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VOL. 31 ED. 6 • JUNE 2012

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by Kathy Hosler

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BREAD & BUTTER GROOMING TERRIER MIX TRIMS

by Kathy Rose



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DENTAL CARE
BOOSTS SALON
REVENUE!**

by Bruce Muller

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EASY MONEY: GIMME A BREAK!

by Joe Zuccarello **PAGE 40**

**THE EDITORIAL IS NOW CALLED *SCISSORS
DOWN* AND CAN BE FOUND ON PAGE 62!**

EDITORIAL STAFF

EDITOR

Todd Shelly
todd@barkleigh.com

ASSISTANT EDITOR

Gwen Shelly
gwen@barkleigh.com

MANAGING EDITOR

Deb Becker
dbecker@barkleigh.com

ART DIRECTOR

Lucas Colton
lucas@barkleigh.com

GRAPHIC DESIGNERS

Emily Veronikis
emily@barkleigh.com

Lance Williams
lance@barkleigh.com

Cindy Agoncillo
cindy@barkleigh.com

PRESIDENT

Todd Shelly
todd@barkleigh.com

CHIEF OPERATIONS OFFICER

Adam Lohr
adam@barkleigh.com

ADVERTISING CONSULTANTS

Maggie Gellers
maggie@barkleigh.com

James Severs
james@barkleigh.com

COLUMNISTS

Bonnie Wonders-Trent

Teri DiMarino

Kathy Hosler

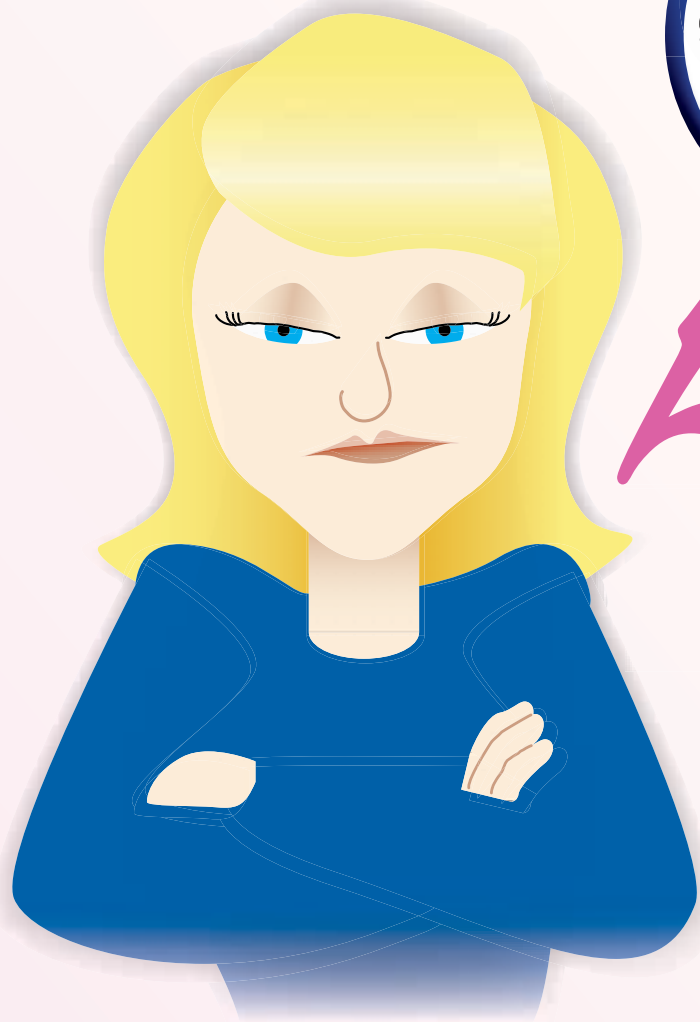
Dawn Omboy

Gary Wilkes

ON THE COVER



Photo by Lance Williams | Designed by Lucas Colton



Late? Not Me!

By Bonnie Wonders

For years I have had a major pet peeve with customers' being late for their grooming appointments. When you schedule dogs pretty much every 30 minutes and they are worked on continuously from start to finish, the owners better be on time. Unless it's truly unavoidable and involves an ambulance, I get really irritated. Ten minutes here and thirteen minutes there gets under my skin to no end.

The other week, I called a habitually late woman to remind her of her appointment. I called her at 8:00 a.m. to give her a heads up on

her 11:00 appointment that morning. Assuring me that she'd show up on time, she burst through the front door of the shop at 11:21.

I handled it with the greatest of tact. "You're late... again," I said. I wasn't exactly smiling as I stood before her with my arms crossed in my best Indian chief stance.

"Oh, I know," she responded, not looking a bit apologetic. "I was on the computer and forgot I was supposed to be here," she remarked. "Here," she added as she thrust the dog's leash into my hand. "He's matted. If you really can't comb it out, then you can

shave him, I guess," she said as she turned to leave.

"Gee thanks," I told her. "I'm running behind now as it is, so de-matting doesn't look too promising," I threw in.

That same week, another repeat offender tried to put one over on me for about the tenth time in a year. This woman has constant vehicle excuses. Apparently her brand new Escalade has major bad luck. Let's see... So far in the year that she's had it, she's had two flat tires (amazingly both on her way in for her grooming appointments

Continued on page 8

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with me) and one bad battery that wouldn't allow the car to turn over. Another time it was supposedly a set of bad battery cables that wouldn't allow it to even try to start. There was the time she claimed to have run out of gas on her way to the shop. Once she got stuck in her driveway in the snow... which is really amazing, since we only had less than two inches of snow anyhow, not to mention the fact that the vehicle is a huge four-wheel drive.

The last time she called me, she said her "truck was on fire." She sounded amazingly calm for that one, and as I held the phone closer to my ear, I actually felt alarmed for her at that moment. I knew there was no way to make that one up. She'd really have major damage.

"Oh my gosh! Is it on fire right now?" I asked.

"What?" she said on her end of

"Is your car on fire right now?" I asked again a little louder.
 "No. It's not on fire," she replied. "I said I've got a flat tire!"
 ... Her third tire in less than a year... I don't think so.

the phone.

"Is your car on fire right now?" I asked again a little louder.

"No. It's not on fire," she replied. "I said I've got a flat tire!" she said. Oh, so that really made me feel better. Her third tire in less than a year... I don't think so.

There's a woman who is constantly on her way to North Carolina for a last-minute trip to the beach. She apparently wakes up 30 minutes before she's supposed to show up for her appointment and decides to travel 11 hours to

go south for the weekend. Need I mention that she's actually another one with an Escalade? She comes in weekly for an appointment and misses about every third one for this "vacation."

Another is my own doctor, not that I should really call him "my" doctor. I mean, I haven't actually seen him for anything for probably seven years. I always get the nurse practitioner. If I even try to get an appointment with him, I have to wait at least three months. I can see

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the NP that day. The only way I'll be allowed to get an appointment with him is... I actually don't even know how I'd get one before the three-month waiting period.

Of course when he wants his mutt groomed, I'm available within the week for him. Don't even ask why. I guess I'm hoping if I really come down with something horrendous, he'd come to my aid. Yeah, I

doubt it too, but I am still dreaming. Anyhow, he's always 15 minutes late. Silly me. I'd always thought that of all people to be on time, it would be someone who also works on a tight schedule.

Last week when he was late yet again, I confronted him about it. "Why is it that you are always late when you have your appointment with me, yet I am always

prompt with my appointments with you?" I asked him.

"Well, first off, I have rounds at the hospital before I come here," he advised me. "Second of all, I never see you. I mean, I don't think I've seen you in my office for several years," he admitted.

"Ah-ha! Exactly another point of contention," I told him. "Why is it

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that I can never get an appointment with you when I call? I always have to see the NP," I told him.

"Quite simply because I choose to avoid you and tell my staff never to let you have an appointment with me. In other words... I'm hiding from you," he stated flatly. I thought I'd fall against the wall when he said that. I actually believed him. At least I hoped that he was joking. I don't know, though. Medical people are goofy anyhow. Point is, he's always late without apology.

Another guy is a preacher. He has to give me his whole itinerary for the day when he makes the appointment. Heck, I get his whole week. From counseling so and so for their marital problems to whom-ever is in the hospital for whatever ailment. Believe me, there's not much "preacherly discretion" with him. When he's late, he'll tell me who's fooling around with whom

"I told you it was 11:00 when you called this morning," I tell her. "I'm so sorry," she'll say. "Are you sure? I could have sworn you said it was 2:00," she says, shaking her head as if she were completely mystified.

in order to get out of catching the wrath of the mighty dog groomer.

"Ann" always calls me a couple hours before her appointment and asks what time she's supposed to come in. If I say 11:00, she'll say, "Oh, I'm glad I called! I thought it was 2:00. I was going to go shopping at 11:00 for a few hours." Then surprisingly she never shows at 11:00 and comes in at 2:00 anyhow.

"I told you it was 11:00 when you called this morning," I tell her.

"I'm so sorry," she'll say. "Are you sure? I could have sworn you said it was 2:00," she says, shaking her head as if she were completely mystified.

I've lost count of the people who make an appointment with me and then find out it's much cheaper at another place. They don't call to cancel with me, of course. I keep track of the "no-shows." Inevitably, a couple months down the road I get another call from them wanting

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an appointment. When I remind them that they had one with me a few months ago and didn't call to cancel, then they come clean. "Well, it was cheaper up the road, but I don't want to go back there again," they'll almost always say. "Uh-huh," is pretty much my response.

I get some of those who just felt like sleeping in this morning. "I didn't think you'd mind," they'll say.

"Mind? Who, me? Why on earth would I object for heaven's sake?" I can't wait to see the look on their faces when I schedule them for a very early appointment and I decide to sleep in. I think I might even make it for a Monday morning - a day when I'm closed all day, anyhow. Shame on me...

The most irritating, though, is the kid who brought in his parents Schnauzer just the other day. He was 25 minutes late. The kid looked like a typical "rich" kid who is a

spoiled brat. (Leave me alone... I'm entitled to have my own opinion of what a rich kid looks like.) It was almost 2:00 in the afternoon, and the dog's appointment was at 1:30. In saunters (yes, it was a "saunter") this 18-year-old-looking kid with a disheveled bed-head thing going on. He's got on those plaid pajama bottoms that were exposing way more crack than the proverbial plumber. Add to it that he's got on these really big Whoopie Goldberg kind of sunglasses. He props himself against the counter and tilts

his head up to look down under the sunglasses at me. "This is what your job is all about," he declares, holding the leash out to me.

"Well, first of all, your job was not to make me late for my job," I responded in kind.

He tapped his car key on the edge of the counter. "Life is... hectic," he stated philosophically. With that he shrugged and walked out the door.

I should have shown him how much more "hectic" it could feel with a footprint on his hairy rear-end...

I get some of those who just felt like sleeping in this morning. "I didn't think you'd mind," they'll say.

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NORTHWEST GROOMING SHOW

REVIEW

The Northwest Grooming Show was recently held in Tacoma, Washington at the *Murano Hotel and Convention Center*. The event hosted approximately 40 exhibitor booths and welcomed nearly 800 pet care professionals.

The show was home to two-tiered Poodle and All Other Purebred competitions and a Creative Styling competition. Andis Best in Show winner for Open Division was awarded to Barbara Prueckel of *Doggie Style Inc.* in Calgary, Alberta, Canada. Deanise Stoops of *Purrrscision* in Sunset Beach, CA won First Place in the *Barkleigh Open Poodle Class*. *Electric Cleaner Company's* Open All Other Purebreds Class awarded First Place to Barbara Prueckel. The First Place winner for *Tropiclean's* Creative Styling competition was Angela Kumpe with her "Lilly" creation. Carol Hoover of Yelm, WA won the People's Choice award with her design, "Cowboy Up."

The show featured educational seminars and demonstrations by leading pet industry professionals on grooming and business topics. Kathy Rose, Kendra Otto, Michell Evans, Diane Betalak and Jay Scruggs offered seminars featuring live grooming demonstrations. Speakers and topics included; Teri DiMarino with a Brusher/Bather Certificate program, Donna Owens on First Aid, Adrienne Kawamura on Cat Grooming, Joe Zuccarello and Nancy Thomas on Business Strategies, and Dr. Adelia Ritchie on Canine Skin Problems.

Trade show exhibitors offered special show pricing while introducing and demonstrating new products to attendees. It was a great opportunity for groomers to stock up on supplies and check out some new tools of the trade.

Next year's show will be held **May 3-5, 2013**. For more information, please visit www.NWGroom.com.

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Open Class First Place winner, Deanise Stoops with Cindy Agoncillo of Barkleigh Productions.



Open Class Second Place winner, Barbara Prueckel with Cindy Agoncillo of Barkleigh Productions.



Open Class Third Place winner, Alida Tanney with Cindy Agoncillo of Barkleigh Productions.



Novice Class First Place winner, Amy Peck with Cindy Agoncillo of Barkleigh Productions.



Novice Class Second Place winner, Deb Riche with Cindy Agoncillo of Barkleigh Productions.



Novice Class Third Place winner, Annie Davis with Cindy Agoncillo of Barkleigh Productions.

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Open Class First Place winner, Barbara Prueckel with Trevor Vold of Electric Cleaner Company.



Open Class Second Place winner, Natasha Humeston with Trevor Vold of Electric Cleaner Company.



Open Class Third Place winner, Jessica Cave with Trevor Vold of Electric Cleaner Company.



Novice Class First Place winner, Sheila Wagner with Trevor Vold of Electric Cleaner Company.



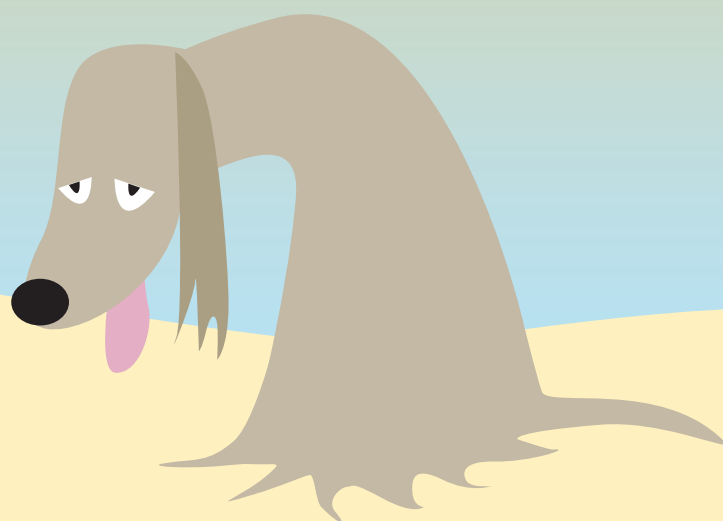
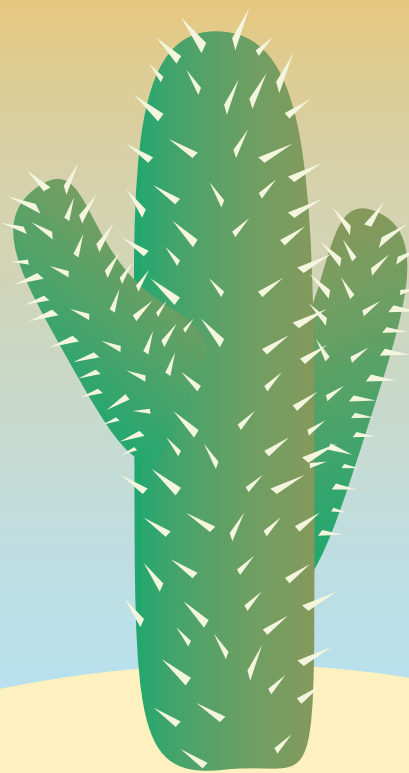
Novice Class Second Place winner, Laurel Behnke with Trevor Vold of Electric Cleaner Company.



Novice Class Third Place winner, Carol Dawson with Trevor Vold of Electric Cleaner Company.

DEHYDRATION

By Mary Oquendo



Remember that plant you received on Mother's Day? The one you forgot to water until you noticed the brown leaves? Well, if you caught it quickly, the plant could still thrive, but those brown leaves would never recover. If you let that plant go too long without water, it would not recover and die. That's dehydration. There is no difference between dehydration in plants and animals.

Dehydration is the loss of normal body fluids including water and electrolytes. The body's cells are now deficient in the water necessary to perform vital functions. Dehydration can cause permanent kidney damage, heatstroke, and shock, as well as damage to the circulatory

system. It will also cause organs to shut down. Untreated, dehydration can lead to death in a matter of hours.

There are three ways dehydration can occur: reduced fluid intake, an increase in fluid loss, or a combination of both.

REDUCED FLUID INTAKE

Their water bowls are unclean; nobody likes to drink dirty water. Or water is not provided for them because the groomer does not want the pet to knock it over and rewet themselves. Personally, I would rather re-dry the pet than have to explain to the owner why their pet was taken to the veterinarian - or worse - why they died in my care.

As a mobile groomer, I provide water for the thirsty pet.

Stressful events (grooming) and travel (driving to the groomer) can reduce the pet's desire for water.

Dogs and cats require a diet that is 70% moisture. Most dry foods have between 8 and 12% moisture content. If supplemented foods and water do not make up the other 60%, then the pet is living in a state of dehydration. This continual dehydration damages the kidneys. Kidney failure is the number one cause of death in cats and the number two cause for dogs. The basic rule of thumb for water consumption is to take the pet's weight, divide it in half, and convert it to

Continued on page 20

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INCREASED FLUID LOSS

- Overexertion and panting due to heat (hot air dryers) or exercise (dancing on our grooming tables)

- Medications that cause the pet to urinate frequently such as steroids and antibiotics

- Illnesses, diarrhea, vomiting, fevers, large wounds, and burns (We should not groom sick or injured pets. In addition, recuperating pets need more fluids than normal.)

- Excessive drooling (This can be a particular breed issue, such as in Newfies and Mastiffs, or an allergic reaction to a grooming product.)

- Pets with kidney disease or diabetes are unable to retain fluids effectively and urinate frequently. When discussing the medical history of a pet upon check-in, these

**Like the tell tale - brown leaves of a plant pet's
show the signs of dehydration. When signs are apparent
it's important to go to your vet immediately.**

are two conditions to mention specifically. It's amazing the number of people who do not equate diabetes with a medical condition.

SIGNS OF DEHYDRATION

Young, older, immune-compromised, pregnant, and nursing pets are more susceptible to dehydration. Like the tell-tale brown leaves of a plant, pets exhibit signs of dehydration. When signs are apparent, it's important to go to your vet immediately.

- Skin loses elasticity. The "pinch test" is a quick way to check for dehydration. Pull up the skin like

a tent and let it fall back down. It should return to its original position immediately. This is not an accurate test for obese pets as their skin is already stretched to capacity.

- Lethargic or depressed in appearance. This pet looks like it has no zest for life. It will also be accompanied by sunken or dull-looking eyes.

- The gums are dry and sticky to the touch. Even though the heart may be racing, the capillary refill time is slow. You can check capillary refill time by pressing on a pink area of their gums. Normal refill time is two seconds or the amount of

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time it takes to say “capillary refill.” Exercise caution when putting your fingers into a mouth of a pet. Many do not appreciate your concern.

- Tremors in the back legs is also a sign of dehydration.

While physical findings can point to dehydration, it cannot determine the extent. A complete blood count, packed cell volume, and total blood protein tests are needed to determine the extent (i.e. percentage) and cause and to check for kidney damage. A complete biochemistry profile is recommended.

MEASUREMENTS OF DEHYDRATION

- Less than 5% is considered mild dehydration. The stretched skin will return to normal quickly. This is not an accurate test on obese pets.

- Between 6 and 9%, there is a noticeable delay in the skin return-

ing to normal position. Eyes can be sunken and the gums dry. This range can cause significant health problems in cats.

- Between 10 and 12%, the skin does not return to normal, eyes are very sunken, pulse is weak, and the heart rate is accelerated. This will cause significant health problems in dogs and can be fatal in cats.

- Between 12 and 15% is life threatening for dogs. They will be in shock and most likely unconscious.

- 15% is death.

It does not take long for your pet to go from 5% to 15%, and any delay in treatment can be fatal.

In mild cases of dehydration, you can give the pet fluids by mouth or into the cheek pouch with a syringe. Use *Smart Water*® or UNFLAVORED *Pedialyte*® instead of water, as either will help to replace lost electrolytes. Do NOT use flavored *Pedialyte*® or *Gatorade*®, as they

contain artificial sugars. Artificial sugars are highly toxic to pets as they cause an unsafe drop in blood pressure. In more serious cases of dehydration, the pet needs immediate veterinarian intervention and treatment. The vet will determine the proper rehydration dosage using IV fluids. This pet will need monitoring at the hospital. The vet will also determine and address the cause leading to dehydration.

It bears repeating: untreated dehydration can lead to death in a matter of hours. There are steps to reduce a pet's risk of dehydration. The first is to educate your clients on dehydration. As a groomer, you do not want to begin with the dehydrated pet. While the pet is in your care, provide fresh, clean water and pay attention to the pet for any signs of distress. Prevention is always better than treatment. Just ask the plant on your counter.



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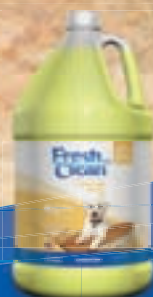
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Bootie BLING

By Dawn Omboy

Adding a touch of color to your everyday salon grooms can really break up the day and make your job a bit more fun than it already is. But not everyone is into coloring *Fluffy's* hair as I am, and that's okay. One person's idea of style is not necessarily the style of everyone. This is what keeps things fresh. Otherwise we would all be wearing our hair the same way and only have one type of clothing in our own wardrobe.

All grooms are not created equal either, and that is a beautiful thing. Even if it is just with a little splash of color or some strategically placed



bling, we can change our pet's style each and every time we see them. Lately I have noticed that even some top groomers like Lisa Leady have gotten addicted to "bootie bling."

Bootie bling is when you attach pretty little sparkly designs to the coat in the area of — you guessed it — the bootie! This really only works on short hair dogs or any dog that gets a short haircut, since it would not stay very well in a longer coat.

To attach the bling, use a light coat of either *Aileen's Tacky Glue* or *Elmer's Washable School Glue* to the back side of your bling. Let the glue

get a bit tacky before placing the bling on your dog's coat. It is very important to use water soluble glues and not something like super glue, which is harsh and uncomfortable and can do damage to the skin. Just because some glues will say water based on the label does not mean it is water soluble. If you choose to go with glue other than those mentioned, read the label and remember to stay safe.

Bling can be purchased in packaged designs like butterflies, flowers, and even words. They can be found in any store that has arts and crafts supplies. If you are a good shopper, you can usually find sparkly things on sale!

Dawn Omboy, NCMG, is the recipient of the Barkleigh Honors Award for Contribution to Creative Styling.

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pun•ish•ment {noun}

the presentation or absence of anything
that causes a behavior to decline or stop

PUNISHMENT-Based Training

The other day, I punished a 90-pound Chesapeake for jumping on me, and then I punished him for knocking over the six-year-old boy he lives with. I punished him with one of those solid menthol inhalers that look like a rounded-end lipstick tube. He rapidly stopped jumping on anyone. A few touch-ups to teach him that all people were capable of shoving a menthol inhaler near his nose and he gave up his jumping. He got treats for doing anything other than jumping.

According to the mainstream modern dog trainers, this process was cruel. They hate “punishment-based” training, and by any definition, that is exactly what I did to stop the jumping. Punishment-based training is cruel, right? Therefore my solution was cruel.

If you are scratching your head trying to connect the word “cruel” to a whiff of menthol, it’s because you live in the real world. This bizarre connection of harmless consequences to terms like “torture” and “cru-

elty” is the result of the push toward “all-positive” behavioral control by modern trainers and behaviorists. This perspective sounds wonderful. Imagine being able to control any dog with scientific, positive methods. Now imagine winning the lottery, inheriting a 200-carat emerald, having dinner with Lady Gaga, becoming Oprah’s personal dog groomer, and finding Big Foot — all on the same day. All of these things are highly improbable to impossible. Of them, the ability to control all dogs with exclusively positive methods is the most outlandish.

As all of you know, some dogs don’t like being groomed. Unhappy dogs offer a variety of behaviors to indicate their displeasure — squiggling, wiggling, thrashing, yipping, barking, tugging, crying, and last but actually most important, biting. This leads to the first of many objections to the “all-positive” ideology. There isn’t any all-positive way to get a frightened or nasty animal to take a treat rather than puncturing your skin. Logically, you have to

use something “negative” to actually block a behavior. In scientific lingo, that would be some form or punishment. The problem is that punishment is evil... or is it?

What is Punishment?

The scientific definition of punishment is pretty simple. It describes the presentation or absence of anything that causes a behavior to decline or stop. It does not require that the punishment be nasty, evil, risky, dangerous, traumatic, or painful. For instance, if I want to stop you from eating the last piece of salmon at a barbeque, I don’t have to hit you on the head — I merely need to sneeze on the salmon. If I want to stop you from attending a movie theatre, I can use my cold and flu symptoms again and sit right behind you, hacking and coughing through the movie. A couple of repetitions and you will go to a different movie theater. Those are examples of presenting something unpleasant that causes a

Continued on page 28

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behavior to decline or stop.

The other kind of punishment is when the absence of something you desire causes a behavior to decline. If your local bakery runs out of your favorite cupcakes, your devotion to going there may decline. If they stop making your favorite cupcakes, you may abandon ever going there. In this case, the absence of the cupcakes has a punishing effect on your behavior.

By the scientific definition, the minute you put a dog in a loop, you are punishing the dog's behavior. The restraint of the loop decreases the dog's tendency to pitch and flounder — universally considered a good thing. The loop does not injure the dog nor make it go crazy. The dog simply adapts, rapidly stops fighting, and also stops falling off the table. Those are good things, too. The same is true of your hands. When you restrain a dog's head to get a straight cut, you are apply-

ing punishment. Why? Because the presentation of the firm hold of your fingers makes the struggling decrease. Over time, the struggling stops completely. This is also a good thing.

If we looked at this issue logically, you'd have to come to the conclusion that punishment is a good thing. It is. Punishment teaches dogs to remain calm when they are frightened. It prevents them from becoming aggressively aroused. It allows them to stand still for long periods of time so that you can make a Schnauzer or Kerry Blue look like a million bucks or trim a nail without nicking it.

In our modern, touchy-feely world, many people have the luxury of going through life in a fantasy fog. Some of us live in a world where Yorkies bite, a jerking dog accidentally gets gouged by scissors, and untrimmed nails eventually deform a foot. We are not allowed to ig-

nore reality and pretend that a dog biscuit will make any dog into an angel. We hold dogs still, put them in a loop, pull them on a leash, hoist them into tubs, and rub soap all over their faces. In order to give our clients' dogs the handling they need to live good lives, we are the ultimate punishment-based professionals. That is a very good thing for our clients and a wonderful thing for their dogs.

My advice for you is that the next time a trainer comes into your shop pitching their all-positive credo, tell them you want to see a demo. First, you'd like to see them get a Kerry Blue on the table without touching it, scissor a Westie without a hold on its muzzle, or teach a dog to put its own nails in the clippers. Then apply the second form of punishment — the absence of something desired — and show them the all-positive way out.

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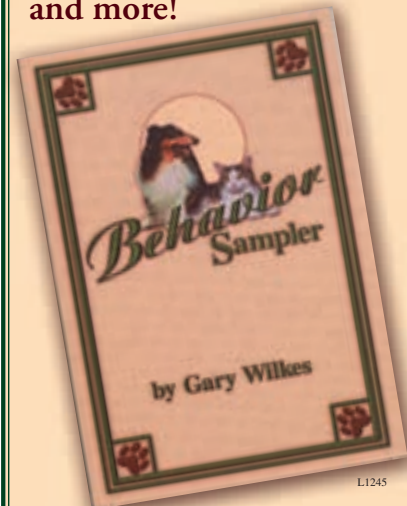
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The Groomer's Roundtable

Roundtable Question:

- **How Do You Contribute to Your Community?**

Pet overpopulation is a problem all over our country, so we have decided to tackle the problem locally by volunteering to schedule the *C-SNIP Low-Cost Spay Neuter* transport for Montcalm County. It can be time-consuming but very worthwhile. We have been involved with low-cost spay/neuter since 2002, shortly after we opened.

Susan Farrell

Pawformance Grooming Salon, LLC.
Greenville, MI

I give a 50% discount to groom rescued dogs in foster homes or shelters.

Cheryl Wyrick

Pampered Paws Grooming
Kansas City, MO

We started a lost pet website for our city (community) for free because we noticed a high volume of lost pets in our city.

Sandra Solis

Puppy Palace Etc.
Laredo, TX

Recently a local shelter asked me if I would allow them to sell candy bars. The profit helps a local organization that helps people care for their pets in times of lost income. If someone has to be hospitalized, they will care for their pet, help with spay/neutering, etc. I did not think my customers would buy them, but this organization is making \$45 a month on my customers right now! I end up eating quite a few myself.

What the hell, I am helping the pets!

Linda Thornley

The Grooming Oasis
North Providence, RI

We have a "change for change" program that collects money for local rescues. We donate merchandise from our boutique, and we offer discounts for rescue grooms and foster parents.

Terri Garretson

Red Dog Spa & Boutique
Chantilly, VA

I try to support any local fundraiser that is pet-related. I also discount senior owners to make it easier for them to care for their pets.

Carol Harvey

Lorac's Mobile Pet Spa
Aubrey, TX

Continued on page 32



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I fundraise for local charities through change tins, and I also give a percentage of my tips if I have an "okay" month.

Victoria Lees

The Dog Spa
Bramhall, Stockport,
Cheshire, England UK

We foster dogs at our pet hotel for *Second Chance Dog Rescue* to provide a temporary home for their rescued animals. Our objective is to get their dogs adopted while providing a safe and comfortable place for them in the interim. We also hold adoption events for them!

Michelle

Bow Wow Beauty Shop
San Diego, CA

I run a grooming day outside the shelter once a month and donate a percentage of profits to the shelter.

Julie Buzinski

Lake Villa, IL

We volunteer our grooming services for dogs that are strays around town by giving them a bath and getting rid of any mats or things that might be hurting the animal.

Tess Hilderbrand

Model Pets Resort & Spa
Lanett, AL

We have recently linked into a nationwide pet recovery service from our website (www.k9innovation.com). There is a link and lots of info for customers and non-customers (anyone in the community). I personally get emailed with any lost or found pets within 50 miles of my business, allowing me to email all of my customers to aid in the recovery of the lost pet.

Valerie Attrill

Barking Beauties
Walnutport, PA

Recently I have teamed up with a local rescue. She mainly rescues

short-hair dogs, so for a flat-rate fee, I bathe them and make them look clean. In return she gives out my cards to new parents.

Sara Fincham

Shirley's K-9 Klippery
Whitby, CN

We participate and donate to almost every event in the area (tricity). I also spend time grooming dogs/cats that are at the shelter and other rescue organizations to make them more adoptable.

Nicole Kane

Dog Days Delight
Cape Coral, FL

Every year I put on a Blessing of the Animals/Pictures with Santa/Adoption Day at Christmas time. In March I put on Pet Idol/Adoption Day!

Donna Piche

Wags & Whiskers Pet Service
Vaudreuil, CN

I'm currently helping to get an animal shelter started in our town and will offer grooming services to help get pets adopted. I also helped with a low-cost spay and neuter clinic and locate homes for pets

Continued on page 34

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Groomer cleans up with easy money!

By Janis O'Neill

Jan's Grooming

Breeder/Owner

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simple and easy way to make money and take care of my customer's pets at the same time.

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whose owners have passed away.

Debbie Cobb
Puppy Le Pew Groom & Board
Pikeville, TN

I donate goods and services to local charities, schools, etc. and donate to the local humane society when a pet dies.

Vicki Graves
Rover's Makeover
Silverton, OR

I volunteer services and grooms to at least three shelters locally.

Kerri Wagner
Bark Avenue Day Spa
Lafayette, IN

We will do nail trims with all proceeds going to local spay/neuter organizations, and we give excess/old retail to the local thrift store that benefits the local SPCA.

Julia Kurdt
Shampoochies
Charlotte Courthouse, VA

We do seminars to educate the public on the importance of health and care for their dogs and set an example for quality in grooming.

Tina Price
Muna Show Kennels
Shandon, CA

I would love to give free grooms for the shelters and help out with adoptions and fosters. I still need to find out how to do that in my area.

Amanda Fusco
Mandar's Mutt Cuts
Virginia Beach, VA

I give free grooming to my clients who have lost their jobs.

Dog Splash
Chicago, IL

We do a lot of rescue work here. I seem to always have a rescue pet looking for a new home somewhere in my salon. We are working on getting our 501(c)(3) status to be a registered rescue group, but it is a

long, hard battle to get the paper-work approved. Another thing I do here is teach people how to groom. I do not charge them a penny but insist that they spend 400 hours in the shop learning the proper techniques to work with pets, stressing safety and common sense. I teach compassionate ways to groom the pets. It has been working out very well for me, for them, and especially the pets they groom.

Suzanne Hentschel
Posh Paws Pet Salon
Macomb, MI

We support local shelters, offer free events for shelter/adoption groups, and host a pet garage sale two times per year for folks to sell/recycle unused pet items and then donate leftovers to pet rescue groups.

Jennifer Howard
The Pawty Palace
Katy, TX

Continued on next page

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The city of Beavercreek, where my shop is located, is in the process of building their K-9 police force. The police are welcome to use my self-serve pet wash as much as they like for free (which happens to come in handy for them, as they forgot to budget for cleaning the dogs). I also donate to as many pet shelter-related activities as I can to help them raise money and hopefully get a couple of new clients out of it.

Amy Howard
Groomingdales
Beavercreek, O

I love to work on therapy dogs, service dogs, and for their owners for a reduced rate. I donate to various animal charities. I also gladly groom a dog to help them find a loving home.

Lori Rozulia
Lori's Canine Massage & Spa
Wood-Ridge, N

I have a table at a few animal charity events throughout the year. I donate gift baskets and sometimes do a freebie groom for the local shelter if they need one. I also have a large flyer holder on my wall with

information on nutrition, training centers, health issues, and adoption. I work with several rescue organizations.

Susan Cooner
Susie's Dog Grooming LLC
New Haven, CT

We collect used cell phone equipment for a local shelter group (they turn it in somewhere for money), and we provide an annual gift basket for a raffle sponsored by another group.

Barbara Miller
Puppy Pals Pet Grooming
Lake Forest, CA

To give back to animals, we try to find good homes for those street dogs that we sometimes find. We groom them, feed them, and in case they're ill, we take them to the vet. When they are in good shape, we find them a good home, and they become our customers as well.

Angelica Domingo
Angy's Dog Spa
Mexico City, MX

I stay open to the chance to give back to the animals in need. I have

given away many crates, blankets, baskets of tools and goodies, free grooming, etc. to non-profits and rescue groups. I have also attended various rescue functions.

Cheryl Rogers
Chyann's Pet Care and Styling
Monument, CO

We collect pet food donations and distribute to those who are having financial difficulties or live on fixed incomes. We also take monetary donations to help with vet bills. I am a wildlife rehabilitator as well.

Denise Bartis
Cameo's Pet Spa
Mebane, NC

I support my community schools' fundraisers with gift certificates or by placing ads in the school newspaper. The parents see this and support me as well, especially since I do not have "two-legged kids."

Robin Boyd
Designs By Star
Richmond, VA

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Why Adding Dental Care Boosts Salon Revenue!

By Bruce Muller

How often do you take notice of a pet's bad breath? In any given week, how many exhibit telltale signs of reddish, swollen, irritated gums; yellowing or loose teeth; or browning from plaque and tartar build-up? Taking a minute to examine the pet's mouth before grooming presents an opportunity for groomers to safeguard pets' health and provide an extra revenue stream for your salon or mobile van business. For groomers who are proactive in realizing these opportunities, the rewards are personal, professional, and financial.

Pet Dental Care Should Be Top of Mind
You are on the front line of safe guarding pet oral health.

Because you, as the groomer,

see your clients' pets more often than their vets do, you are on the front lines of identifying the warning signs of poor oral health, which, left unchecked and untreated, can lead to more serious and more expensive-to-treat health conditions.

Studies show that an overwhelming 80% of dogs and 70% of cats show signs of oral disease by age three. Bad breath is an early warning of disease, signaling the onset of plaque, tartar build-up, and gingivitis. Just as in humans, recent health stories demonstrate that poor oral health is linked to heart disease and other serious medical issues. These same conditions in pets lead to gum disease, loss of teeth, and even worse. The resulting harmful bacteria can enter the pet's bloodstream, ultimately causing infection or damage to kidneys, lungs,

heart, or liver. And the older the pet, the more likely gingivitis and periodontal disease is present. These conditions are so serious, they can shorten a beloved pet's life.

Being alert to and checking the pet's oral health also can save the expense, pain, and potential risk, especially for senior pets, of sedating the pet under anesthesia for a teeth scaling treatment at the vet's.

You are a trusted source of client solutions to - etter pet oral health care.

Pet guardians look to groomers for advice on many pet care issues. You are often a trusted source of information, and they depend on you concerning alerts on emerging health issues. Some may ask questions on their own. Others may be unaware of potential problems, in

Continued on next page

which case, responsible groomers can call an oral health problem to their attention.

Advising clients about their pets' bad breath, poor teeth, and gum condition positions and enhances your status as a pet health guardian. Deepen the relationship by offering pet dental care services and products that will solve these problems for them in an easy, convenient way that protects their pets' oral health.

Offering dental care services increases client referrals.

Routinely clients talk and recommend your standard grooming services to other pet parents, friends, and family. Once they experience how you have taken steps to protect and improve their pet's oral health, the all-important word-of-mouth advertising adds clients - and more revenue opportunities - with little or no expense.

How to Set Up a Pet Dental Care Practice

For groomers who recognize the satisfaction and value of adding pet oral care services, the question becomes "How do I do it?" Rather than just adding oral care products to your existing inventory line (which may or may not sell without a complete understanding of their importance, ease of use, and effectiveness), a better way is to

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take the lead by offering a comprehensive start-to-finish service. That increases their knowledge of pet oral health issues and makes it easy for clients to add your oral care service and purchase accompanying products for at-home daily maintenance.

The easiest and most productive way for groomers to establish a pet oral care service is to do the following:

1. Select a comprehensive oral care supplier.

Look for a supply source that does more than sell you product. Some pet product manufacturers/marketers offer simple client hand-outs but go beyond the basics. For instance, marketers may offer the following resources:

- Educational salon posters to display in the reception and staff areas
- Countertop teaching displays to help the groomer educate the cli-

ent about the cleansing treatment

- Exam charts for the groomer's records and for the clients to track at-home progress
- Easy-to-install equipment to perform the cleansing treatment
- Free client education product brochures to distribute to clients
- Product discounts
- Free website directory listing to find you as a pet oral health groomer
- Periodic updates with smart marketing tips and groomer community ideas

2. Evaluate the pet cleansing solution package and ingredients.

You want a complete package that is easy to set up with an effective treatment and product ingredients. Many pet breath fresheners contain wood alcohol, which can further irritate gingival tissue and increase pets' resistance to daily

oral care. Instead, look for one that is alcohol-free, contains all-natural ingredients, and a bacteria-killing zinc amino acid complex, proven to be effective for freshening pet's breath and killing harmful mouth bacteria on contact. It should be taste-free without any artificial flavors.

Very few clients maintain a daily and correct toothbrushing routine, so look for a product's ease of client application, which encourages daily use. Chews may not reach every corner of the pet's mouth. Sprays and drop-in gels applied directly onto the pet's upper molars will be spread around the mouth through the pet's natural salivary and licking action for fresh breath; cleaner, whiter teeth; and healthy gums. Most important, they head off the harmful bacteria growth that develops into tooth and gum disease. The ultimate test: the pet readily accepts the cleansing solution.

3. Enlist and educate the team for results.

Educate and train your staff

Continued on next page

Attend top-notch grooming seminars, learn the latest grooming techniques and trends, compete in the international grooming contests, buy the latest grooming products and take advantage of the many show specials and networking opportunities available to keep you a cut above the competition.

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as to why the complete pet dental care practice is important and valuable to your clients, their pets, and to the salon. Alert them to the necessity of pet oral exams before they groom, client discussions about the service, pointing out the at-home care product purchase, and encouraging the role of the pet parent in safeguarding pet oral health. The more knowledge they have, the more comfortable and enthusiastic they are in discussing purchasing oral care service and products with clients.

4. Track revenue.

Periodically, or at least once a month or quarter, track the sales of healthcare add-on services and products to evaluate sales and profits margins. By the end of six months, a clear revenue picture will emerge. For example, within a few months, one salon owner who

charged \$20 per cleansing treatment realized more than \$11,000 additional revenue from add-on services and product sales with an increased annualized revenue stream of \$29,000. With a 50% increase in product sales alone, that figure jumps to \$35,000. That doesn't factor in the uncounted income from the new referrals her grateful clients generated.

Bottom Line

Adding profitable in-salon dental care services and products helps groomers solve and avoid the recurrence of clients' immediate pet health problems and head off potentially much more serious and expensive-to-treat conditions. By doing so, groomers position themselves as educators and sources of dental health solutions for their clients. Make the time to add oral

care to your services, much to your clients' immense relief and enthusiastic endorsement of your salon to all who love pets - and in doing good, add to your bottom line.

Bruce Muller, with 20 years in the pet industry, is Director of Pet Products at SmartHealth, Inc. (www.smarthealth.com), a company with nearly four decades of experience in providing quality products and services for human and pet health professionals worldwide. SmartHealth markets the PlaqClnz Oral Cleansing System and PlaqClnz Gel, CutisClr 7.0 skin care, and OticClr ear care among other pet healthcare products. For more PlaqClnz information, visit: www.groomeroralecare.com for professionals and www.plaqclnz.com for consumers or contact: Bruce Muller at (800) 762-7877, ext. 7225; muller@smarthealth.com.



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Gimme a **BREAK!**

Take time to smell the roses?! Are you kidding me? I have a two-week waiting list, call-ins, walk-ins, and staffing problems! There is absolutely NO way I can even come up for air, let alone take some time off.

Does any of this sound familiar to you? If so, you could be heading down a dangerous road of exhaustion, burnout, injury, and other life turmoil your schedule could thrust you into. Too often I see pet professionals doing everything they can to take superior care of the pets and pet parents while neglecting themselves. Poor diet, lack of sleep, stress, short temper, and depression are some of the tell-tale signs of letting your business get the best of

you instead of you getting the best from your business.

While not everyone has the time or money to take a vacation, there are little things you can do to help cope with the everyday grind of your business. I have listed some for you to consider, but I urge you to pay close attention to the signs of your business taking its toll on your well-being and physical and mental health.

Take a Vacation

I know this seems like it is impossible, but whether it is an out of town trip or a "stay-cation," get away from reality for a short bit. Do something different. Maybe it's a week or even a long weekend, but some time away from your daily

routine to explore new endeavors is always a way to relieve stress. Some get creative and plan on combining a vacation with a trade show.

Schedule an Appointment in Your Books... for You

Yep, make an appointment in your grooming books for yourself. These little gems of time are priceless. Get a manicure. Get a facial. See your kid's soccer game. Take lunch to your kid at school. Get a massage. Eat your lunch at the park. Whatever an hour will buy you, make yourself an appointment and take care of yourself just as you take care of your customers.

Invest in Equipment

Your job is hard enough. Why complicate things by fighting with old or shoddy equipment? The time and frustration you spend on hard-to-use, outdated, homemade, and faulty equipment takes more out of you than you think. Put a

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plan in place to replace or purchase a new piece of equipment at least quarterly. Before you know it, your hands, feet, and back will feel better, and so, too, will your attitude and health.

Dress for Success

I know you get wet, hairy, and sweaty every single day. Your hair falls, your clothes can tear, and your makeup fades. But start every day as if it were your very first day on the job. You have a responsibility to reinforce your reputation. Nobody else can do it better than you. In fact, if you have staff, they will tend to emulate your efforts, good or bad. Take pride in your appearance. When you look in the mirror in the morning before going to the shop, you should ask yourself if you have done everything you can to look your best for your customers and represent you, your staff, and your

business to the best of your ability.

Charge Enough

Your business is a “for profit” business. In other words, unless you are a non-profit organization, you are in business to make a profit and to make as much of a profit as you can. While your prices should be competitive, be sure you are charging enough for the work that you are doing. Too many times we give away services or products because we think our customers will think more of us if we do this for them. Guess what! Customers value what they pay for! Unless you are a substandard groomer, don’t charge substandard prices. Offer extra services and charge for them. If you need to raise prices, do it.

Depend on Others

If you have staff, train them and depend on them. If you cannot

depend on them to provide a certain level of service, then you either have the wrong people or you just haven’t trained/managed them enough yet. Define and teach your standards, don’t waiver from them, and demand strict adherence and understanding as to why you have these standards and expect top performance. Settle for nothing less.

In summary, take care of yourself. Don’t settle. Pay close attention to your well-being, and do everything you can to make sure you have satisfaction with your business, your job, and your personal life balance.

Joe Zuccarello is a National Accounts Sales Manager for Tropiclean Fresh Breath Made Easy! Dental products for dogs and cats. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit www.tropiclean.net or call 800-542-7387.

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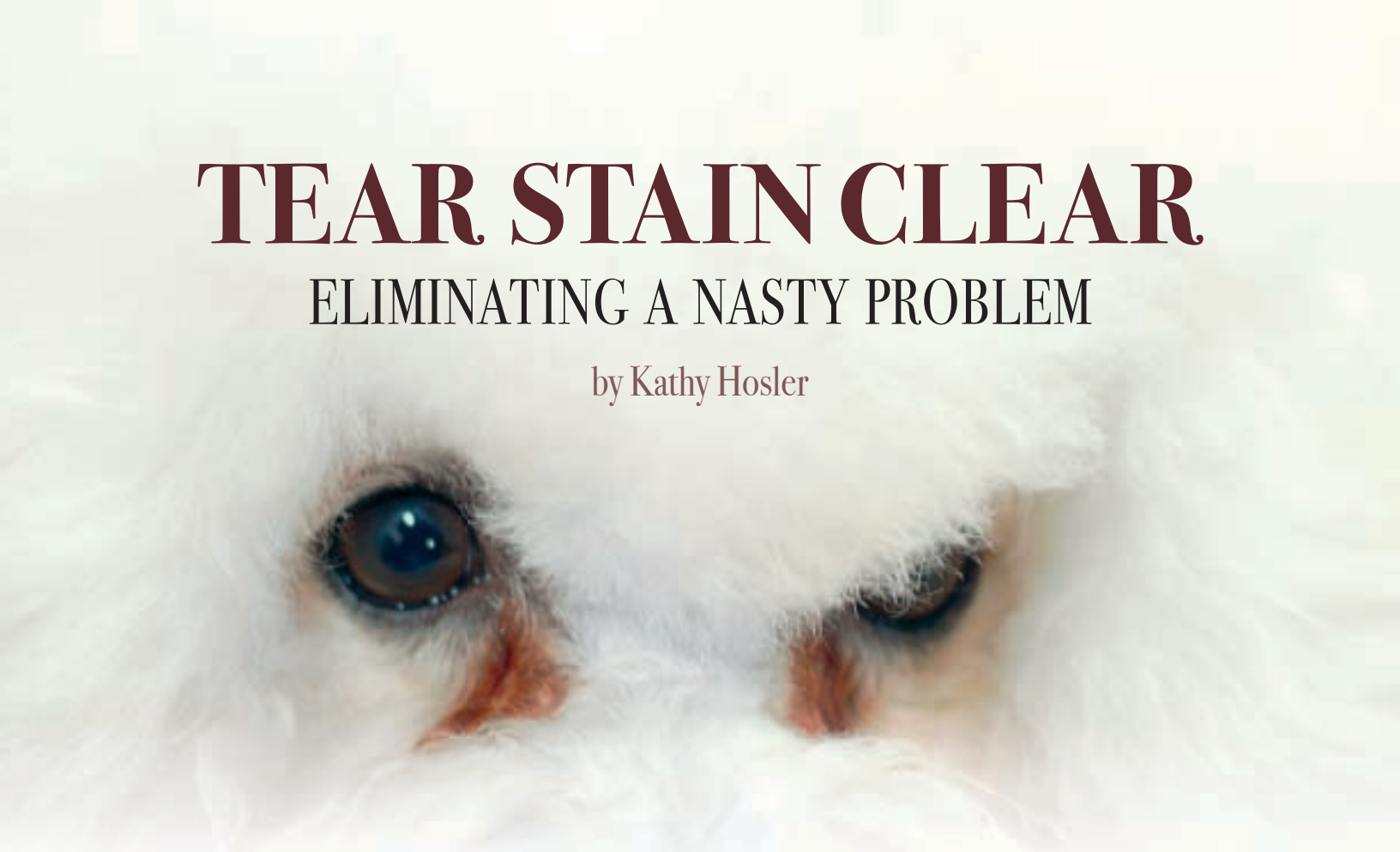
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TEAR STAIN CLEAR

ELIMINATING A NASTY PROBLEM

by Kathy Hosler



Your clients value your knowledge and expertise as a pet care professional, and when they have a problem, they expect you to have the answer.

A common complaint that many owners have is the problem of tear staining in their pets. There is nothing that spoils a pet's adorable face more than wet, dark, smelly stains under its eyes. What causes those disgusting stains?

Excessive tearing in dogs is called epiphora. It can be caused by an overproduction of tears. There can also be a normal production of tears but improper draining of the tear ducts. This causes the area underneath the eyes to stay constantly wet.

The moist area becomes a breeding ground for bacteria and yeast. The most common is a red yeast infection. It produces a reddish-brown stain under the eyes,

but it can also be spread to the mouth and the feet by licking.

There can be many other factors that contribute to this problem. High mineral content in the pet's drinking water, ingredients like beet pulp in dog foods, dyes in treats, and even allergies all can play a part in this problem.

Tear staining is not merely a cosmetic nuisance; it can also be a health problem. It is always wise to suggest that your customers have their veterinarian give their pet a complete exam to diagnose the cause of its excessive tearing.

There are multiple approaches and many products for dealing with tear staining. In order for you to educate your clients, you need to fa-

miliarize yourself with the products that are available and how each of them works.

Some companies have topicals that are applied directly on the staining. Others have products that are taken internally, and some offer a combination of both.

Thomas Labs has a two-product approach. "Our *I-Stain* kit (RSC #8988) contains a powder that goes right on the pet's food and drops for cleansing under the eyes or anywhere staining appears on the pet," says Danny Shouse, Marketing Director of *Thomas Labs*. "We use no toxic ingredients, drugs, or antibiotics in *I-Stain*. Our products are formulated to help change the overall pH balance of the pet so that

Continued on next page

the red yeast has no medium to grow in.

"You can use the *I-Stain* forever. It's a basic good health product that contains bioflavonoids, enzymes, and probiotics. The *I-Stain* drops use a bacteria-fighting silver solution technology to make a healthy cleaning wash for the eye."

Eye Envy (RSC #8989) is a topical tear stain removal system with formulations for both dogs and cats. Their kit consists of a liquid cleaner, a drying powder, and applicator pads. The *Eye Envy* liquid contains a cleanser, an astringent to help dry the area, an herbal flower extract (that acts as a natural antibiotic), and an antibacterial. It can be used anywhere there is staining on your pets. A follow-up application of the antibacterial *Eye Envy* powder helps keep the area dry by repelling tears.

Mr. Orlando Miguel, CEO of *Pet Kiss*, says, "Our all-natural *Cry*

Baby Tear Stain Remover Combo Kit (RSC #8990) is 100% antibiotic free. It helps fix the problem from the inside out with a unique three-pronged approach.

"The *Cry Baby* liquid contains cranberry, chamomile, marshmallow, mint, and grapefruit seed extracts and is put on the pet's food. It helps destroy bacterial, viral, and fungal infections. The *Cry Baby* cleaner is applied on the stains under the eyes or wherever they occur. Then the *Cry Baby* powder coats and seals the area — preventing tears from penetrating.

"Our gentle, effective blend of ingredients is anti-inflammatory, anti-acidity, and anti-allergen," continues Mr. Miguel. "It is a safe, natural, and effective way to eliminate stains."

Naturally Tearfree Canine (RSC #8991) offers a supplement that contains 100% organic herbs and

is sprinkled on the dog's food. "Our patented product has no antibiotics, additives, fillers, or flavoring," says Stephanie Burns, a partner of *Naturally Tearfree Canine*. "It acts as an antifungal, anti-inflammatory, and antibacterial. It balances the pH and neutralizes the acidity of the saliva and tears to prevent new staining.

"It won't remove the stains that are already present. That hair will have to grow out or be clipped off," Stephanie continues. "It will prevent any new stains from forming."

Another approach to solving the problem is the use of antibiotics. "Eye staining in pets is a serious issue," says Eliana Ellern, CEO of *PetsSpark*. "It's very important for pet owners to be educated about the products that they use on their pets and to know how to administer them correctly. *PetsSpark* (RSC #8992) contains a

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highly effective antibiotic, but it is not a product that is designed to be used forever.

"Antibiotics should always be used with respect." Ms. Ellern continues. "A good way to put it is — you don't take *Tylenol* forever to prevent headaches, so don't give your pets antibiotics unless they are warranted. Every bottle of *PetsSpark* gives detailed directions on the correct dosage and length of time the pet should be treated."

Supporting pets with good nutrition and supplementation is the track *NuVet Labs* has taken to deal with the overproduction of tears and staining. *NuVet Plus* (RSC #8993) helps eliminate tear staining at the source. It is a synergistic blend of natural vitamins, minerals, antioxidants, enzymes, amino acids, and herbs that strengthen and support the pet's immune system.

"If a pet has staining issues, there could be an allergy going on

No matter what product your customers choose to use, they can only expect to see good results if they follow the directions accurately

or a compromised immune system," says Dennis Oellers of *NuVet Labs*. The amino acid L-Methionine, a key ingredient that is in our *NuVet Plus* vitamins, acts as an antihistamine and helps dry up excess tearing.

"Our *NuVet Plus* vitamins are made with 100% human-grade ingredients that are loaded with antioxidants. They help heal and inhibit bacterial growth, and they have antimicrobial properties. Supplementation can help overall eye health."

These are just a few examples of the many products that are available to fight the problem of tear staining in pets. No matter what product your customers choose to

use, they can only expect to see good results if they follow the directions accurately. The companies that market these tear stain products have labels that are packed with product information, ingredients, and detailed directions for their use.

Almost all of them have extraordinary websites that give in-depth information about the products, their ingredients, and other information (e.g. how soon you can expect results or if they contain antibiotics). Many of them welcome calls to their customer service department if you have any questions.

Familiarize yourself with the different products and have some to retail to your customers. If you can help them solve this smelly, ugly problem, their pet will look and feel better, you will have an easier time grooming it, and you will become a hero in the "eyes" of your clients.



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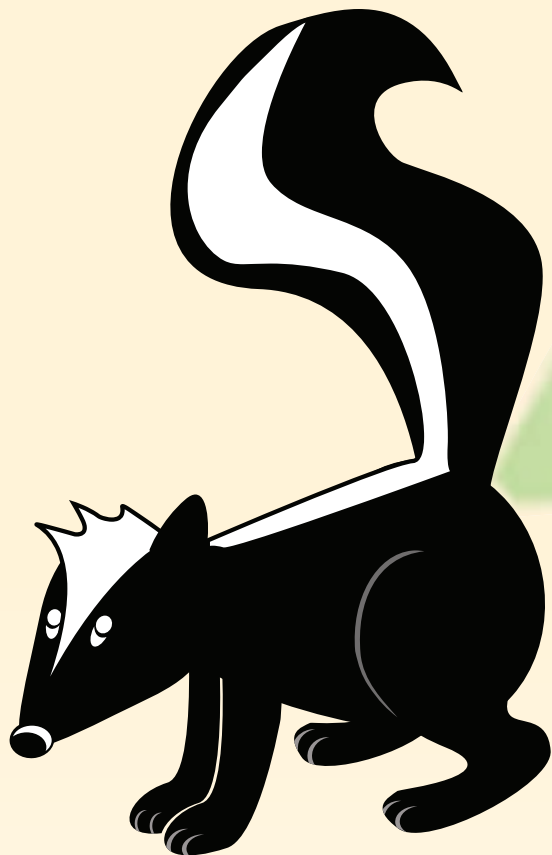
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*Roses are Red,
Violets are Blue,
Skunks are Cute,
But **stinky** too!*

THE BIG STINKY

By Donna Owens, ICMG

Those cute little black-and-white critters found in the Americas come in a variety of markings and are noted for their offensive odor. Skunks, or in some regions, “polecats,” produce offensive-smelling oil in their anal glands. Just like many mammals, skunks release anal gland oil for a variety of reasons: breeding, marking ter-

ritory, and most noteworthy, as a form of defense against a predator or undesirable.

Many mammals produce a liquid in their anal glands. As groomers, we are familiar and cope with the smell of dog and cat anal glands, but for the most part, we don’t make a big stink about it. Most have a tough time dealing with

the smell of skunk anal glands. Even the most experienced groomer may feel as defenseless as the pet owner when trying to make *Fido* loveable again after a direct hit.

Spring and early summer can be the beginning of skunk season, because that’s when many bear their young. We all know how defensive mothers can be! If they are not bearing young, they are on a quest to find the perfect mate. While on this great journey of raising young or finding a mate, they are also foraging for food and water. For this reason, man’s best friend has a wonderful talent for crossing the skunk’s path.

By full summer through early fall, not only are the adult skunks foraging around, but their little ones are, as well. This is also the time of year that dog owners are more actively seeking out hiking adventures and letting their dogs run

Continued on next page

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through open fields, all while humming "Born Free," so that they and their beloved dogs can get closer to nature.

Many times nature gets closer than the owner anticipated. If the owner is observant enough, they may be able to stop *Fido* before he actually picks up the skunk. Because skunks are able to squirt their anal glands up to 12 feet, the owner's efforts are usually a lost cause. Who knew that skunks had such impeccable aiming abilities?

Most of the time, however, the owners aren't participating in an assault by letting *Fido* run free in a field. Rather skunks travel in the dusk and nighttime hours and happen upon an owner's yard to grab a free meal and hit the swimming pool for a refreshing drink. Sometimes the skunk, with young possibly in tow, may be raiding the lovely fruit trees in the pet owner's yard, or they could be innocently using

That's when it happens! The skunk sprays
a direct hit to the face and mouth.

Fido drops the skunk instantly and realizes
that he has made a terrible mistake.

the backyard as a shortcut to their favorite feeding grounds or to find a mate.

While *Fido*'s mom and dad are blissfully in a deep sleep, these ambush skunk attacks occur. *Fido*, being the faithful protector of all his kingdom, springs into action to confront this uninvited guest. That is when *Fido* gets caught in the crosshairs of the skunk.

Like all good mothers, the skunk will spray anyone who is within 15 feet of her and the kits with her potent evil smell. Some male skunks, or those without young, have nerves of steel, especially if they are in the middle of eating the yummy pet food that the owner left out. At first, the skunk may just go into a warning posture with some hissing involved to warn *Fido* that he plans to stand his

ground and that he has the upper hand in this situation. Smart dogs and small dogs usually heed the warning signs, because a mature skunk in a defensive posture, depending on the type, can look as large as a Chow Chow. Large dogs, especially large breed puppies, tend to rush in before assessing the situation and grab the skunk to show that he's boss.

That's when it happens! The skunk sprays a direct hit to the face and mouth. *Fido* drops the skunk instantly and realizes that he has made a terrible mistake. He experiences the worst taste in his mouth in his entire life, his eyes slam shut with burning pain, and he gasps for air because the tissue in his nostrils and his throat are burning and swelling, making it difficult to

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breathe.

Fido runs into the house, rubbing his face on the carpet and couch on the way to the bedroom to warn his mom and dad that he has failed in his attempt to ward off this hideous creature. The owners, still asleep, instantly come out of their dreams with a horrible smell and the faithful pooch whimpering and rubbing his face all over the satin bedspread that's covering their bodies.

They spend the rest of the night locking *Fido* in the garage while they wash all the bedding, pajamas, and themselves. Running through the house and everywhere *Fido* had been, the owners, armed with a bottle of *Febreze* in each hand, spray madly for 30 minutes until they both stop in exhaustion. Then they look at each other and say back and forth for 15 minutes, "Do you smell anything still?" "I don't think so, do you smell anything?"

They retire to bed to get what few hours of sleep are left before the morning grind and agree that they are taking *Fido* to the groomer first thing in the morning. *Fido* spends the rest of the night howling "No-

You take *Fido* to the tub and use every product you have in the place to rid him of the terrible stench ... only to be disappointed because you still smell the terrible odor that the skunk has so effectively infused into poor *Fido's* coat.

body Knows the Trouble I've Seen" in deep sorrow from the cold, lonely garage.

The next day, they wake up bright and early and call your salon to ask, "Can you de-skunk a dog today?" You reply, "Sure, come on down." A short while later, they show up at your beautiful salon and tell of the terrible tale, ending with "We really can't smell it that much now, but last night it was awful!" Meanwhile, your eyes start to burn, and you are feeling nauseated. You gently reply, "Oh, no... You can still smell it! But don't worry. We will get him smelling wonderful again."

Then with a smile, you take *Fido* from his owners, who are quickly fleeing your establishment and leav-

ing *Fido* behind. In the back of your mind, you're thinking, "Great. He got hit so badly his stench will possibly linger in the salon for days."

You take *Fido* to the tub and use every product you have in the place to rid him of the terrible stench. This includes the rumored latest and greatest product or technique — a fool-proof solution — only to be disappointed because you still smell the terrible odor that the skunk has so effectively infused into poor *Fido's* coat. Next you blow-dry *Fido*, douse him with lots of perfume, and give him a beautiful bandana.

Luckily, when you release *Fido* to his owners with all the trappings,

Continued on next page

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their senses are so dulled from the ordeal that they think he smells great! Meanwhile in the back of your mind, you're thinking, "I think he still smells a little skunky." Does this sound familiar? As they happily drive away in a contaminated skunk-smelling car, you think to yourself, there's gotta be something that works better.

When I learned to groom in "the olden days," according to my children, we simply used tomato juice, shampoo, and a strong-smelling dip such as *Paramite*. That usually killed the skunk stench and left the dog smelling of fresh clean insecticide! Other de-skunking home remedies that were used included vinegar rinses and baking soda scrubs. Then came de-skunk rinses, such as *Odormute* (RSC #8994), *Nilodor* (RSC# 8995), and *Nature's Miracle* (RSC# 8996), which helped neutralize the odor and ended the practice of using the smell of chemical dips to cover the skunk sent.

While the home remedies are still used today, thankfully there is now a large array of de-skunk products from which to choose. Not only do we have the above mentioned de-skunk rinses, but there are sham-

poos, conditioners, and emollients that are specifically designed to help us de-skunk animals.

I am often asked what I prefer, and many experts will give you their method of preference; that information can greatly differ. What I do is give you a better understanding of why the skunk odor sticks so well to the coat and what to look for when choosing a de-skunk product.

First of all, skunk anal gland oils stick because hair follicles are porous, meaning they absorb things. Just like hair can absorb nicotine odor if you are near a smoker, the hair follicle can absorb skunk odor. When the actual anal gland secretion touches the hair or coat (a direct hit), the follicle absorbs the secretion, which permeates a deeper stench than just the absorption of the odor in the air.

The anal gland oil is a bile enzyme bioproduct; that's why it is necessary to use an enzyme agent to initially neutralize the odor. When looking for a pre-soak product, look for one that is specifically designed to neutralize odors -- not just cover them up!

Next, follow up with a shampoo that is specifically designed as a

de-skunk shampoo. If you do not have one available, then choose a shampoo product that will strip the hair follicles. Shampoo products that strip the hair follicles are high-detergent astringent-type shampoos, and while, yes, it will strip the coat of natural essential oils and moisture, it will also strip and lift all the bad oils and, in this case, skunk odor.

After shampooing, the next step is to follow up with a de-skunk conditioner. If you do not have a specifically designed de-skunk conditioner, "apple" conditioner can help neutralize odors as well. Then apply a pleasant-scented emollient rinse. Emollient rinses are made of oils and therefore absorb into the hair follicle. Emollients are designed not to be rinsed out, which keeps the animal smelling great for 10 to 14 days. The added plus is that emollients help repel mosquitoes and fleas!

Being an "old time" groomer, I still recommend to the owner over the phone to use tomato juice initially, but I am happy that the various products available make my de-skunk efforts today more successful than in the past.



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PET TRIMS FOR THE SALON

By Kathy Rose



TERRIER MIX TRIMS

Animal rescue leagues and humane societies are bursting at the seams, and an onslaught of designer dog breeders leaves no shortage of pets requiring “personality” trims. As professionals, we should be able to offer these “Bread & Butter” clients a choice of styles to suit the personalities of both the pet and their two-legged companions.

Artistic stylists can utilize a variety of purebred profiles, even mixing and matching to accommodate the individual pet. Many of the pets that enter our salons, although their parentage may be unconfirmed, have a similar “terrier-like” appearance. Some even wear a harsh, lay-

TERRIER-TYPE HEAD



ered coat that screams hand-strip! By tapping into the library of existing terrier profiles, we can create a unique trim to adorn each pet.

As with every clipped trim, a professional stylist begins with good basic fundamentals: an immacu-

lately washed, dried, and prepped dog. If utilizing hand-stripping techniques, the bath should follow the grooming.

For this session, we have a terrier mix with a decidedly soft coat, so clipping is in order. Our goal is to achieve a short jacket garnished with light furnishings and an expressive terrier-type head with eyebrows and beard. The fluffy ears accentuate the face and soften the expression. All lines should be soft and blended.

The blade of choice is dependent upon the individual. In this case, #5 was used on the back and flanks,

Continued on page 52

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and #7 was used on the throat and head. The leg furnishings were clipped with a #1 snap-on comb placed over a #30 blade. All lines were blended with thinning scissors.

FIG. 1: Begin clipping on the back of the neck, following the hair growth pattern.

Continue clipping down the sides, hips, and shoulders. Keep in mind that the hair growth pattern usually transitions from growing straight down the back toward the tail to sloping downward toward the shoulders, ribs, and hips. Let the clipper “fall off” just below the widest part of the rib cage, called the “spring of rib.” Follow the contour of the muscle on the upper thigh.

FIG. 2: Working from the front of the dog, clip the throat, neck,

and shoulder.

Brushing against the coat growth, “back brush” the coat and repeat the clipping.

FIG. 3: On the shoulder, “fall off” just above the elbow.

For a natural appearance, follow the hair growth pattern and clip down the throat, starting at the whisker nodule under the jaw. Clip down the chest, stopping just above the cowlicks at the breastbone.

FIG. 4: Continue clipping the topkull, blending into the cheeks.

Sharpen the lines on the cheeks by clipping against the coat growth pattern from in front of the ear to the side whisker nodule. Angle down to the whisker nodule under the jaw.

Continued on next page



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FIG. 5: Using a snap-on comb, clip down the front and rear legs. Make sure to “back brush” and repeat to help reduce scissoring and blending later.

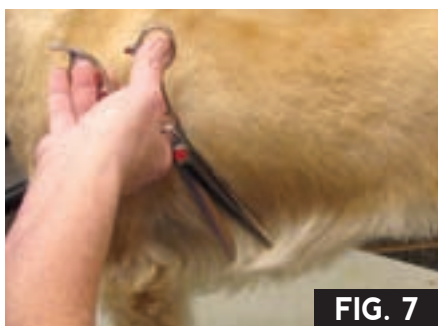
With the dog standing squarely, create the illusion of legs that are parallel. Blend the stray hairs for a natural look using super blenders, Fish Tails, or thinning shears.

FIG. 6: Lift the front leg to blend the back of the leg up to the elbow.

FIG. 7: Using blending shears (fine thinning shears), blend the side skirt for a natural appearance, creating a minimal skirt that lies close to the body.

Using blending shears, create

Continued on page 54



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a smooth underline with a slight tuck up.

Holding curved shears at a 45-degree angle to the table, create tight, round feet.

FIG. 8: A round foot can be created in the rear by lifting the leg and scissoring around the foot. Use caution when lifting the leg, making sure to support the knee. Avoid scissoring across the pad.

FIG. 9: Remove the coat directly in front of the ear, called the “ventilation strip,” and the hair on the front of the lips with a 10 blade.

Thin the corners of the eyes being careful not to “bald” this area.

FIG. 10: Blend the clipped area of the cheek to the longer beard with thinning shears, angling the shears from the corner of the mouth to just behind the corner of

the eye.

FIG. 11: Shape the beard from the back, angling downward from the corner of the eye to the tip of the beard with fine thinning shears.

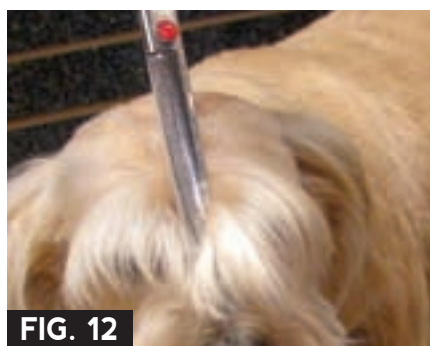
FIG. 12: Create a separation in the eyebrows by placing the thinning shears downward between the eyes.

Using thinning shears and working from the outside corner of the nose to the outside corner of the eye, create a triangle brow.

Soften and shape the ear fringe with thinning shears for a rounded appearance.

FIG. 13: Comb the tail coat downward and tidy with thinning shears to form a “flag” tail.

As with all our “Bread & Butter” clients, we should keep our minds open and try to think outside of the box. Impeccable preparation techniques, solid skills, continuing education, and imagination will have your clients returning and praising your name to their friends.





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Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had set out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down" just as I added a couple feathers for a headpiece. After all that coat growth, I just didn't have time to finish what I had planned. We still managed to get third place and the coveted People's Choice Award. Lori again got first place, and the "Lion King" managed to remain undefeated.

I decided to go ahead and take the design to one more show: Atlanta Pet Fair. I just had to complete this design that I had worked so hard to perfect. Just a couple weeks before Atlanta, my mother passed away; I was devastated. I had no intentions of going anywhere, especially so soon after her death. My mother was my soul, my greatest fan, my seamstress, and my inspiration.

In the days before Atlanta, my entire family pushed me to go on and do what my mom would have wanted me to do. "She would want you to go, Angela!" is what my dad was telling me. I agreed to go but wasn't sure if I would compete. I just wasn't up to it. The night before we left, I told my dad, "I will work on my dog, and if I can do it, I will. For my mom!"

It was time to get the dogs ready, and I am sure everyone thought I had lost my mind. I just kept talking to my mom while I was working on Josh, just like she was standing there. When I was done, I was so excited. It was beautiful, and win or lose, I was happy. I pulled it together and completed the design; my mom would have been so proud. We won first place and People's Choice.



Top: Preparing for Atlanta Pet Fair just after Pasadena
— Angela thought about a more tribal eagle at first.

Middle and bottom: At Atlanta Pet Fair,
where "Cherokee Heritage" took First Place

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Angela Kampe, winner of the 2010 Groom & Kennel Expo People's Choice Award, with "Cherokee Heritage"

81

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Industry News

Atlanta Pet Fair Recap

The 24th Annual *Atlanta Pet Fair* recently welcomed over 2,000 attendees. The show featured the largest *GroomTeam* sanctioned grooming competition and also certification testing by five testing organizations.

World class speakers offered 88 lectures on topics such as, grooming, business management, training and pet first aid. The entire show was carried live on GroomerTV.com.

A small memorial service was held for Sally Liddick, founder of *Barkleigh Productions*. Sally was an

industry icon, who touched the lives of most groomers and pet supply manufacturers through *Groomer to Groomer* magazine.

Kenchi sponsored the "Fusion Party" Saturday evening with entertainment, DJ, and munchies!

Best Stylist In Show, Best 1st Time Competitor In Show, and Best All Around Stylist were announced Saturday evening. Prize money and a gold medallion were awarded to the Best In Show Winner.

"Smock It to Me" was featured

after Best In Show, and amazed attendees by the creativity of our very own smock designers! Followed by the Creative Runway Abstract Design contenders on the runway in their finery with their dogs groomed to the 9's! This competition is fairly new to the industry, but draws a standing-room-only crowd!

Sunday morning featured a "Rescue Rodeo" for the 3rd year, one of the most rewarding offerings at the show! Shelters provide dogs,

Continued on page 58



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groomers groom them, and dogs will look better to find that perfect new home. Shelters receive \$50 per dog they provide and receive prize money equal to that of the winning groomer's to help with their rescue efforts.

Sunday afternoon offered the designs and presentations by our Creative competitors. Standing-room-only always applies for this

competition!

The show also featured a Super Model Dog Competition and Auction that offered attendees the opportunity to go home with an exquisite design for their salon, and money from the raffle ticket sales was divided between the shelters providing the rescue dogs.

The show's door prize draw-

ing included two hydraulic tables designed by Luther Edmonson, a Stainless Steel Tub by *Direct Animal*, and *Groomers Helper Kits* by *Groomers Helper*.

Next year's 25th Anniversary Show will be held March 7-10, 2013.

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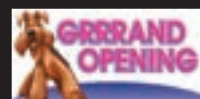


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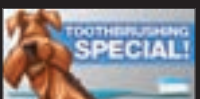
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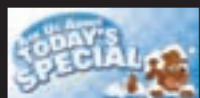
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New Product News

EZ-Groom Introduces Uncle Eddie's Skunk Bath

EZ-Groom is pleased to introduce **Uncle Eddie's Skunk Bath**, a skunk odor removal kit for the professional groomer. The kit contains everything needed to de-skunk four to eight dogs including one 16 oz. bottle of **EZ-Groom deZolve** shampoo and other all-natural ingredients that, when combined, turn into an effective odor removal treatment. Also included is a mixing bowl and protective eyes drops for the dog and gloves for the groomer. A four-step application process ensures that skunk-sprayed canines will be fresh and odor-free. **Uncle Eddie's Skunk Bath** is veterinarian recommended and cruelty free. The kit comes with easy, step-by-step instructions. *For more information, request Reader Service card*



HerSmith Announces Sound of Iscosit



HerSmith is proud to announce an economical powder of **Sound of Iscosit** for dogs and cats. **Sound of Iscosit** is a

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ProPiclean Redesigns Expands SPA line



ProPiclean receives a new package design while also expanding the line with five new products. Those products include, **For Him** - a new shampoo and matching cologne, **Pure** - a luxury hypoallergenic shampoo, **Ad** - a conditioning salve and **White Coat**. **S** is created to naturally pamper pets. The company describes the products as being "infused with fruit extracts, essential vitamins and soft botanicals revitalizing the skin and coat. The soap-free, mild-coconut cleanser gently cleans and moisturizes, leaving a subtle silkiness and lasting fragrance." The calming aromatherapy to soothe and comfort pets during the bathing process is a popular feature of the **S** by ProPiclean line. *For more information, request Reader Service card*

Gone Smart Announces The Dirt Oormat



Gone Smart announces the **dirt Oormat**, a super absorbent mat that quickly soaks up mud and dirt before it's tracked inside. **Gone Smart's** Advanced Microfiber

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Blossom Attends B E R E URE



Blossom Attends, a provider in natural pet remedies, announces the debut of their new 100% natural ear infection cure for dogs.

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as prevent future infections. Other important specifications include: just 3-4 drops in the ear 1-3 times a day, results in as little as 24 hrs, de-waxes, no side-effects, people tested, can be used on other skin irritations and infections. *For more information, request Reader Service card*

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Stress, Hives and Videotape

It's been the better part of a year, and I think I am finally ready to talk about an incident that took place last year just before the start of the inaugural *Barkleigh Honors* dinner last year. I'm hoping to get through writing this without hyperventilating or developing a twitch.

As you probably know, last year was the first ever *Barkleigh Honors* dinner. In an attempt to make it special, several people on our staff put a lot of work into preparing it. For example, Lance, a *Barkleigh* graphic designer, spent untold hours putting together video that was to be displayed on two big screens during the ceremony. The opening skit with Jay was filmed Thursday evening at the show. Lance had to edit it whenever he could get a few free minutes. Much of that time was while everyone else was enjoying the opening night party.

The night of the awards, I met with everyone that was involved in the production for a quick rehearsal. When it came time to run the video, there was no video. The hard drive was broken, and we had no back-up. I didn't panic, because I've seen computer guys do amazing things to pull data off of a hard drive, and we had four very talented people working on it.

After a while, I decided to go up and check on their progress. I was greeted by three people with panicked looks and Lucas. Lucas is our Art Director. He was optimistic that we would get it worked out. At that moment, his opinion was the only one that I chose to believe. I wanted to be hopeful. I listened for a few minutes to the four of them doing their computer guy talking. It was all Greek to me, so I walked away for a while. When I returned, I was given a bleak assessment. I turned to Lucas and asked him directly what he thought. I really wanted the optimist to give me hope. His exact words were, "You should probably make other plans."

That was the only moment of my life that I can ever remember feeling helpless without any idea what to do next. We had heavily marketed the awards program as being a multimedia presentation, and we had a room full of people who had paid to see just that. For a brief moment I thought to myself that I wished the flood that had hit Hershey would have caused the show to be cancelled. That was a fleeting thought, because, despite the odds, the show was a success. But I couldn't help having a few moments where feelings of failure were creeping in.

I needed to get away, so I decided to go back to my room and come up with a plan B. All I could come up with was to hand it completely over to our host, Jay Scruggs, and tell him to have as much fun with it as

he could. If we weren't going to have a formal dinner presentation, we were going to have as much fun with an informal presentation as possible. Who knows, I thought. Maybe we could make it a memorable event after all. That thought faded as quickly as it came. Without the video, we were screwed. The nominees and winners deserved a top-notch awards ceremony, and I didn't think we were going to deliver that.

A quick shower did nothing to reduce the stress. I made the "dead man walking" stroll back down to the dinner. I tried to convince myself that they just had to have figured something out. The first person I saw from our staff was Adam, our COO, whom I could overhear on his cell telling Travis, our in-house computer guru, to get down to the dinner as soon as possible. Any optimism was instantly wiped out.

Adam saw the look on my face. I don't remember if it was horror or the look of defeat, but without my saying anything, Adam blurted out, "No, it's not bad. We pulled the video off the hard drive. I want Travis to get here to back it up."

"Are you telling me that we will have the video for the awards?" I asked. I wanted to be completely sure before I allowed myself to exhale. He assured me that was the case. It was at that moment when all the stress was released that I realized just how stressed I was. I later found out that they had to use power tools and do a few other things that you aren't supposed to do to a hard drive when trying to retrieve data for fear of permanently erasing any data that you could have saved.

The show went on with a few minor hitches — all of which were my fault. I started before the intro was played, and I forgot to tell Jay about a cue for one of the awards, but none of that bothered me in the least. I was thrilled to death that we managed to pull off a presentation that required the talents of a lot of people working together.

A few weeks after the show, we had a *Groom Expo* wrap-up lunch meeting at a local restaurant. That is where we go over what went right and what we can do better with the show. At that meeting, Adam and I presented Lance with the final *Barkleigh Honors* medal for all his work and dedication in putting together almost all the video that was shown. He also sat behind the screen, flawlessly cueing up all of the video.

Well, I managed to write all of that without breaking out in hives. I think it was actually cathartic. Oh, and the guts of that hard drive sit on a shelf in my office as a reminder of how quickly and easy it can be to be humbled.


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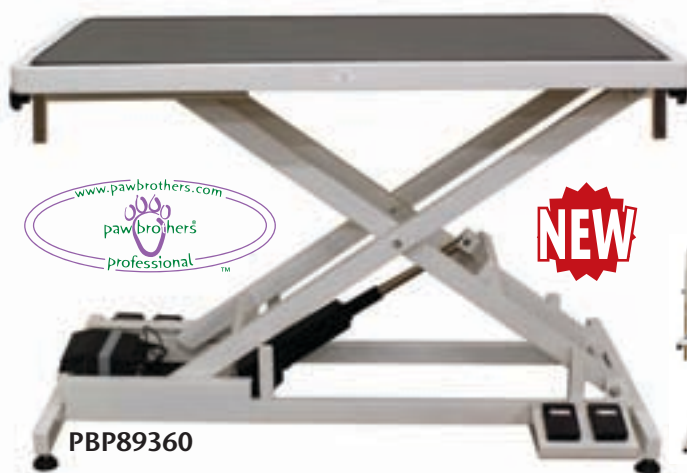


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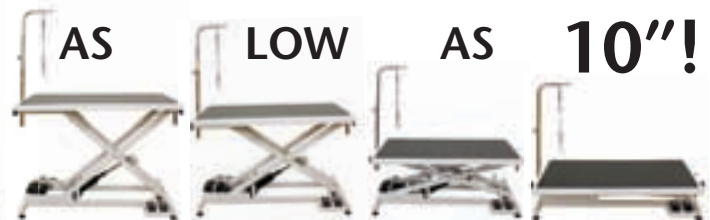
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