animals for weeks or months and is transmitted to the next victim through skin lesions and mucous membranes. Breaks in the skin greatly increase the risk of infection, allowing the bacteria to enter the body when resting or rolling in infected water or soil. Even sniffing contaminated soil can cause infection. Leptospira organisms thrive best in moist

areas with mild climates. The most frequent means of transmission is by drinking contaminated water.

Once Leptospira organisms are in the dog's body capillaries, the smallest of blood vessels, they damage the vessels, causing blood to leak into the urine. With time, complete kidney failure may develop. The second most commonly affected organ is the liver. The liver damage will often lead to jaundice (or icterus), a yellowing of the skin and mucous membranes. In pregnant animals the organism may cross the placenta and cause abortions.

Diagnosis is based on clinical signs and laboratory tests using blood and/or urine. There are a variety of tests available, and it may require multiple and repeated tests to get a positive diagnosis.

The disease was once thought of as a problem for outdoor rural

dogs and livestock. More recently, with the encroachment of suburbs into habitats of common carriers of Lepto (e.g. raccoons, opossums, skunks, and rodents), the disease is being recognized in small breeds of house dogs as well.

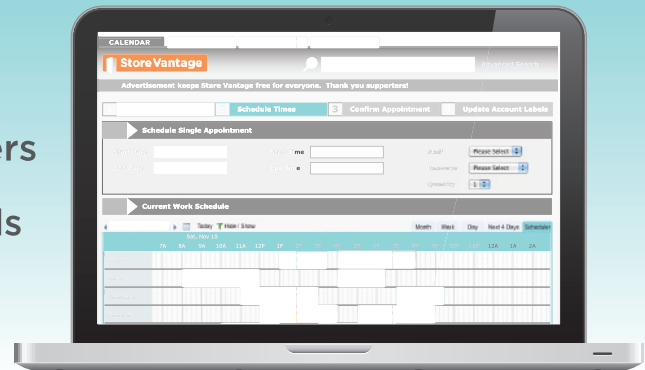
In people the initial signs of Leptospirosis may be flu-like with signs of fever, chills, headache and muscle aches, vomiting, and diarrhea. Pregnant women may experience spontaneous abortion. Some patients seem to recover, then become ill again. These milder signs of the disease are nonspecific and often misdiagnosed. In a minority of cases, about 10%, the disease may cause serious illness, leading to liver failure, kidney failure, or meningitis.

The best prevention for dogs is vaccination. Cats get Leptospirosis infrequently, and no vaccine

*Continued on next page*

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...the signs are often confused and misdiagnosed as the flu or other mild illness...

is available for them. Some Lepto vaccines contain only two serovars while others may contain all four of the common ones previously mentioned. Protection from one serovar does not protect against another, and vaccination is never a guarantee of protection. Protection is not long-lived, possibly as short as 6-8 months, so dogs should be re-vaccinated annually, and in high-risk situations semi-annual vaccination is suggested.

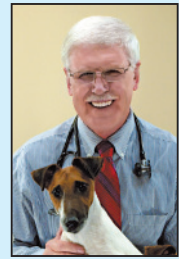
Admittedly, the risk of transmission to most pet professionals from dogs is low, and yet because the disease can be so serious and because the signs are often confused and misdiagnosed as the flu or other mild illness, it is appropriate to be cautious and aware.

Casual contact with infected urine of a single dog is all it would take to pass along the disease, and it is easy for us to become complacent about proactive measures. The best overall prevention is client education and the vaccination of pets. Secondly, wash all work surfaces with disinfectant frequently throughout the day, and wash your hands and arms after handling each pet. Disinfectant gels are convenient and popular. However, they do not provide nearly as much protection as good old soap and water when it comes to warding off bacterial diseases

passed from pets to people.

Be aware, be safe, and stay healthy!

Dr. Harrell recently authored a book titled "Groomers Guide to First Aid, Injuries and Health," published by Barkleigh (RSC #7567). He is a former multi-veterinary practice owner, current business coach to the pet industry, and pet health advisor for Oxyfresh Worldwide. In addition, he presently serves as Medical Director for the SPCA Animal Medical Center in Lakeland, Florida. He has been speaking internationally and coaching others to succeed in business for over fifteen years. He is a certified Human Behavior Specialist and helps people to understand themselves, how others tend to perceive them, and how personalities affect team building, performance, and harmony in the workplace. He can be reached by emailing [boyd@petprosbusinesscoaching.com](mailto:boyd@petprosbusinesscoaching.com)



Dr. Boyd Harrell

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*First Line of Defense  
Continued from page 29*

pets with chronic health problems see the vet more often, and some of these animals are lucky enough to be covered under some sort of pet insurance, as cost can sometimes be a deterrent for an owner seeking treatment for a pet with problems.

But as a groomer, I see my four-week clients about thirteen times a year. I notice changes in them that the owners may not. I watch them age - some faster than others. The owner's constant exposure to the animal blinds them to the little things that eventually become big things. Our little dog's knees may be going bad, but the owner may think

I feel as pet professionals,  
***we are the first line of defense***  
in the battle to keep these animals healthy.

he is lazy when he doesn't jump on the couch. So they lift him up. They notice a smell from his mouth but rarely venture into the orifice to seek the source of the problem. As the dog matures, they inadvertently alter their lifestyle to suit their aging friend, not objectively able to see the problems on the horizon.

I feel as pet professionals, we are the first line of defense in the battle to keep these animals healthy. We observe things the owners would never begin to notice. "We go where no owner has gone before." We may not be able to diagnose, but we can take precautions to help the owner get ready for the "stuff" that may eventually happen to their pet. We can also point out potential problems when we notice something really wrong and steer them to their veterinarians.

Let's go back to the young

*Continued on page 34*



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dog with the bad knees. How do we handle that? While we cannot tell an owner that this dog has a luxated patella (that would be diagnosing), we can tell them that certain breeds are prone to certain problems like knee issues or collapsed trachea, etc. Letting their small dog jump excessively or gain weight can accelerate a problem, and they should be mindful of this. Don't be surprised if they already are aware that the dog has issues.

You should also keep an eye on any abnormal toenail growth or wear patterns. A dog that seems to have longer toenails on one rear foot than the other may be favoring one of their legs, but this favoring may be so slight that it is unperceivable to the owner. If they are wearing down the tops of the toenail, they may be dragging that foot. These are red flags, and we want to use this information to make grooming time go easier for the pet and ourselves.

You will want to keep that particular dog a bit calmer (no jumping around in their holding kennel), and you will be more aware of your handling techniques on this little guy. It may also be the reason that certain dogs do not stand up during their

## "He only gets a bowl full of food a day." Well, how big is the bowl?

visit with you. Be aware that knee problems and torn ligaments are common in larger breeds as well, and we have the added dimension of size with the big guys.

Obesity is a tremendous problem in the United States, and we are passing this deadly disease down to our pets! I once heard that if your dog is overweight, you are not getting enough exercise! Obesity is not always caused by too much food, although it is the major reason. Poor diet can be just as much of a culprit.

An overweight pet will break down much quicker than a lean one, not to mention making grooming more challenging. Many overweight pets are free-fed, snacked, and table-fed, leading to bad habits and poor nutrition. Most owners don't even know how much their pets actually eat in a day. "He only gets a bowl full of food a day" is

usually the answer. Well, how big is the bowl?

When I quizzed my sister on how much she feeds her fat little dog, she said "He only gets about ½ cup of food a day." When I asked her to show me and she actually measured it out, he was getting well over a full cup of food at each feeding. She was shocked but lamented on how empty the bowl looked when the proper amount was poured in it. It is human nature and nurture to want to feed the masses, but it backfires.

It goes without saying that dental problems in our pet clients is

*Continued on page 36*

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“She loves chicken with a little tomato sauce on it.”  
*So do I, but I brush and floss! Does the dog?*

owner, especially if the pet is elderly. The owners naturally keep putting it off, and the condition only continues to get worse. It is a justified fear, but wouldn't it be nice if we could do something to help keep circumstances like this from getting out of control? We all know that a sick mouth on a pet is brutal on their entire system. They can't eat right, they don't feel good, and they age very quickly. I want to help my owners keep their pets healthy for a long time, and it really bothers me when I lose a client to something as preventable as dental disease.

Many pet groomers are now offering non-invasive teeth brushing services in their salons. They brush the dog's teeth with a small, soft toothbrush. When the owner comes to pick up the dog, the groomer charges the owner for the service (nice add-on dollars, BTW) and offers them the toothbrush for their use at home. The owner's response is usually “I can't do that at home! I'd rather pay you to do it.” And they DO! I am often asked if brushing a dog's teeth once a month is really worth the bother. My answer is “It's better than nothing.”

We are very fortunate to have a variety of new products available to us, which we can use in the salon to help, non-invasively, clean a dog's teeth (to a certain degree) and definitely freshen its breath. The bonus is that these products usually have an easily administered resale item that the owners can use at home to help hasten and maintain results. These are normally in the form of drops placed in the mouth or in the dog's water. This is much easier for the owner to do than brushing. Honestly, in my nearly forty years as a groomer, I have never had a customer who brushed their dog's teeth on a daily basis. I don't even do that! But I DO put drops in my dogs' mouth daily. These products do not replace regular veterinary care, but wouldn't it be nice if we could help an animal go a little longer between professional cleanings or eliminate the need for the cleanings all together?

As I mentioned earlier, we are the first line of defense in noticing issues with pets. But what should we do if we run our hands over a pet and find something that doesn't belong there? What do we say if we have looked into the mouth of a dog and discover a suspicious growth on the gums? How do we handle situations like these without

*Groomers can offer teeth brushing as an added service to help keep pets healthy and to create additional income for their salon.*

rampant. Periodontal disease seems to set in early in a lot of the smaller breeds. Then you have the issue of poor diet. Getting back to diet, we all know an owner that cooks for the dog because they will not eat dog food. “She loves chicken with a little tomato sauce on it.” Well isn't that lovely. So do I, but I brush and floss! Does the dog?

There is a growing faction of groomers who are adding some sort of dental care to their salon menu of services. While I personally feel that scaling is best left to the veterinarians and professional technicians, there are things that we can do to help improve a pet's dental health. We first have to recognize what we can and cannot do.

Let's face it: there are dogs that need to have their teeth cleaned under anesthesia by a veterinarian. This is a frightening situation for the pet

*Continued on next page*

panicking the owner or enraging the local veterinarian for making a diagnosis for something that (hopefully) might be nothing at all?

When I find something on a dog that I believe requires veterinary care, I will say something to the owner like, "I was looking at Fluffy's teeth today and noticed something on her gums that wasn't there the last time he was in. You might want to take him to the vet for a look."

The owner's natural response will probably be, "What is it? Is it a tumor? Is it cancer?" I respond that I am not a vet and don't speculate on things like that. I do, however, know the dog and know what is normal for him. If it is something I feel might be serious, I might say something like, "Auntie Teri thinks Fluffy should see the vet about this soon." That is usually enough to prompt them to make an appointment. I am pleased to say that, in my career, that line has saved the lives of a number of pets. There is nothing better than getting a phone call from the vet and/or the owner thanking you for your help in the early detection of a problem.

Relationships like this boost our customer's faith in us as professionals. It's the veterinarians' job to keep them healthy, and it's my job to keep them looking good. But I feel I have not done my job completely if I don't help look after my client's well-being.



*An industry veteran, Teri has owned and operated successful salons and mobiles in Florida and California. A winning grooming contest competitor, Teri was a member of*

*three GroomTeam USA Gold Medal teams. A multi Cardinal Crystal Award winner, Teri is a popular speaker, judge at seminars and trade shows across the United States, Canada, Europe, South America, Korea and Australia.*

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



by Joe Zuccarello

Increased focus on pet health is not just a fad or trend. It is on the rise and doesn't seem to be slowing down anytime soon. Pet parents are spending more money on their pets' healthcare than ever before, some even purchasing life insurance and health insurance for their beloved furry family members. The desire to keep their pets healthy and living longer has never been stronger. One would ask the question, "Then why don't we pay more attention to this obvious health issue, which, if maintained, could possibly add years to pets' lives?"

Dental hygiene is a universal issue. That is, it doesn't matter what breed the pet is or what type coat the pet has; oral disease affects all pets with teeth! Every pet is a potential dental product customer. Many traditional oral care products such as toothbrushes and toothpaste, as well as revolutionary products that tout a more customer-friendly approach of "no brushing necessary", have been purchased by thousands of pet groomers and are being used during the grooming process as a way to increase revenue and profits. Although some pet professionals have a substantial retail offering, some do not have products for sale. However, many of these pet professionals have decided to carry the products in their salons and recommend them to all clients.

Some pet product manufacturers have recognized the direct correlation between healthy oral hygiene and the potential for an extended life. Periodontal disease and other oral diseases introduce dangerous toxins to the pet's bloodstream, which can lead to much more than bad breath and discolored, missing teeth, and painful gums. These bacteria can travel through the bloodstream and collect in different parts of the body, including heart valves and other critical areas. Likewise, during what is most likely a very uncomfortable and painful experience, the toxins from decaying teeth and receding gums can enter the digestive system while the pet is attempting to chew their food.

One thing is very obvious in all conversations with pet parents and pet professionals. Nobody likes the wrestling match that happens between a person and a pet. Nobody likes sticking a toothbrush into the pet's mouth only to reach limited surfaces on the outside of a few teeth before the pet has had enough and bolts away, or even worse, bites the pet parent or pet professional.

*Continued on page 38*

This adversarial exchange causes most people literally to look the other way when the pet breathes in the face of their owner or groomer. The pet, the pet owner, and the pet professional are all searching for ways to make this process easier for all involved. "No brushing necessary" products (e.g. toys, sprays, breath treats, and even mint-infused natural and synthetic chew bones and rawhides) are becoming very popular. Just look at the dental products section of your local pet supplies facility and note how many more of these products are on the shelves today versus just a year ago.

I have often said groomers are artists. These artists can create masterpieces with different coat types and help pets smell fresh and clean using high-quality shampoos, conditioners and colognes. But as soon as the pet parent attempts to snuggle up to or kiss the face of the pet after their day at the groomer, horrid dental odor can ruin what would have otherwise been a pleasurable reunion. All groomers can easily relate to the times when pets exhale, which many refer to as "dragon breath", during the grooming process, which causes groomers nearly to lose their lunch or pass out from holding

their breath! Instant breath solutions like foams and sprays are sure to be a groomer's new tableside favorite tool!

Because of the growing popularity of salon-provided dental services and the increase of "at home" products, some customers have inquired, "Does this take the place of visiting the veterinarian for dental cleanings?" The answer is "yes" and "no". The best way to answer this is to compare it to our own dental needs.

Just because you visit your dentist regularly for teeth cleaning doesn't mean you go without maintaining your own teeth in between visits! Dental products assist the pet parent and the pet's groomer in the maintenance of their pet's proper oral hygiene between visits to the veterinarian. Veterinarians understand the importance of proper oral care and encourage regular maintenance. Until the latest advancements in dental products, this maintenance was difficult, or even impossible, and a majority of pet parents paid little to no attention to their pet's teeth. For elderly pets that the veterinarian says cannot have anesthesia any longer, products like these are the pet's only alternative.

All in all, dental care is one of the

most important steps toward a healthy pet lifestyle. Pet professionals everywhere have an opportunity to assist their clients in this effort by offering dental services in their salons as, well as products the pet parent can purchase and take home to use. The potential revenue increase to a salon can equal thousands of dollars per year!

It's time for a quick arithmetic lesson. If only one pet parent orders a dental service per day at, let's say, \$10 per service, and the salon is open 5 days per week, this represents over \$2,600 in additional sales for the salon! Imagine what this number could be if more than one client ordered the service and some purchased take home products. The additional revenue that stems from increased attention to pets' dental needs could surpass tens of thousands of dollars for the salon each year! These products and services are easy to sell because groomers know the importance of proper oral hygiene.

*Tropiclean has worked directly with pet parents and professional groomers for many years during the development of their newest natural product, Tropiclean Fresh Breath Made Easy!. This product line is specifically geared to tackle the challenge of providing regular dental maintenance for dogs and cats. Boasting its signature appeal, "no toothbrush required", this new product family reduces the time and hassle associated with proper pet oral hygiene. It quickly removes noticeable amounts of plaque and tartar build up in the first month and provides instant fresh breath! The Tropiclean Fresh Breath Made Easy! line includes a natural "no brushing necessary", no rinse Clean Teeth Gel, Water Additive, Instant Fresh Breath Foam, and tasty Dental Chews. Information on these natural products is available on Tropiclean's website: [www.tropiclean.net](http://www.tropiclean.net).*

*For more information, Request Reader Service Card # 7572.*

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# PET HEALTH PRODUCT NEWS

## CARDINAL PET CARE'S REMEDY + RECOVERY PRODUCT LINE



Cardinal Pet Care's new *Remedy + Recovery* line offers relief from minor skin irritations, such as bug bites, minor cuts and scratches, and little nicks and cuts. The gentle yet effective formulations are made specifically for pets, and promote healing as they relieve the itching that can sometimes accompany these conditions. The product line consists of *Stop Bleeding - Styptic*

*Powder for Dogs, Medicated Shampoo, Medicated Antiseptic Spray and Medicated Hot Spot Spray with Lidocaine.* For more information, request Reader Service Card #7533.

## QUADRUPED YUCCA MEDICATED SPRAY

*Quadruped's* new *Yucca Medicated Spray* is for the relief of itching, "hot spots," and many skin-related disorders. The components of yucca extract that make this product so effective are called "saponins." They are a natural form of cortisone safe enough to be used and are approved by the U.S. FDA for human consumption. This natural product is anti-inflammatory, anti-bacterial, anti-fungal, and is a super moisturizer that helps break the cycles of "hot spots" - chewing and licking. It also relieves fungal-related skin problems, such



as ringworm and seborrhea. Natural mint extract enhances the soothing ability of *Yucca Medicated Spray* while leaving a pleasant, refreshing scent. For more information, request Reader Service Card #7541.

## UPCO RELEASES VETERICYN OPHTHALMIC GEL.

The product kills bacteria in 30 seconds and is safe to use in and around the eye. It is completely non-toxic and is literally as safe as water. Use *Animal Ophthalmic Gel* for cleaning/grooming, to treat irritated eyes and provide relief from burning, stinging, itching, pollutants, and other foreign materials. This steroid-free and antibiotic-free gel is non-toxic and non-sensitizing. It does not stain clothes or furniture and is bio-compatible with the animal's body. For more information, request Reader Service Card #7559.



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READER SERVICE CARD #7601

## MIXED BREED MAKEOVER

# THE GOLDEN DOODLE

By Brigitte Dupuis

Quebec, Canada



The clip-on combs may be perceived as tools for lazy groomers, but years of professional grooming can affect our hands and wrists (carpal tunnel syndrome.). It is obvious that nothing can replace the perfect texture of a beautiful scissor clip.

If well used, the clip-on can do a very acceptable job while saving us time and effort, especially when used with a vac grooming system.

As with scissor work, you must comb a lot; the comb in one hand, the clipper in the other. We began by putting the clipper very lightly into the dog's hair, going increasingly deeper afterwards. This allows us to leave a beautiful soft finish without the unwanted clipper marks.

To obtain a beautiful and stylized cut, I recommend leaving the hair longer on the legs than on the back. A very simple way is to imitate the Schnauzer cut. Just use the clip-on that is suitable for the length of hair wanted.

In this case, I used the "E" clip-on for the back and scissored the legs.

I also could have used a smaller clip-on like "A" or "O" for the back and used the "E" for the legs. If you choose to do so, just remember to leave the hair on the front of the legs longer. I get this result by using the clip-on *against* the grain (which leaves the hair shorter)



on the back and sides of the legs, or by using the clip-on *with* the grain on the back and sides of the legs and scissor the front.

### Before:

The first thing to remember with a clip-on is to always follow the grain of the hair.

From the shoulders, I use the clipper against the

*Continued on page 42*



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grain up to the middle of the forehead. I then smooth it with the grain from the occiput to the middle of the back. This will leave the hair on the neck shorter (which is always matted because of the collar and repeated petting) without anyone knowing it. Only his groomer knows! Also, the dividing line between the head and neck will disappear like magic!

A trick for a beautiful underline is to put the clipper on the last rib and go underneath in one stroke. This will leave a dent which will later serve as a guiding line for the scissor work.

With your curved shears, follow the natural incline of the thigh up to the dent left previously by the clipper.

With your straight shears, cut a line on the opposite side to meet the other mark. The purpose of this is to leave a beautiful and natural slope.

For this particular dog, I chose to scissor the entire head with my thinning shears so that he may still keep his impish look.



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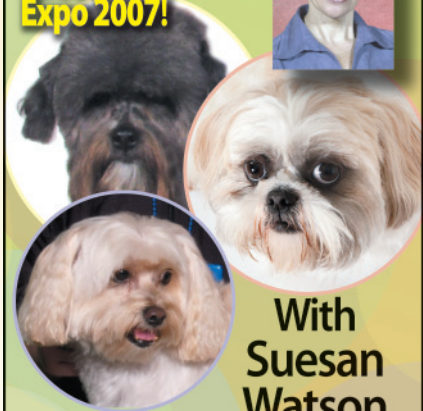
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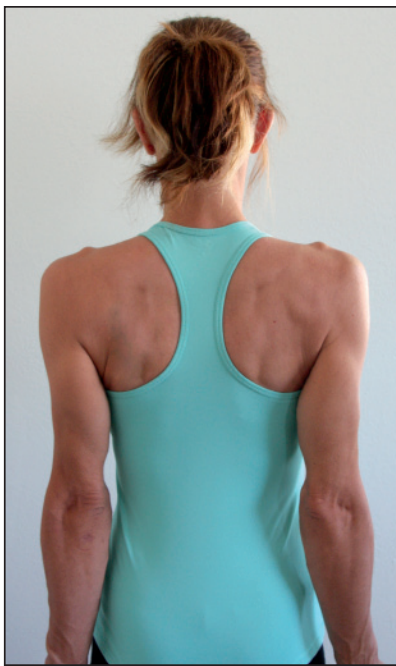
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# PREVENTING THAT *DOGGONE* BACK PAIN

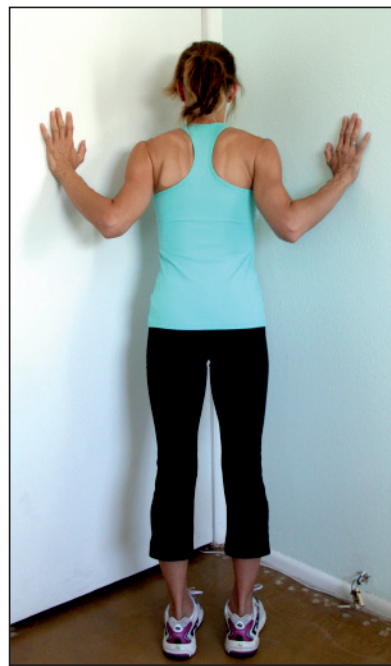
## STRETCHING GUIDE



### *Scapular Retraction*

1. Stand with your shoulders relaxed.
2. Move both shoulder blades down and towards the opposite hip.
3. Hold for 3 seconds.

**Do this stretch periodically throughout the day, especially before reaching for or lifting anything heavy.**



### *Shoulder Hyperextension*

1. Stand in a corner about 1 to 2 feet from the wall, with your hands on the wall.
2. Lean into the corner so that you feel a stretch.
3. Hold for 30 seconds.
4. Do two repetitions, two to three times per day.

**Vary the stretch by moving your arms higher or lower on the wall, or by standing farther away from the wall.**



### *Hamstring Extension*

1. Sit with one leg propped up straight in front of you.
2. Lean forward, keeping the back straight.
3. Hold for 30 seconds.
4. Alternate legs.

**Do two repetitions, three to four times a day.**

# Flirting with Disaster

by Sally Liddick



AFTER



*At 1:15 A.M. I was awakened... The grooming shop that I had put all my time, hard work, and money into was about to go up in flames. I sped to the Oakdale strip mall, now fully engulfed, and watched as my front window curtains caught fire and the flames quickly spread throughout my shop. I watched my sign fall as the roof collapsed.*

BEFORE



This was Kerri Roberts' reality when her Connecticut grooming salon, her pride and joy, went up in flames.

"Seven years ago, I started out with a diploma from grooming school, clippers, grooming shears and the dream of owning my own salon. I opened last year. Finally I had the grooming salon of my dreams," said Kerri.

What do you do to salvage your business at this point?

"I had insurance, but after writing down all the inventory and equipment I had lost, my heart sank as I learned that I was underinsured. I purchased the policy 4-1/2 years ago when I was grooming from my house. My business expanded,

*Continued on page 46*

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and I moved to a commercial space, but I did not increase my insurance to compensate," continued Roberts. "Then I found out that the money I spent to renovate also went up in flames. The owner of the strip mall was uninsured."

Unfortunately Kerri will only get back about 50% of the value of her equipment and renovations. The good news is that Kerri did have insurance. I can't tell you how many salon owners do not. Kerri is understandably upset at this point, but she can start over. Fortunately, our industry has a very low start-up cost, and she should be able to get up and running very soon.

What has she learned?

"You should reevaluate the cost of all your equipment and furnishings, and update yearly with your insurance company," says Kerri. "You always think that you have more than enough insurance, and you probably do when starting out... but as your business grows, your need for adequate coverage must increase as well. Do a thorough inventory, and have enough insurance to cover everything, because we all think something like this would never happen to us."

What are the steps you should take now to prepare for a disaster?

Have you bought more equipment? Do you want to add income coverage for you or your employees? Do you want new replacement value insurance, or are you content just to take a portion of your replacement cost? Call your insurance company to see if you now can get any discounts etc., or if they have something new to recommend.

Find out exactly what your landlord covers. Many strip malls only cover the cement floor, sidewalks and roof. Everything above the floor... and the roof and below is your responsibility, including

*Continued on page 47*

## Bob Thompson of Governor Insurance suggests these coverage options:

- What does it cost to replace the contents, equipment, and any improvements that you make to a building you are leasing? Identify these with your agent, since this is not your property and seldom, if ever, are they included in your personal property coverage.
- If you own the building, ask your agent to do a replacement cost appraisal on it as well.
- Any exterior signs, plate glass, money coverage, or employee dishonesty coverage needs to be discussed with your agent, if needed.
- Two very important coverages needed, which very few insurance companies offer, are coverage for **CUSTOMERS' PETS** and **PROFESSIONAL LIABILITY** if you injure or harm a customer's pet while in your care. Some insurance companies may offer coverage for customers' pets on a limited basis only if the injury is caused by fire, lightning, windstorm or hail. If an insurance agent tells you that the customers' pets are covered, you need to ask for what type of coverage or for what perils of insurance. Many agents are not completely familiar with their own policies and tell customers that pets are included, thinking that they would be included the same way as contents. "I am not aware of ANY insurance company that does not specifically EXCLUDE pets of customers," says Thompson.
- Kennels specifically need to pay close attention to the limits that they would purchase for customers' pets, especially one with many runs to accommodate many pets.
- **MOBILE GROOMING VANS:** In a commercial or business auto policy, you would need to identify the customization and value that has been done to your commercial cab and chassis. If you do not identify this value, you will more than likely not be paid for what you have spent to customize your truck or van.
- **MOBILE GROOMING LOSS OF INCOME** is available if your van or truck is damaged or destroyed and will pay you a daily rate while your van is out of commission. DO NOT confuse this Loss Of Income with the Loss of Income on your Business Policy. This only extends to loss of income if the location listed on your policy is damaged or destroyed and does not extend to your van or truck.
- **MOBILE GROOMING TRAILERS:** All personal auto policies have an exclusion for vehicles used for or in business. If you pull your trailer with a vehicle that is insured under your personal auto policy, it would most likely not have coverage in the event of an accident. Insure the vehicle that is pulling the trailer AND the trailer, under the same business auto policy.
- **WORKERS COMPENSATION** – Most states require Workers Comp for every employee you hire. Most, if not all states, will allow the owner to exclude himself if he so desires. If you are an active owner in the business, I would recommend that the owner include himself, not only for the medical coverage it provides, but for some loss of income that would be available under Workers Comp for owners and employees.

*For more information on Governor Insurance, request Reader Service Card #7569.*

## Sally's Recommendations for Dealing With Disaster:

- Call your insurance company. Get that process started right away so that you can have the cash you need to rebuild.
- Contact your phone company to forward your phone calls from the business to another number so that you do not miss your clients' calls.
- Contact your clients to let them know that you are still in business and that you will be contacting them as soon as you have news of your new location. Your clients can be one of the biggest resources in helping you find a place. Some might actually have a temporary facility for you. It certainly never hurts to give them details of what you will need.
- Contact local groomers. Other groomers may be able to rent you space in their facility at slow times of the day to help you. Or a new groomer in the area may accommodate you and your clientele for a time. Be prepared to pay for the use of their space. Charity only goes so far. They may also have equipment that you could borrow or rent to get up and running.
- Contact a local kennel or veterinarian that may have space to rent temporarily.
- Contact your local Chamber of Commerce. They may have resources for you. They certainly don't want to lose your business to another locality. Contact your city, township or borough to see if they can aid you in any way.
- Call your local newspaper and television station. Tell them of your heart rendering story and take a photo with a dog. They may do a human interest story on you that could open up doors to rent at a very reasonable price. Pet stories are usually welcomed by the media.
- Contact your regular suppliers and let them know of your disaster. They may help you by restocking, perhaps at their cost. They may even have distressed products or merchandise that they can give you at a vastly reduced price. With cash in hand from the insurance company, this should be very helpful.
- Contact Barkleigh Productions at [todd@Barkleigh.com](mailto:todd@Barkleigh.com). We will be happy to give you index cards to get started, as well as any other cards that you may need to mail to your clients or take to your veterinarians, etc. to let them know your new location.

the plumbing, paint, flooring and electrical items in that space. If those items are lost in a fire, you will have to pay for them.

On a monthly basis, take your valuable data to a separate location. That would mean backing up your files on disk and removing them, or periodically photocopying all of your index cards of clients. At a minimum, have the name, address, e-mail, and phone number of each of your clients. Also, financial records should be kept in another location.

"I think the first thing a groomer needs to do after a fire is to call the agent to revisit what coverage and limits the groomer had in place," says Bob Thompson of Governor Insurance (RSC # 7449), one of the premier insurance companies in the grooming industry.

"Secondly, ask the agent for a complete copy of the policy and any changes made to it if the groomer does not have them. In most business policies, there are extensions

of coverage and limits in addition to any limits identified on the declaration page. I have seen these extensions offer as much as \$25,000-\$75,000 more coverage.

"The groomer should review

the coverage and limits every year or when any changes have been made," he continues, "such as address change, equipment or building upgrades, additions or deletions."

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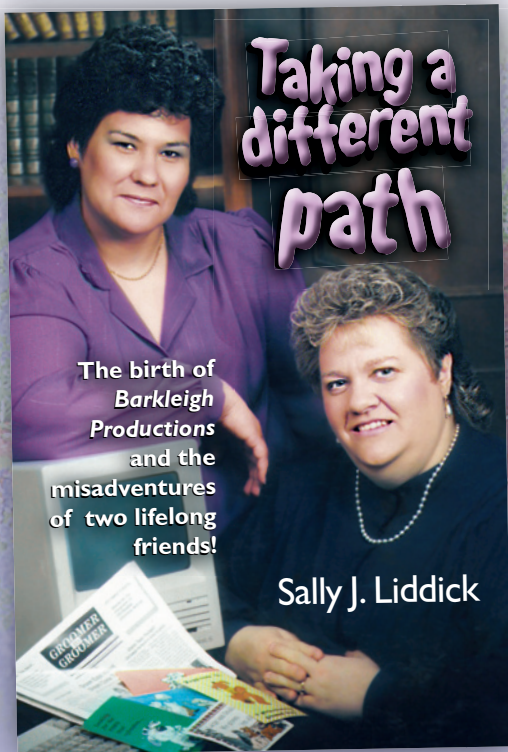
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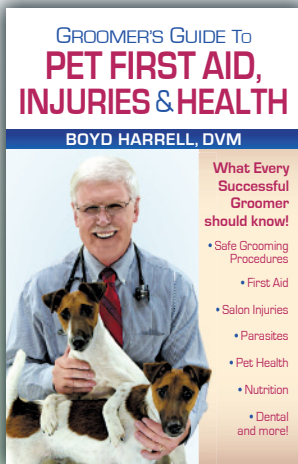
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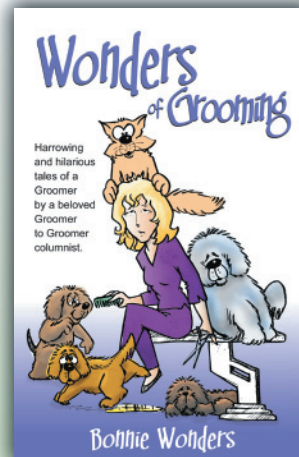
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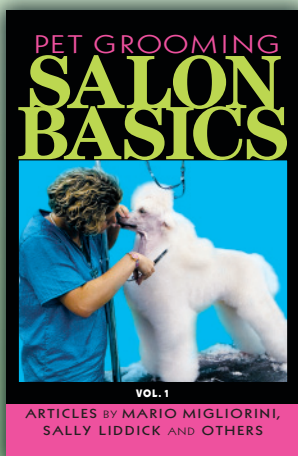
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5. You sit still for your hairdresser.
6. Your hairdresser doesn't remove the boogies from your eyes.
7. Your hairdresser doesn't clean your ears.
8. Your hairdresser doesn't give you a sanitary trim.
9. You don't go eight weeks without washing or brushing your hair.
10. Your hairdresser doesn't wash and clean your rear end.

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

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

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Send out some of our new reminder cards. Jot a special on your GroomOgrams in the remarks column. Example: Free box of treats with each grooming, 10% off, etc. Take this slow time to place your GroomOgrams at animal shelters, etc., and meet the owner/operators of these establishments.

When leaving your GroomOgrams in estab-

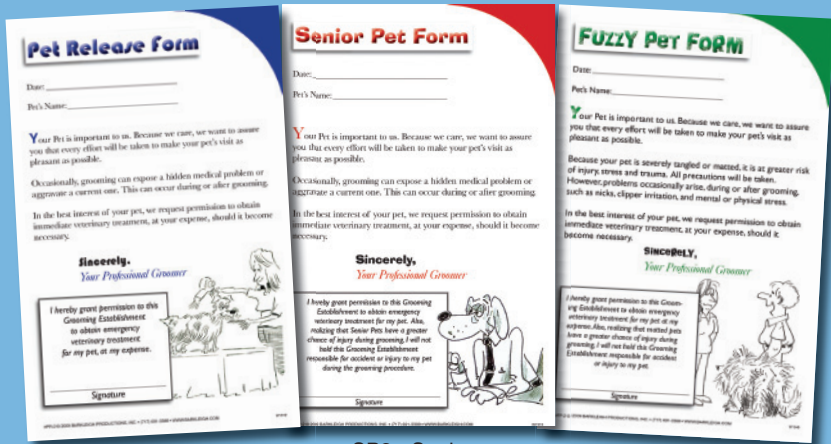
lishments, open them. People will pick them up to read the cartoon and will get your advertising message later.

How many GroomOgrams should you order? Take the average number of dogs that you groom weekly and multiply it by 12. That will provide you with a three month supply.

Divide that number in half, if you choose to mail postcards and GroomOgrams and order that number of each, respectively. Plan to have extras to give to vets, pet shops and breeders.

## NEW PET RELEASE FORMS & TIP SIGNS!

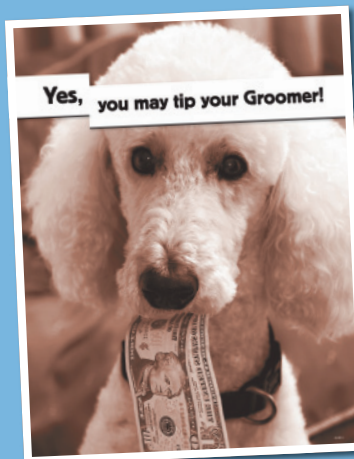
These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR2 - General

SP2 - Senior

FP2 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

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Photos by Udo Kretschmer

A young Polish groomer works on his Schnauzer.

# Diary of a Groomer

## at the first IJA Grooming Contest in Poland... Euro Groom 2010

by Karin Kretschmer



Winner of the first grooming contest in Poland is the Golden Retriever, groomed by Karolina Krosnicka. (L-R) Judge Karen Kretschmer, show organizer Zbigniew "Zibi" Lenarcek, contest winner, and Judge Sasha Riess.

I met Zbigniew Lenarcek at our *Millennium* show in Berlin. As a distributor, he supplied groomers in Poland with the tools and professional salon equipment through his company based in a northern town on the Baltic coast. He quickly offered me his familiar nickname of Zibi as his name was unpronounceable for my German dialect.

After the show we lost track of each other. IJA judging was already established in *Barkleigh* grooming shows and *Groom Expo* and *Groom & Kennel Expo* were known to the Europeans. Zibi and I actually met while judging at Hershey. Over dinner we shared experiences and the idea was

born for Zibi to organize a competition in Poland with educational seminars as well.

Years went by and nothing happened. Suddenly we got an invitation. *Euro Groom 2010* would take place with competitions in all categories, including creative styling, and would feature educational seminars. The judges would be Sasha Riess from Serbia, myself from Germany, Zibi, and my husband, Udo, as photographer.

On Friday preparations were in full swing with the contest meeting. There was much to discuss with the first time competitors. The legendary *Sally Break* was explained in detail, and Sally

*Continued on next page*

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Liddick was remembered for this groundbreaking change in competition. Simple though it seemed, a 15 min. break in the middle of competition, was earth shattering to the competitors when it was instituted by Liddick several years ago. But now it is much appreciated by dog and competitor alike. Udo gave details on before and after photos and the participant's excitement was palpable. Meanwhile Sasha was missing and had not arrived by air. The nervousness was written all over Zibi's face. Sasha arrived a little later to Zibi's relief.

The grooming contests were held on Saturday in the company offices. The ground floor grooming school provided nice ambience for the first competition in Poland. The first day held three classes... *Terrier, All of the Purebreds* and *Sporting. Level I* novice competitors were the largest group. Some dogs were already pre-groomed, while others came with enormous coat length. It was obvious that not every participant was able to find the right dog for the event. But it was a beginning. Udo quickly took before and after photos, as these were essential for judging. This is a unique aspect of IJA methods. Surprisingly, the audience asked for access to the images to track the progress of the work before them.

A strenuous day of grooming lay ahead on Sunday for the *Poodles* and *Salon Freestyle* classes. The *Freestyle* class would feature seventeen entries and was the strongest category for the weekend. But first there was a celebration as the contest room was transformed into a restaurant, courtesy of Zibi's wife, Zusanna. She offered a three course menu while Zibi became a DJ. Lots of conversations went back and forth and it was all dogs, dogs, dogs. And Udo and I celebrated our 25th wedding anniversary that evening as well.

The next day I had a seminar but language barriers had to be overcome. Many understood English and I had a translator for my German to Polish. It was an exciting weekend

with many firsts... *Euro Groom* was born! The first international grooming contest had become a reality and IJA entered into another European country. The first creative grooming competition was held as the regional press came for an interview with Zibi.

Sasha and I presided over the most amusing part of the show as six creative competitors gave it their all. Sally and Gwen would have been proud of Sasha and me as we moderated the contest and interviewed the contestants, like Sally and Gwen do at their events.

And then it was time for the winning awards and *Best in Show* prize. The winner was the Golden Retriever. The show was especially exciting as it was the result of an invitation for an IJA competition in a country that was not known to me. I met fantastic people who were genuinely sincere and welcoming, and we enjoyed a very successful show. We bonded with each other during this weekend




Photo by Udo Kretschmer

*Creative grooming gets a start in Poland.*

in a way that Polish groomers never had before.

This was all due to a dream of one single person, John Nash, whose desire it was to make competitions fairer through panel judging. John Nash will remain forever in our hearts and his dream lives on now in the hearts of Polish groomers whom he never met.



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# GROOM & KENNEL EXPO 2011

*Is Quickly Approaching!*

Plan now to attend one of the most exciting grooming shows in the country! Groom & Kennel Expo will be held February 10-13 at the Pasadena Convention Center in beautiful California.

Groom & Kennel Expo 2011 will be home to a nail-biting Winner's Circle Tournament! Two groomers, Olga Zabelinskaya and Irina Pinkusevich, are now only one win away from winning the huge cash prize of \$30,000! On Sunday, the world's largest cash prize for grooming could be given away to one of these groomers!

Throughout the weekend the World Cup Grooming Games will be held, and Sunday will feature the exciting Creative Styling and Model

Dog Contests. Also included in this year's show is the Mobile Roundup, a showcase of mobile grooming vans from across the country. It is a great opportunity for mobile groomers to see new industry trends and get ideas for their own business.

Groom & Kennel Expo 2011 has an amazing line-up of pet professionals to instruct seminars from Thursday through Sunday. Speakers include Chris Pawlosky, Jay Scruggs, Teri DiMarino, Linda and Steve Easton, Kristen Fulton, Bob Harris, Hayley Keyes, Desiree Livingston, Donna Owens, Caroline Shin, and Sherri Shinsky. Topics include First Aid, Canine Massage, Skin Issues, Salon Design, Hands-

*Continued on next page*



*Attendees can find great deals at exhibitor booths and silent auction tables during Groom & Kennel Expo's trade show.*

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*Deb Becker  
Groomers Club  
Coordinator*

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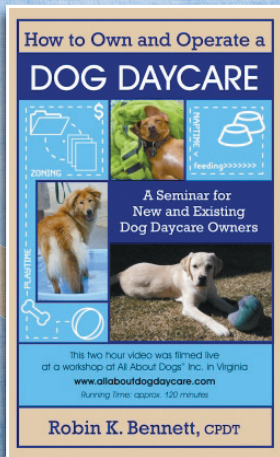
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on Scissoring, Dematting, Business Management, and Mobile Grooming. There will also be an IPG Workshop.

A GroomOlympian Series of classes will feature top groomers in the industry conducting grooming seminars and demonstrations. Attendees will learn firsthand how award-winning groomers Carol Hoover, Jennifer Lee, Irina Pinkusevich, and Olga Zabelinska-ya trim popular everyday breeds.

Last year, Groom & Kennel Expo welcomed 2,500 attendees and featured nearly 100 exhibitor booths at the three-day trade show. We are planning for an even larger event this year. It's a show you won't want to miss!

For more information on Groom & Kennel Expo 2011, please visit [www.GroomandKennelExpo.com](http://www.GroomandKennelExpo.com) or request Reader Service Card #7560.



Groom & Kennel Expo 2011 will feature the Mobile Roundup, a showcase of mobile grooming vans.



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## Coming Soon!

The Northwest Grooming Show will be held in Tacoma, Washington at the Murano Hotel and Convention Center on March 18th-20th, 2011. Last year's event hosted 26 companies with 30 exhibitor booths and nearly 600 pet care professionals.

The show will present exciting grooming competitions and various educational seminars. Leading industry experts will be speaking on business management, pet health, grooming with hands on demonstrations and much more. Plus, trade show exhibitors will offer special show pricing while introducing and demonstrating new products to attendees.

For more information on the Northwest Grooming Show 2011, request Reader Service Card #7568.



See the newest visual info for the Pet Pro. We have Barkleigh Show Coverage, News, Interviews, Facility Tours, Groomer Video Tips, Company Profiles, and More!

NEWLY ADDED:

**Creative Grooming from GROOM EXPO**  
**Groomer News and Notes**  
**Puppy Mill Rescue by Jon Bannon**  
**Education from GROOM EXPO**

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# NEW PRODUCT NEWS

## SURE CLOT

Bio-Groom introduces *Sure Clot*, a new fast-acting Styptic Powder formula specially developed to help stop bleeding from clipping nails, trimming beaks, and minor cuts. *Sure Clot's* quality and performance is sure to satisfy. Available in 1/2 oz. and 1 1/2 oz. For more information request Reader Service Card # 7530.



## SAFE-T-PET

Morton Salt's new *Safe-T-Pet* was developed because pet safety is a leading concern for people purchasing ice melter. The product is non-toxic, non-irritating, less corrosive than other ice melt blends, and is veterinarian recommended. *Safe-T-Pet* is salt and chloride free, using urea instead; therefore it is safer for kids, surfaces and pets. Urea is an organic compound commonly found in fertilizer. Because urea does not form chloride ions on contact with water, it is far less corrosive to metals, concrete, and skin than the salt-based ice melters. For more information, request Reader Service Card # 7531.



## FANCY FINISHES: STRIPE ART NAIL POLISH

Now available at *Ryan's Pet Supplies*, *Fancy Finishes Stripe Art Nail Polish* comes with a super thin brush for precise striping, detailing, and polish application. *Stripe Art Nail Polish* allows groomers to create fun and fashionable designs

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Combining *Stripe Art Nail Polish* with the 15 *Fancy Finishes Fashion Crème* and *Gemstone Shimmer Nail* colors gives groomers endless design possibilities. Made in the USA, *Fancy Finishes Polishes* are FDA-approved and free from lead, arsenic, formaldehyde, and DBP. For more information, request Reader Service Card # 7532.

## CLOUD STAR INTRODUCES NEW LOOK FOR BUDDY WASH

*Cloud Star* is releasing new packaging for *Buddy Wash* dog shampoo + conditioner. *Buddy Wash* has been in *Cloud Star's* line of all-natural pet products for more than ten years but now has a new look. *Buddy Wash* is a gentle two-in-one shampoo + conditioner that is specially formulated to clean and moisturize a dog's skin and coat while providing a soothing bath time experience. Made in the USA with pure botanical extracts and natural ingredients, *Buddy Wash* is safe for frequent use, even on puppies. The product is available in Lavender & Mint, Rosemary & Mint, and Green Tea & Bergamot scents. For more information, request Reader Service Card #7534.



## STORE VANTAGE - FREE ONLINE SCHEDULING SOFTWARE

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businesses. *Store Vantage* offers a system to fully manage and run an appointment-based business and includes a menu of reports and customization options to tailor the system to match the needs of each business. Being web-based presents numerous benefits to users, including the lack of installing a program or purchasing additional computer equipment. New features and updates are automatically available to users and data back-up occurs automatically. Business owners can access the system from the store, home, or even on vacation, and can give each staff member his or her own login and access permissions. For more information, request Reader Service Card # 7535.

## FURMINATOR INC. DESHEDDING PRODUCTS

*FURminator Inc.* expands its line of pet *deShedding* products. The new *FURminator* line will feature 17 *deShedding* tools and 17 shampoos, conditioners, hair care, and hygiene solutions. Consumers will now be able to select the best *deShedding* solution for a pet's specific hair length, size, and life stage. In addition, each size tool will offer both long and short hair varieties for optimal results. Among the *FURminator's* new products will be an expansion of cat *deShedding* tools, which are also available in long and short hair models for both small and large cat sizes. For more information, request Reader Service Card # 7537.



*Continued on next page*

**NEW FRESH BREATH MADE EASY! CLEAN TEETH GEL**

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introduces the latest addition to the *Fresh Breath Made Easy!* family: a trial size, 1.9 oz. bottle of *Clean Teeth Gel*. With its built-in applicator, this convenient size packs the same trusted plaque-busting punch as the original 4 oz. gel and is sure to aid in the battle against periodontal disease, the #1 disease among cats and dogs. Designed to promote dental health, the trial size *Clean Teeth Gel* is perfect for pet parents on the go.

Just a dab of this pleasant-tasting gel to each side of the pet's mouth daily removes built-up plaque and tartar without brushing. *For more information, request Reader Service Card #7543.*



**ROYAL COAT EXPRESS**

*Ark Naturals* announces new *Royal Coat Express*. *Royal Coat Express* is a great-tasting supplement, 100% natural remedy made from Pure Omega-3 (Wild Fish Oil) and Omega-6 (Borage Oil) that treats shedding, flaky coats, dry skin, hot spots, itching, and irritation on the skin. It will also improve the look of the pet's coat. *Ark Naturals'* fish source is sardines and anchovies, which have a lower percentage of toxicity than other wild fish. *For more information, request Reader Service Card #7544.*



**GIMBORN PET SPECIALTIES RAW SCIENCE**



*MiracleCorp Products* releases *Gimborn Pet Specialties Raw Science*, an all-natural, ready to feed, freeze-dried dog food. Requiring no refrigeration and generating no mess, *PRO-TREAT Raw Science* food combines the goodness of whole meats, vegetables, and fruits into a healthy, all-natural food. Providing high-quality meat protein, antioxidant rich fruits and vegetables, Omega 3 & 6 rich oils, and flaxseed, *Raw Science* is gluten- and preservative-free and is suitable for all life stages.

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**PAW BROTHERS® ADDS 24 NEW GROOMING TOOLS**



*Paw Brothers® Professional Grooming Tool* line has expanded to include 24 new tools. *Paw Brothers®* has the right tool for every task. The *Paw Brothers®* line of professional grooming tools offers a full range of slickers, brushes, combs, de-shedding and de-matting tools, finishing tools, and nail care tools. Designed with the professional in mind, these tools feature comfortable grips, stainless steel pins, and durable construction.

*Paw Brothers®* tools are perfect for use in the grooming shop or at home. All tools have hang tags for easy display. Count on *Paw Brothers®* for the best quality at the best price. *For more information request Reader Service Card #7570.*

**INDUSTRY NEWS**

**COMPANY MERGER**



Competitors *Cain & Able Collection* and *Happytails*, pioneers of high-quality canine spa products, have joined forces in the natural canine grooming and wellness categories. They have formed a third holding company named *EcoWellPet*, which acquired the brands from both companies as a start to its growing brand portfolio. The firm's brands include: *Cain & Able Collection*, *Happytails Canine Spa Line*, *Dirty & Harry*, *KissAble* and *Dogmaceuticals*, which serve different segments of the pet industry, from boutiques, eco-focused stores, and mass market. Each brand will retain its unique identity, and there will be no change in the product line-up. *For more information, request Reader Service Card #7571*

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# CALENDAR OF EVENTS

## CALIFORNIA

### GROOM & KENNEL EXPO 2011

2/10/2011 – 2/13/2011  
Pasadena, CA  
(717) 691-3388  
info@barkleigh.com  
www.groomandkennelexpo.com

## COLORADO

### Colorado GroomFest 2011

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(724) 962-2711  
ndga@nationaldoggroomers.com  
www.nationaldoggroomers.com

## GEORGIA

### Atlanta Pet Fair

3/3/2011 – 3/6/2011  
Atlanta, GA  
(770) 908-9857  
atlantapetfair@yahoo.com  
www.atlantapetfair.com

## ILLINOIS

### All American Grooming Show

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

## MISSOURI

### Groom Classic

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www.groomclassic.com

## NEW JERSEY

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hhbacker@hhbacker.com

### Intergroom

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intergroom@msn.com

## NEVADA

### SuperZoo

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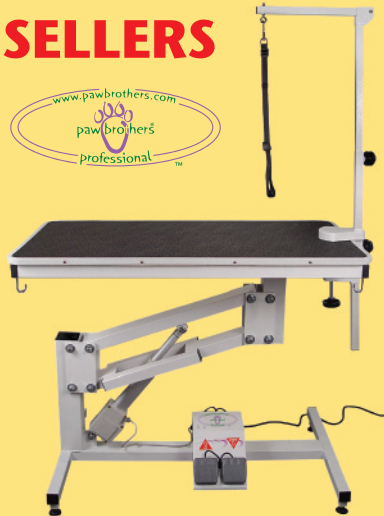
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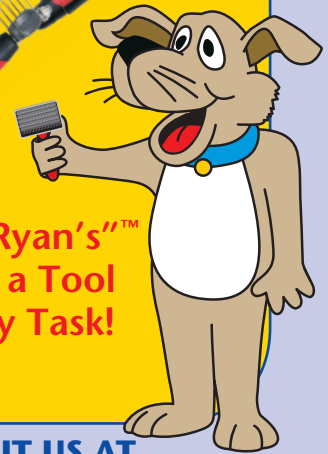


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