

# Groomer To Groomer

"THE GROOMING INDUSTRY'S  
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by Daryl Conner

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**ON THE COVER:** Groom & Kennel Expo Best-In-Show winner Jackie Boulton with sponsor Mary Meeks of Nature's Specialties. Photo by Animal Photography



# THE SCARF LADY

by Bonnie Wonders-Trent

**S**everal years ago, I started making dog collars and scarves in my spare time. Back then, my “spare time” consisted of allowing myself a handful of hours each week in the craft room. The scarves that I make are, for the most part, extremely colorful. I search high and low for the perfect fabrics that really grab attention. I will admit that I am a glitter freak. If it sparkles and shines, I’ve gotta use it.

As I started selling my creations in the grooming shop, I realized that they were quite popular, and I found myself devoting more and more of that “spare

time” to my crafting. I went from that handful of hours a week to probably 20 or so. This progressed nicely, and I had to enlist my husband to make racks on which to display my wares. His rack ideas were so good that I found I could easily move them about. I then decided to try attending some craft shows in the area with my goods, and it really took off.

One thing led to another, and those 20 hours has now blossomed into WAY more than 40 hours a week. I’m in that craft room till 1:00 AM on many a night, and my weekends in the winter are spent there pretty

much entirely. My husband has had to take over the housework, the cooking, and pretty much everything else around our home. His “retirement” isn’t exactly what he pictured it to be. He slides my meals to me across the sewing table, and I wolf down whatever it is he has dutifully prepared. He’s gotten pretty good at it. Sometimes I don’t see him for a few days at a time, it seems. Every now and then, I stop what I’m doing to go out into the living room and check to make sure that I still recognize him. Between the grooming shop and my “hobby,” I spend an extraordinary amount of





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ITEM	COLOR TYPE	LASTING TIME	USAGE TIP	IMAGE
<b>Pet Hair Dye</b> 	Permanent Color	4 months	<ul style="list-style-type: none"> <li>Shampoo and towel dry. Apply evenly on your desired coat area. Cover area with plastic wrap or foil and leave for 20-25 mins (40-45 mins for Mighty Black). Rinse and dry after.</li> <li>Suitable for over 6 months healthy dog and horse. Don't use for Cat.</li> <li>Suitable for white, brown and grey coat.</li> <li>Black coat must be bleached first before application.</li> </ul>	
<b>Glitter Gel</b> 	Temporary Color	3-5 days	<ul style="list-style-type: none"> <li>Apply directly by hand or brush to pet's coat. And then blow dry.</li> <li>1 time washing.</li> <li>Suitable for pets in any coat color.</li> <li>Best to apply with the help of tattoo stencil for short-haired coat.</li> </ul>	
<b>Color Paste</b> 	Temporary Color	7 days	<ul style="list-style-type: none"> <li>Place on fingers or brushes and apply evenly to dry coat.</li> <li>1-2 times washing.</li> <li>Suitable for white coat.</li> </ul>	
<b>Pet Hair Chalk</b> 	Temporary Color	1 days	<ul style="list-style-type: none"> <li>Rub onto dried pet coat where you want the color to show. And then use brush to remove some breeding color.</li> <li>1-2 times washing.</li> <li>Suitable for pets in any coat color.</li> <li>After application, spray hair mist to keep for a longer time.</li> </ul>	

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time away from him.

Every now and then, he comes into the craft room to use the computer, and we try to talk. Our conversations are mostly limited to him saying "How do you punch in..." whatever it is that he is looking for. It never fails that I tell him how to do it, he screws it up, and I end up having to turn around and squint from across the room to try to tell him how to fix his errors. That almost never works, and it results in me having to get up to do it for him. It's our "togetherness" time I suppose.

At any rate, my point is that I spend the entire winter making items for the events that we attend. Many are quite large, and we spend quite a few weekends at them through the Spring, Summer, and Fall.

Many times our booth setup consists of several spaces. At these events, we also take dozens of dif-

ferent dog treats and other items in addition to the collars and scarves. So many times, especially the elderly, people don't know that our products are for dogs. I've had many people who think the elk, buffalo, and other jerky treats are for people. Then they'll look at the stuffed bones and then at us. We are constantly telling people that our things are for dogs only. And then there are some who just don't care.

Two years ago, a man stopped at the booth and bought two elk jerky sticks. As he started to walk away, he took a bite out of one of them. My husband pointed this out to me, and I practically flew across the table at him and said, "Sir! Those are for dogs, not people!" He looked at me, looked down at the jerky in his hand, shrugged his shoulders, and continued to eat it as he walked across the room.

Now even if it did taste good to

him, you would THINK that when I told him it was for a dog, he would stop eating it. But not him. In fact, as he was walking down the other line of booths, he took the other piece of jerky and dipped it into a sample container of horseradish dip that a lady was selling. My husband and I just looked at each other in bewilderment. However, my very favorite story over our booth involved an old lady and a scarf...

At many of the shows, we see people that we recognize from prior events. Many customers will follow where we are going to be, and we've gotten to know quite a few by name. I had seen one elderly lady at several events in a row. She would always walk by the booth very slowly. She is a very tiny little woman—maybe 100 pounds or so. She's always dressed very neatly, albeit a bit old fashioned. She would sometimes stop and say hello, ask how

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I was doing, and tell me that I had very pretty things in the booth. Other people who obviously knew her would stop sometimes and talk with her. From one of the conversations she had with another lady, I understood her to be 91. She has a tiny voice, which perfectly fits her body size. So soft spoken and demure. A very proper kind of lady, I'd say to describe her. Just a sweet little old woman.

It was about three years ago when we were at a large show, which was being held at a Masonic Temple. It was right before St. Patrick's Day and Easter. On one of the tables, I had made a large display of the scarves, which have ties on both sides of them. It was a very eye-catching display with lots of glittering holiday scarves. The elderly woman that I had so often seen at the shows stopped in front of one of our tables. With one of her obviously arthritic fingers, she began tracing the

outline of the pattern on one of the scarves. She raised her other hand, gently lifted a scarf, and let the ties on the scarf run through her fingers. She then reached over and picked up another one filled with glitter. I could tell from the look on her face that she didn't have a clue as to what they were.

I walked over to her and bent down slightly so that I was more at her level. She couldn't be more than four-and-a-half feet tall after all. "They're scarves for dogs," I told her rather quietly. "What?" she asked, cocking her head ever so slightly to one side. "It's a scarf," I repeated rather quietly. "You tie it around their neck, just to make them look pretty," I explained as I picked one up.

Suddenly she looked up at me as her tiny little hand flew to her mouth, which had flown open. "OH [expletive deleted] ME!" she absolutely blurted out in a voice that, to this day,

I have absolutely no idea from where it came. "I thought they were those new panties that the girls wear nowadays," she said. When I tell you that EVERY-ONE in a 25-foot radius heard her clear as a bell, it's no exaggeration. Other vendors and customers alike burst out laughing, including yours truly. Never in a million years would I have expected to hear anything like that out of this little bird-like creature. She seemed oblivious as to everyone laughing at her outburst. "I'm sorry. I don't have a pet," she told me, once again back in that minute little voice that I had known her for. "You have a lovely day," she added as she turned to walk away.

To this day, I can never look at the glittered scarves and not think of that lady. I hope I'm just like her when I grow up... <3



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# GROOMERS *Uplifting* GROOMERS



**T**he grooming industry is filled with kind, patient, generous people. Todd Shelly knows this better than most. He has been involved in the grooming industry much of his life. Shelly, however, recently became discouraged when he found that a handful of strident, negative voices on Internet grooming sites were drowning out what he knew was the real spirit of our industry.

"Online negativity is not unique to groomers. In fact, it is much worse in other industries. Most groomers are

genuinely nice people; what they do for a living each day proves that." But the tentacles of disharmony and negativity were spreading their poison on a daily basis, coloring the way groomers looked at their peers. Groomers were reporting cases of cyber bullying; threads of negativity and discontent were creeping outwards, all rooted in online groups.

In January of this year, Shelly began a new page on Facebook. He called it Groomers Uplifting Groomers. "I wanted to create a place to affirm great people and good ideas. It

was selfish, really. I wanted a positive place to go online—somewhere that there would not be negative responses. I wanted to have a Facebook group where people could go to read positive posts. I believe people are starving for good stuff!"

The response was galvanizing. In less than two months, over 2000 groomers joined the group. Shelly got the conversation started by stating, "A group where groomers can go for a jolt of positivity. Please share encouraging stories about customers, dogs,



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co-workers, peers, etc.” He periodically asks questions like, “Who in the grooming industry has been the most influential to your career as a groomer or getting started as a groomer?” or “What made you decide to become a groomer? Or perhaps you never ‘decided’—events just led you there. Let’s hear your story.”

The stories flooded in. Interesting

and heartwarming tales flooded the space. Stylists from every area of the industry chimed in, sharing their experiences. Suesan Watson answered Shelly’s question like this: “I was 13 and groomed my first Poodle by myself without a lesson. I had been watching my grandmother and mother but had no formal instruction. I did a clean face and feet, 4 blade strip,

scissored top knot. When they saw the dog when they got home, they were shocked. When I started high school, I was on a work program, which meant I went to school until 11:30 and came home and groomed for the rest of the day. And so it began. I wasn’t given a choice, but I can’t think of anything I’d rather be doing!”

Tammy Colbert Fate said, “I didn’t grow up with dogs. I walked into a shop, asked the owner what this was all about. She had me come in that following weekend. She instructed me how to brush out a dog. I did it. She saw something in me. That’s when she encouraged me to go to school. It was all over. It’s been a wonderful ride of 30+ years, and it’s not over. I love what

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“People will forget what you said.  
People will forget what you did. But they  
will never forget how you made them feel.”

I do.”

When asked what the new Uplifting Facebook page means to them, responses are “I know I am not alone” and “It’s a place where I can find solidarity and camaraderie instead of competition or judgment.” But there is more. Tica Verret is a groomer who is currently facing serious health challenges. She has shared her diagnosis online and says, “In the biggest battle of my life, the strength and love that my fellow groomers give me makes me feel I can move mountains! I truly feel blessed with the overwhelming out-

pouring of love and true concern from my Facebook friends.” To have much needed encouragement and support just a few keystrokes away has enriched her life during a difficult time.

The site offers more basic networking, as well. One groomer is relocating across the country with her new husband. She posted looking for job opportunities and received several warm responses. Another groomer posted a photo of a beloved pet that had died. A few days later, she received a gift in the mail from someone who had read her post—a lovely wooden

plaque with the cat’s image engraved on it as a remembrance. Someone else was planning to go mobile in a new state and received a flood of encouragement. It is plain to see that Shelly began more than a space to print words on a screen. He created room for the true good nature and kindness of people in an industry he admires to shine through. “It’s a place to feel good,” said one participant.

This reminds me of a sign I have hanging by my door where I see it every day before I go out into the world. It was given to me by a groomer friend and says, “People will forget what you said. People will forget what you did. But they will never forget how you made them feel.” You are invited to join in the good feelings at Groomers Uplifting Groomers. You can find it on Facebook, and we’d love to have you be a positive part of the conversation! <



Karen Bartuca



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*Karen Bartuca - Owner & groomer  
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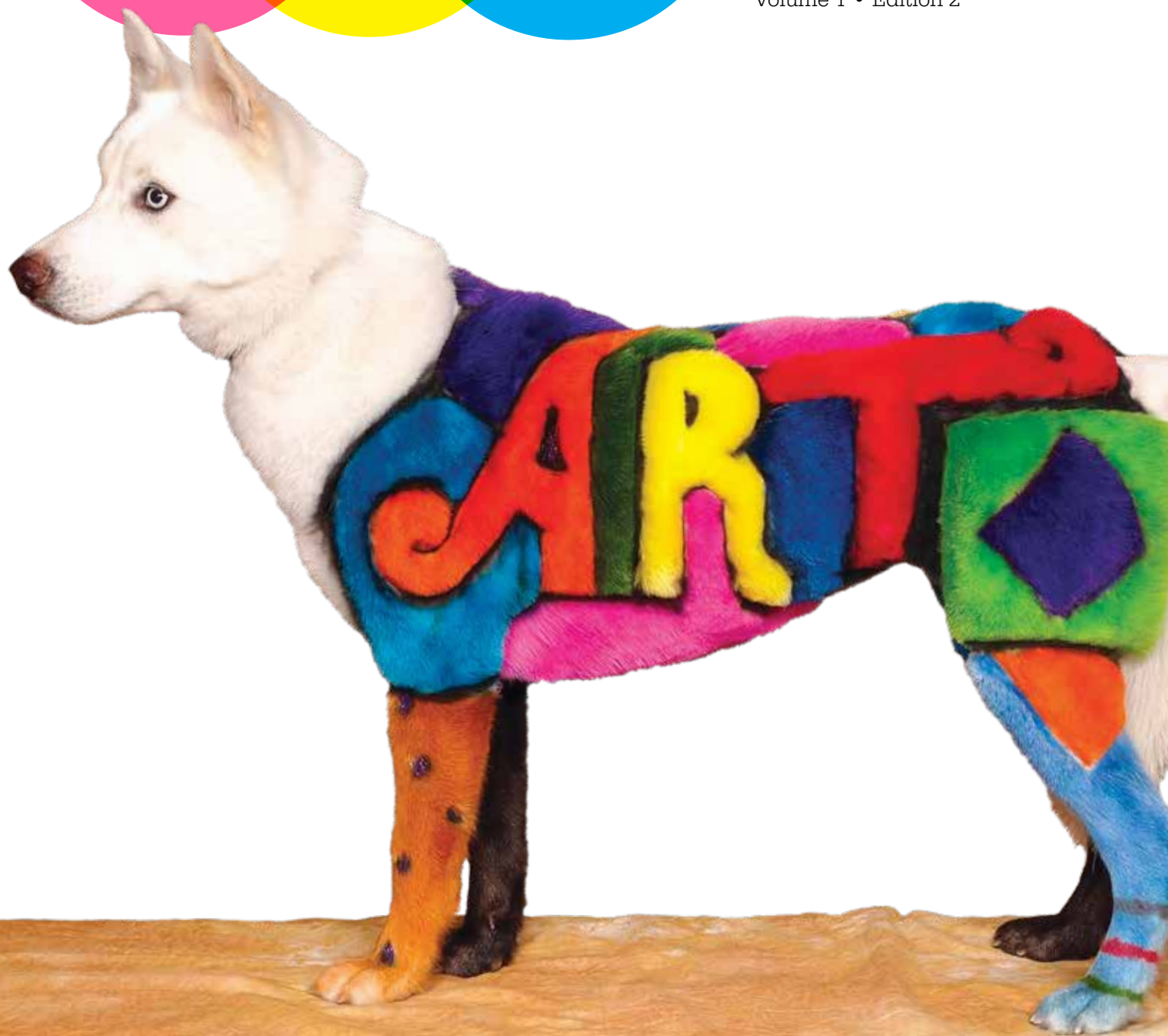
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Creative Groomers  
Association Magazine

Volume 1 • Edition 2



Sandra Hartness's award-winning entry in the *Groomer to Groomer* Creative Grooming Competition at Groom & Kennel Expo 2014. *Photo by Animal Photography*



– Dawn Omboy, Queen of Color



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# From the Editor

Often when doing a creative groom—the long hours, the added cost of dye, the stress of clipping off too much coat or not having enough in a spot—I will get frustrated and ask myself or Angela Kumpe (we both do this), “why am I doing this?” Then after a good laugh, some encouraging words, or a joke, we continue our groom and feel very happy that we did. The thing is, creative grooming has done so much for me, and in all reality it is my passion. I wanted to give a few examples of how creative grooming has changed my life for the better. First and most importantly I have met the most wonderful people in the grooming industry, and have made my most cherished friends in the creative ring. There are not many competitions where your competitor will not only cheer you on but share supplies, stay up late helping you prep a dog, run to the store because you forgot an item and cry with you if you won, or cry with you if you lost. I have honestly made life long true friends on that stage and I wouldn’t change it for a minute.

Creative has also offered me a chance to travel and teach my passion. Never had I thought I would get to visit places like Singapore, London, Scotland, and Sweden because I color fur. I also get to share in the experience and smiles when other groomers realize that they can transform dog fur into beautiful art, too. I never would have dreamed in a million years I would be on the

Today Show, Good Morning America, or Fox and Friends because of a haircut and color on my dog. Often I hear of other groomers getting excited because they made their newspaper and the majority of it has come from Creative grooming. Watching how some of these groomers’ business picks up because their clients know they are offering a service that is new and exciting is incredible!

Never did I imagine I would be on the Wahl Extreme Team with my grooming idols, or sponsored by Espree to bring more creative grooming products to the industry. To have a company such as Barkleigh promote our organization and believe in what we creative groomers stand for and how we are trying to educate and positively promote creative grooming has meant the world to me. This magazine is about, and FOR, all of you creative groomers out there. Know that when you have a true passion and do not give up, wonderful things do happen. I hope you enjoy this issue!



## Lori Craig

*President of the Creative Groomers Association  
Barkleigh Honors Award in Contribution to  
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# Off-Label Use

By Sami Stanley

There has recently been concern over un-labeled use of products in creative grooming. It is a valid discussion and warrants addressing. Creative grooming, while gaining rapid popularity, is still in its youth. It is in its infancy as far as “for use” labeling is concerned. One product in question is the Dr. Ph Martin’s India ink. It is certified non-toxic with the ASTM D4236.

The suggested replacement of Kustom Body Art airbrush paint holds the same certification... So why all the hub-bub? And why utilize these products at all?

This is where we return to the issue at hand: non-labeled usage. To put it bluntly, these products aren’t labeled for use on animals as of yet because groomers are now in the process of lobbying manufacturers to relabel such products. Pet chalks

were originally just art chalks. That is where they came from. It just took some “out-of-the-box” thinking and some tweaking of the first product to get it labeled “for pets.” And like it or not, some of it is just simply relabeling. Same product, different name, marketing campaign, and different price.

The key in this is to EDUCATE YOURSELF. Don’t be lazy—read. Research. Ask for help and ask about others’ firsthand experience. If you don’t feel comfortable pushing that boundary, then for goodness sake, DON’T. But do not judge other folks that do. If it were not for innovators that tried something new with something old, progress would never happen.

Let’s take cola for example. Originally a medicine, now an everyday soft drink. Off-label use as a caustic agent that can loosen bolts and remove grease stains on clothing. Who would have thought? And what is to be said for the things in our lives that are natural and not labeled at all? Herbs can be used medicinally, in cuisine, and as topicals. They can be used for the scent or used in the

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garden to help other plants with properties such as repelling certain pests. The Pyrethrums that are widely used in flea products came from the chrysanthemum, which is not labeled for use. Then there are the all-natural approaches that use different essential oils for the same problem.

Then we can take the trend of “life hacks” as an example. “Hacks” are simple ways to utilize everyday things to make life a little simpler or to fix a situation in a pinch. Examples that stand out are the shopping carts used as charcoal grills and old CD spindles turned into bagel “tupperware.” Then there is the great art of “up-cycling”—taking things destined for the junk bin and making art out of them. Tires turn into full-size alligators for the lawn when cut and assembled correctly. Hydroponic planters can be made out of old bottles. It just took

someone seeing them differently.

As humans, we like to address our problems with different choices that work with our beliefs and outlooks on life. Someone that is concerned with an all-natural life approach will likely not utilize the same methods for de-fleaing a pet as someone who believes chemicals derived for the same use are not an issue. Is it “wrong”? Well, that depends on your definition of wrong. What one may see as wrong, another sees as a different solution. It takes one person or group to see something outside of the labeled box to turn it into something new. The only limit of use is your imagination.

It is up to the groomer to stay vigilant in their studies, to educate themselves, and to research the products one uses. You must not only know the product, but your pet or client’s pet as well. If the animal in

question has never had an issue in its life, test the product on a small area first. If the animal is on medications or has a history of issues with skin and coat, then common sense would dictate they are not a candidate for creative. ANYTHING (even products used as their intended, labeled use) can cause an allergic reaction.

You need to be aware. You are the animal’s advocate. Creative is not an exact science; it is always in flux. New hypotheses are formed all the time, and it is the marriage of art and science that makes it so amazing. You, as a creative groomer, must stay abreast of the products you utilize, as companies like to change them up occasionally without informing the public, which is a whole different topic. ●



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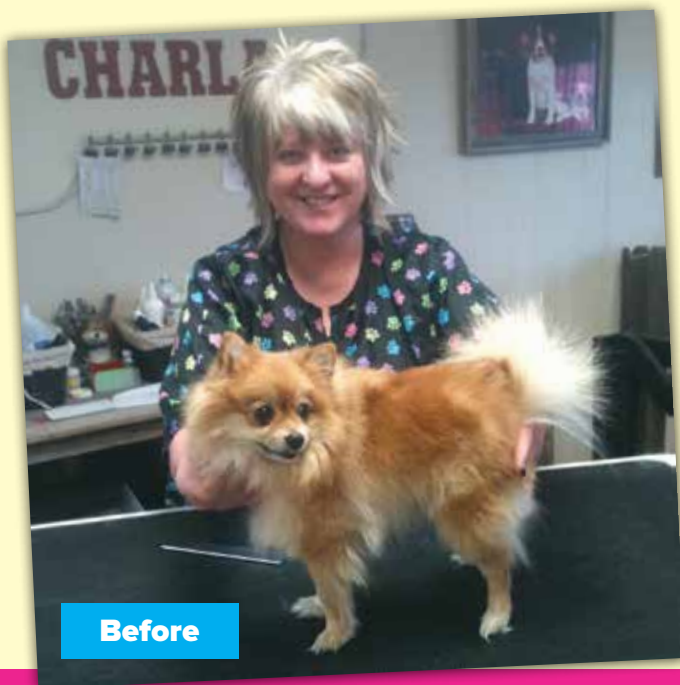
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Before



# Swirly Berkley

By Charla Jenkins

**H**owdy from Amarillo, Texas! My name is Charla Jenkins. I am the owner of Charla's Cuddly Cuts. I have been grooming for almost 10 years and opened my current shop in September 2008. One lazy day as I was scrolling through Facebook, I came across some awesome pictures from the Starwood Arts of Grooming School by a recent student, Pammie Carmichael Hogg of Doncaster. Pammie had completed a white Poodle with the most amazing swirl pattern I've ever seen. My first thought was, "I'm gonna try this!"

One week to the day, I approached my sweet client Candace Lawrence with picture in hand of Pammie and the Poodle. I asked, "May I do this to Berkley?" Without hesitation, she said, "Yes!" I have the best clients in the world! We booked Berkley for the following Friday. I could hardly sleep from the excitement and anticipation. When I did sleep, I had dreamed about doing the swirl pattern. I know—I'm a grooming geek.

Finally the day arrived. I sat at my grooming table with my computer open to Pammie's Poodle



After



picture and said, "Here we go." I looked at Berkley from both sides and took note of which way she held her tail to decide which way to start my swirl pattern. I then used her tail as my guide as to how wide my swirl would be. I did a prep cut, bath, and blowout, after which I started my finish cut. I began with the tail, taking the swirl around her whole body all the way to her neck, blending into a full chest, using only my wonderful curved shears and thinners. The only clipper work done on this groom was the sanitary and pads. This was actually easier and went quicker than I expected from start to finish on a regular Friday. She was only in the shop for three and a half hours. I was ecstatic with the finished groom!

This has been my most **FUN** and favorite creative groom to date!

I love to add color, but creative doesn't always mean color—just thinking outside the box. I believe it keeps things interesting. You will be surprised at how many of your clients will be open to something different.

Since this groom, I have done "cut-in" Zebra spots, "painted on" hot pink as well as multi-colored leopard spots, and a Minnie Mouse on Berkley. You never know where a little creativity may lead.

I have also increased my clientele just from people who have seen Berkley, my "walking billboard," who apparently looks like a croissant, twisted towel, or Christmas ribbon candy—just a few of the comments I got. I was also asked to enter my picture of my Swirly Berkley in a "Cutie Cute Photo Contest" put on by ISCC (International Society

of Canine Cosmetology), and to my surprise, I won! The prize was a paid registration fee for their Pet Pro Classic Convention. I was also asked to do a short presentation on how I did the groom in a class this past October, 2013. I messaged Pammie to express my gratitude of her being my inspiration for the cut and asked if she would be okay with me using the Pammie-Poodle picture in my presentation. She said yes! She is an awesome, sweet lady!

My motto is

**"LOVE what ya do,  
do what ya LOVE."**

And this one

**I definitely did LOVE!**

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# Testing 1, 2, 3

By Dawn Omboy, Queen of Color



Fig. 1



Fig. 3



Fig. 2



Fig. 4

I have been growing hair on my two Standard Poodles for so long I could be considered a Fluff-a-holic. As a matter of fact, after sporting a coat of nearly nine inches for almost five years, I may finally be a reformed Fluff-a-holic now turned hair hoarder. Saving this hair is a big bonus for you when you want to know just how certain color products will turn out when applied to the coat.

Spring is here, and so are the summer shave-downs and shorter haircuts. That leaves you with the perfect opportunity for collecting hair swatches and test patches. Start by



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bathing the dog and that entire extra coat, too, which you would normally clip off before the bath to save drying time. Dry the dog as normal and section off the hair by banding it (Fig. 1). Leave enough length so that when you cut it, the dog has about one-half to an inch of hair left under the band. Carefully cut the hair just under the rubber band. This will give you nice hair swatches to work with, and you can use your thinning shears afterward to smooth out the coat.

Make sure to label the hair to give you better results when using it for color testing (e.g. Poodle ears, Maltese pup, Poodle tail, etc. – Fig. 2). Keep them wrapped individually in waxed paper, as they will mat if stored together. When testing color products, lay out the swatches in an order you can keep track of easily. I put mine on a towel on my grooming table (Fig. 3).

Pick the products you want to test and apply the product right onto the hair on the towel using an applicator brush. Remember to wear gloves not only to keep from staining your hands but to keep from transferring color from one test swatch to the next (Fig. 4). Once this is done, you can roll the towel to keep it out of the way until you rinse and dry the swatches (Fig. 5). After rinsing and drying, you can see how different products affect different hair types (Fig. 6) even when using dark hair swatches and lightening products (Fig. 7). Color swatches are great for marketing, too. You can keep these handy to show your clients the real colors that can be achieved on their pet's coat type and color. ●

*Creative styling supplies can be found at [www.queenofcolor.com](http://www.queenofcolor.com)*



Fig. 5



Fig. 7



Fig. 7




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# The Rare Rainforest Pom

By Shawn Gaddini, NCMG



Here is my first attempt on and undercoated dog. She is my own 12 year old Pom.

I used Kiss Express (ready to use) semi permanent hair color in Cinnamon and Jet Black. There are dots of army green here and there.

I free-handed it and did the random black shapes, then filled the middles with the cinnamon. I painted on random small spots here and there with more cinnamon. I used semi soft round paint brushes in 1/4 inch wide and 1/2 inch wide widths. They were regular craft quality but not so cheap the bristles fell out.

I then rinsed with cool water and washed her with a soapless shampoo before sealing it with a heavy thick conditioner.

I finished off the groom by blow drying, tiding the edges of the spots with scissors, and rounding her head with curved scissors. ●

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# Strawberry Paisley

Priscilla Suddard

**O**ur winter here in southern Ontario has been the worst in about 25 years—just unrelenting cold, ice, and snow. So I decided to do something for fun to brighten things up and make me think of summer.

I started out with a very overgrown little girl of my own. Paisley hadn't had a full groom for about 8 weeks—she had some pink on her ears and tail from Valentines Day. I started out by roughly trimming the

shape of the strawberry into her back. I then applied color lifter to the areas I wanted to color. When I life color, I protect the area (so the dog cant lick it) with a paper towel clipped over it. That way i'm not intensifying the processing which could lead to skin irritation. I let the color lifter process until I was happy with the lift—approximately 20-25 minutes, then rinsed well in cool water, shampooed, and blow dried.

Strawberries have seeds. To achieve that look I simply





sectioned off little tiny sections of hair and wrapped them in tiny bits of tightly folded foil. Next, I applied Opaws hot red to the area and Manic Panic Green Envy for the leaves. I let that sit with some heat added several times for about 30 minutes, then rinsed quickly with cool water. I left the foil on the tiny seed sections while rinsing, then pulled them off when no more color was rinsing off the berry. Then I blow dried everything and shaped everything but the leaves with scissors.

For the leaves I flat ironed them, then applied hair spray first to the underside and then to the top. Then I sissored them to shape.

For an added touch I found some nail ornaments shaped like little fruits. I applied the strawberries to the shaved part of her ears.

So this is how Paisley ended up sporting her Strawberry Shortcake taste of summer! ●



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# Using Sidewalk Chalk

By Brenda J. Mitchell



**T**his is easy, quick, safe, temporary and FUN! I am going to share with you the steps I take to add color with sidewalk chalk to my clients. The best part is, this does not add any time to the groom!

Place a stick of sidewalk chalk (I use Crayola) in a container of very hot water and put it near your tub.

Bath dog as usual.

Take the chalk (it should have been in the hot water for 10 mins at this point) and using the side of it (not the point like you are writing) rub in one direction over and over, until completely chalked. If doing the tail or ears, I always have a paper towel between my hand and the ear I am holding.

I find this process works best if you keep the chalk wet, so dunk it repeatedly in the hot water while applying.

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Put chalk back into the hot water,  
in case you need to reapply.

Now go back to your bath routine—clip  
the nails, clean the ears, and finish drying  
the dog, EXCEPT the areas you chalked!

Now dry the areas you chalked with your  
dryer (I use the large cylinder for fluff drying).  
Be aware that chalk may fly! Waiting this  
long allows the chalk to “stain” the fur

If the color isn't as you wanted, reapply  
and leave on as long as possible and then dry.

Finish your groom!

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# *Passion* **PLAY**

✧ by Lisa Leady ✧

There once was a girl I knew a long time ago. This girl had mild brain damage from the use of forceps at birth and was later diagnosed with ADHD/ADD. School was difficult because she needed the visual aspect of learning as opposed to auditory. The damage was done to the auditory part of her brain.

Growing up, she was made to believe she had limitations. There were many things she couldn't do because of her "handicap." Most of the world had her believing in a terrible phrase: "I can't." She grew up in a dog grooming shop and was told from early on that grooming was all she was going to be able to accomplish in life. That decision

was made for her.

The words "I can't" became words she lived by whenever something was difficult. Those words became a crutch. There were other things she wanted to pursue in life. She wanted to work with handicapped children or perhaps do something in criminal justice. She wasn't allowed to pursue either at the time, as she was told the schooling would be far too difficult for her. When she was 17, she swore off grooming to try other things. After graduation, she became a pharmacy tech for a couple of years then went on to work in retail management.

Unbelievable to even herself, she soon realized the void in her life from

not working with dogs. Luckily, there were two people in her life who always believed in her: one being her sister and the other being an amazing man she had met. This man taught her she could be anyone or do anything she set her mind to. She married him after a year of dating. At 22, she worked for a local shop and loved what she was doing. She loved it, because it was her choice to groom. It was no longer the job she had to do because that was all she was capable of.

Some of her family had moved out of state for a few years but had since moved back. She was told flat out that she could come back as a bather but not a groomer. She had learned so



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much on her own already, so of course, “no” was the answer! A few years down the road, the girl opened her own salon. Again she was told there was no way she could handle it. One of her sisters, who was like a mother to her, came to work in the salon with her. It flourished! She had set out to prove that she could do anything she set her mind to. Over the next few years, the girl came to love herself more and more with the help of her loving husband and sister. She and her sister began competitive grooming. She no longer needed validation from anyone.

I am sure you have realized by now that the girl I knew long ago was me. Once I lost the negative influences, the passion came alive in me. I was now doing this for myself. I have been very blessed with all that I have accomplished. I could not have done

any of this without my sister, Sue, and my husband, Eric. They taught me how to catch the dreams that had eluded me.

These adversities fueled my passion to strive to be my best. Even though I’m retired from the ring, the passion is alive and well. I want groomers to aspire to be their best and not settle for just “alright.” I love to help groomers succeed. Whether it’s competitive grooming, certifying, or anything else, that is your passion! It’s an honor to give back and be your cheerleader just as it was done for me. I don’t want to hear “I can’t.” I want to hear “Oh, yes I did!”

Is being passionate in life necessary for excelling at what one does? I think it does to some degree. I think most people (like my old self) wanted to reach for the stars but are just too afraid to begin the process of pursuing

them, mostly due to fear of rejection, failure, or ridicule. It can be a potentially ugly experience at first—you know, leaving our safety net of what we do well and are comfortable doing. But of course—nothing ventured, nothing gained!

Being passionate in what you do is truly the driving force behind not accepting average work out of yourself, especially when you know what you’re capable of. Is my daily grooming always show ring ready? Of course not! I would be lying if I said it were! That said, I do try each and every day to keep my work up by challenging myself to not send ANY dog home with a grooming job that I’m not proud of. This alone helps keep my technique sharp so I don’t disappoint myself. Would the vast majority of my clients even notice if the grooming were mediocre? I’m certain they wouldn’t.

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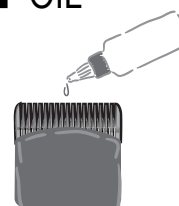
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But worst of all, I would know. What's the point in spending years acquiring knowledge and skills if you only put them to use occasionally? It seems a waste, doesn't it? This is where your love and passion sets you apart.

Your passion, like mine, can be expressed in many small ways. If you have a customer that is open minded and willing, ask them if you can try something a little different or new once in a while. Of course, I like to push the pencil myself, as my personal favorite saying is, "It's better to ask forgiveness than to ask for permission!" What's the harm? You can always fix your own mistake next time. Well, hopefully it's YOU fixing it!

But seriously, ask that client if you can try one of the new Japanese style trims on their dog this time or add some color or blingy tattoos to their dog. Why not keep yourself enter-

tained as well? We have chosen this as our career, so don't always turn it into a JOB. Have fun along the way as well. Of course there's many a day when all we want is to get done and get the heck home and into our pajamas, and we surely don't feel like working later and trying new things. Allow yourself those days as well, but keep forcing yourself to learn and try new things to keep your own batteries and creativity charged! Remember, we are in this for the long haul.

Your passion, like mine, may drive you to do crazy, irrational things—if you're lucky enough to allow it to get out of hand. This meaning, of course, competitive grooming! So you're a shop owner or mobile groomer who's doing well enough. You're content and happy doing what you're doing, but once in a while, you feel like there must be something more. Maybe

you're falling into a rut like we all do in life. You start thinking, how am I going to do this for another 20 years before I retire? Maybe you stopped pushing yourself some time ago. Maybe you haven't made the effort to keep up with new trends, etc. Why not try a competition or two?

No one says you have to shoot for GroomTeam, for goodness sakes! Simply find a high-quality dog (even I can find them in my rural location) that you're comfortable with... and go for it! If you can't find a suitable dog, why not look into entering one of the Rescue Rodeos that many of the shows are now offering? The satisfaction of knowing your cute trim may help get one of these grateful dogs placed into a loving home is unmeasurable. Trust me—even though you feel like the whole world will be watching you (the nervous first timer), they're not. They have their own problems out there in the ring! Meet some new people, attend a seminar or two... but most of all, have fun while inspiring yourself. Let your passion be the guide that sets you in motion! ☺

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**“Tons of great  
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grooming equipment  
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**“Next year I am going  
to try my best to go  
to the groom expo”**  
— Heather Frye

**“Can’t wait!”**

— Shari Tischio-Ferrara

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**September 18–21, 2014**

**Hershey Lodge & Convention Center, Hershey PA**

**[groomexpo.com](http://groomexpo.com)**

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# SAFE HANDLING

**I** love being a pet stylist. It's difficult for me to comprehend doing anything else, but sometimes I just can't bring myself to tell some people what I do. First, you have to say it twice, like they didn't hear you the first time. "You're a what?" they ask with a deer-in-the-headlights look on their face. I travel a lot and really avoid conversation with the person seated next to me for this very reason. I just despise the patronizing attitude some people have toward my chosen

profession. "Oh, you're a dog groomer. It must be fun to play with the puppies all day." That would be like me saying, "Oh, you're an attorney! Don't you just love driving around all day chasing ambulances?" Both are an insult and do nothing but reflect a definite ignorance that many people have about both professions.

What is one of the first, if not the most annoying, questions I am asked when people find out what I do? "How often do you get bitten?" My stock

answer is "Hardly ever. Good groomers don't get bit." The inquisitor is usually disappointed, fully expecting me to hold up a bloody stump of a hand with the dog still attached and gnashing away. The truth of the matter is that after over 40 years of grooming, I can count on one hand the number of times I've been bitten to any memorable degree... and have fingers left over, both literally and figuratively! I have to admit that these incidents happened due to carelessness on my part. I was,



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quite simply, not paying attention and didn't see it coming.

Nobody deserves to get bitten, but it can and does happen. It is up to us to keep these incidents to a minimum by educating ourselves in proper handling techniques as well as the use of the helpful equipment available to us. How many of us know a groomer who is constantly getting bitten? These people usually talk about getting every nasty dog in the neighborhood. They also appear to be burned out from all the hard work they have to put in for what they feel is very little pay. Life just isn't fair to them, and everybody is out to get them. Well, talk about what goes around coming around! It never occurs to them that they may be the very reason the dogs don't behave. The dogs don't want to be around this unhappy person!

Inexperienced or intolerant groomers have a tendency to "over-

handle" a dog, ignoring the fact that proper handling techniques are so important for the safety of the dog and the sanity of the groomer. For example, a groomer who is constantly repositioning the dog on the table or grabbing and moving them uncomfortably is doing nothing but further annoying an already edgy pet. At that point, the animal will do everything to get away into a more comfortable situation. All of this takes up valuable time, and it is a lose-lose scenario. This "bad Karma" can make for a very unpleasant situation and can result in injury to the groomer, the pet, and on occasion, both! It should never have to get to this point!

Steady, calculated, and safe handling techniques can help avoid an antagonistic situation. If you can start off calmly with a moody dog, chances are you can end on a happy note. We may not get total cooperation, but

it is my goal to try to get the dog to tolerate the procedures. Tolerance is a good thing, and sometimes it's all we can really wish for. If you are defensive in the beginning, many times the dog will feel your apprehension and return those feelings with similar actions. We all know that these pets can read your "aura" and know how you are feeling about them. Look into calming methods of massage, like the Tellington TTouch. Add some essential oils and aromatherapy, turn off the head-banging rock & roll for some calming music, and you just might be on your way to a more pleasant groom.

Let's take a quick look at these pets. Are they old and crippled? These dogs are not going to learn like a puppy, and trying to teach them something they will not or cannot do is unfair to them and to you. You'll need some patient handling here. Using a rubber comfort mat, like the kind



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you stand on, offers these older dogs a softer surface on which to stand as well as more secure footing. And what about that puppy? He's going to need some patient and gentle lessons to teach him to be a well-behaved adult. This baby may have gotten a face full of water by an owner trying to bathe him, and now he is afraid of anything coming near his face. It is our job to desensitize him to those past unpleasant experiences and help him gain confidence that you are not going to hurt him. We do not want to reconfirm his fears and give him a reason to be bad.

Let's face it—we do things to these pets that owners don't give a thought to doing. For example, we hold them firmly to trim their nails. We put "stuff" in their ears and clean them out. We put them in a bathtub and do the anal glands. (Show me an owner who ventures into that territory!) Then we expect them to sit still while we brush them, dry them, and run weird "buzzing" machines all over them. I guarantee you that these are NOT things the owner does regularly. It's easy to understand why these dogs act up or lose their patience. A lot may

hinge on the previous groomer's actions, and let's face it—not everybody is patient and understanding.

Sometimes when performing unpleasant tasks like trimming nails or dematting, you get an incorrigible that just needs a little extra control. This is where some of the innovative tools of the trade come in. Muzzles are normally a first line of defense when it comes to dealing with an overly aggressive animal. Taking away their "weapon" will usually diffuse a potentially hazardous situation, allowing you to do your work safely, but I don't like muzzling a dog just for taking a swipe at me for something as incidental as trimming nails. My action may be perceived as aggressive, and the pets just react in defense. Sometimes this can't be avoided. What about the old dog with the heart condition or bronchitis? You can't safely put a muzzle on him! This is where items like Elizabethan collars come in handy. They can safely let you do your work while keeping the "business" end of the dog out of your way. These work wonderfully on cats, as well.

While grooming loops and posts

are the standards in the industry for tethering and controlling the pet, they don't work for every dog. The toy breed with the trachea issues will not be able to tolerate it, and the not-yet-leash-broken puppy can panic. What about the dog that just won't stand still? All these situations will test even the most resilient groomer. Typically, I do not mention specific products in my column unless there is not a competitive equivalent to be found for an innovative piece of equipment and I find it to be a huge advantage for the professional stylist. The "Groomer's Helper" is one of these items, and I consider it to be "the third hand" that we often wish we had. It is a non-aggressive, safe, and secure way of controlling most unruly animals.

While there are many items out there to help make our jobs easier, remember a piece of equipment is only as good as its operator. The best and safest equipment in the world is useless if it is not used correctly if you lack the patience, understanding, and compassion it takes to be a good groomer. I think you can see how an impatient groomer can unnecessarily create and escalate a situation with a dog. If you still find every dog in your day—every day of the week—misbehaving, then maybe it's about time you quit grooming and go chase some ambulances. ☹

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# GROOM & KENNEL EXPO

## SETS THE PACE FOR 2014

**G**room & Kennel Expo 2014 was a record-breaking affair that introduced new seminars and contests to the West Coast groomers. With 88 vendors at 113 booths filling the Pasadena Convention Center's sold-out exhibit hall, GKE 2014 was not only an educational event but also a shopping hot spot for groomers looking to stock up and find bargains. The groomers also arrived in record numbers, with 3,723 registered groomers in attendance over the course of the weekend.

The show kicked off with an afternoon of seminars on Thursday, including a brand new salon certification course taught by Linda Easton of International Professional Groomers. This workshop covered all aspects of a salon from the health of both pets and groomers to professionalism and ethics. Mia Avila of Castro Valley, CA, enjoyed learning about hair biology and assessing dog behavior and temperament. Avila says, "I wanted to learn more—I could sit here all day!" The workshop was also the first step toward receiving Salon Details Certification from IPG.

A unique seminar offering was "The Passionate Groomer," Friday's day-long program with Lisa Leady, the Barkleigh Honors Award winner for Speaker of the Year. Leady combined her personal passion for grooming with her technical skills in a series of stories and grooming demonstrations designed to leave people with a renewed passion for their dogs, customers, coworkers, and industry. "She really made it fun to learn these breeds," says Patti James of Murrieta, CA. "I think we need to be friends on Facebook." Leady will bring "The Passionate Groomer" seminar to Barkleigh shows throughout the year, including the All American Grooming Show in Chicago and Groom Expo in Hershey, PA.

Friday also featured the popular Asian Freestyle Symposium. The program began with some history and background presented by Koko Tanaka, a Japanese native who was one of the first groomers to introduce the fun and attention-grabbing style to the United States. Also included in the program were grooming demonstrations by Olga Zabelinskaya and

Yumiko Nakamura, who traveled from Japan to participate in the symposium. After the seminar, many attendees commented that they cannot wait to try these new techniques when they get back to the salon.

Other seminar highlights from the weekend include creative grooming demos with Lori Craig and Angela Kumpe, cat grooming with Danelle German, animal health topics with Dr. Michael Fleck, and breed demos with champion groomers like Jay Scruggs, Sue Zecco, Michell Evans, and Donna Owens.

Another exciting component of the GKE schedule was the lineup of GroomTeam-sanctioned breed tournaments sponsored by Utsumi America d.b.a. B.W. Boyd Shears, Geib, Earthbath, and Wag'n Tails with Best All-Around sponsor Andis and Best in Show sponsor Nature's Specialties. Group winners include Kenichi Tanye in Terriers, Mackensie Murphy in Sporting, Cat Opson in Freestyle, and Jackie Boulton in All Other Purebreds and Poodles. Boulton was this year's big winner, taking home both Best

# INSIDE THE GROOMING INDUSTRY BIBLE

## CESKY TERRIER

Coat Characteristics:  
Minimal Shedding

AKC Breed Group:  
Terrier

This terrier is never clipped; it is always clipped. The coat should be soft, silky, slightly wavy and glossy and evenly thick.

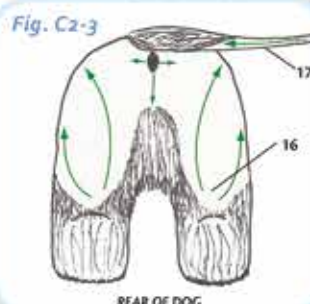
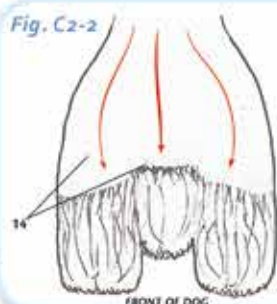


## Grooming Instructions

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

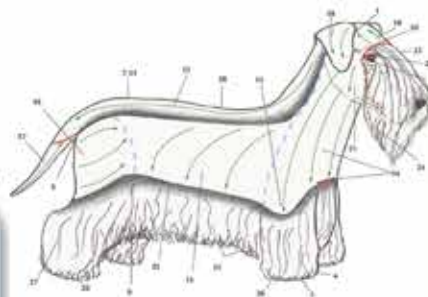
## Equipment Required

- Cotton Balls
- Ear Powder
- Haimmostat Hair Puller
- Ear Cleaner
- Saline Solution
- Nail Grinder or Nail Trimmer (pedicure pliers-type)
- Electric Clipper
- #15 Blade
- #10 Blade
- #9F, #7F, #6L, #5 Blade
- #1 or #10 Snap-On Comb
- Slicker Brush
- Dematting Tool
- Metal Comb
- Scissors
- Thinning Shears
- Curved Scissors
- Conditioner
- Finishing Conditioner Spray

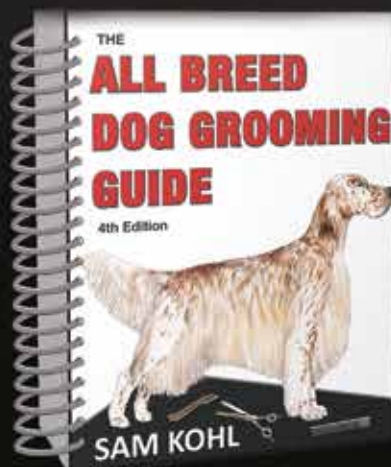


## Understanding the Lines:

Direction of stroke used for clipping pattern.  
Indicates a distinct pattern with other hair hanging over it.  
Indicates a distinct pattern (as with no blending).



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All Around and Best in Show with her Poodle. For complete contest results, see page [PAGE NUMBER].

In previous years, groomers have used a Pasadena grooming salon to prepare their dogs for competition, but when arrangements with the salon fell through for 2014, Johnny Ray and Tim Kahler of Dog House North Hollywood and Dog House Studio City offered their facilities as bathing areas for competitors. Groomers coordinated shuttle schedules to take them from the hotel lobby to Dog House, starting in the very early hours of the morning. "Tim and I were so honored to be allowed to host such an amazing group of people," says Ray. "The grooming industry is unlike many others. We as a group come together to share, teach, and inspire each other. This experience made me and Tim never feel more proud. The doors to Dog House are always open to the Groom & Kennel Expo."

Participants in Sunday's Lambert Kay Rescue Round-Up competition met their rescue dogs at Dog House, where they bathed and prepared the dogs for a transformation that will hopefully help the dogs find homes. "We had 18 competitors in this class," says Cheryl Purcell, GroomTeam USA Coordinator and the rescue coordinator for GKE. "Someone mentioned to me that the quality of the dogs that we got were excellent, and I noted that it's a shame that such nice dogs had been surrendered to shelters." Participating shelters were Sparky and the Gang, California Miniature Schnauzer Rescue, and Beagle and Buddies. "Without the help of these wonderful people," Purcell says, "many of these dogs would not have been with us that weekend."

Winning first place in the Rescue Round-Up competition was Hyuk Hwon Kwon. Tina Pirtle and Amanda Payne won second and third place, re-

spectively. Rescue Round-Up Platinum Sponsor Lambert Kay provided the cash prizes and donated their entire booth to the top three, and they also donated first aid packets and wound care products to the participating rescue organizations. Kwon, Pirtle, and Payne also received an abundance of prizes donated by vendors including Sensei Shears, Groomers Helper, Wahl, A Creative Collection, B-Air Dryers, and Madra Mor. In addition to the products won by the top three, all contestants received bows from Hot Bows and Madra Mor Mobility Mud. Kwon also qualifies for the National Rescue Round-Up Invitational at Groom Expo 2014 in Hershey, PA. The first place winners of nearly every rescue competition throughout 2014 will be invited to participate in this competition. The winner of the National Rescue Round-Up Invitational will appear on the cover of Groomer to Groomer and wins a free Barkleigh cruise.

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Sunday also featured the Groomer to Groomer Creative Styling Contest, in which groomers transformed their dogs into colorful works of art—some quite literally. Sandra Hartness used her Husky as a canvas for “Bark Art,” which featured the word “ART” on one side of the dog and a replica of Vincent Van Gogh’s “Starry Night” on the other. Hartness won second place with her design. Angela Kumpe’s “Popeye” design took third place and was the crowd favorite, earning her the People’s Choice Award and the cover of Groomer to Groomer. Winning first place in the Creative Styling Contest was Lori Craig with “Phantom of the Opera.” Christine Trovato won first place in the creative novice division with an Angry Birds theme.

Adding to the usual excitement of GKE was all the activity next door at the Pasadena Civic Auditorium. As

groomers attended seminars and the trade show, crews set up stages, trailers, and broadcasting equipment for the NAACP Image Awards, an event that honored performers like Forest Whitaker, Kerry Washington, and recent Oscar winner Lupita Nyong’o. The Image Awards also included a special tribute to the legacy of Nelson Mandela by Oprah Winfrey and Stevie Wonder, whose trailer was just yards away from the GKE registration desk. Some GKE attendees and vendors excitedly returned to the trade show hall with reports of celebrity sightings as the stars began to hit the red carpet.

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# GKE 2014 CONTEST RESULTS



## BEST IN SHOW

Best in Show winner Jackie Boulton with Mary Meeks of sponsor Nature's Specialties.



## CREATIVE STYLING FIRST PLACE

Creative Styling First Place winner, Lori Craig.



## CREATIVE STYLING SECOND PLACE

Creative Styling Second Place winner, Sandra Hartness.



## CREATIVE STYLING THIRD PLACE & PEOPLE'S CHOICE

Creative Styling Third Place and People's Choice winner, Angela Kumpke.



## RESCUE ROUND-UP

Rescue Round-Up First Place winner Hyuk Hwon Kwon.



## RESCUE ROUND-UP

Rescue Round-Up Second Place winner Tina Pirtle.



## RESCUE ROUND-UP

Rescue Round-Up Third Place winner Amanda Payne.



# POODLES



**FIRST PLACE, OPEN:** Jackie Boulton



**FIRST PLACE, INTERMEDIATE:** Jessica Cave



**FIRST PLACE, ENTRY:** Jessica Cabello

**NOT PICTURED**  
**FIRST PLACE,**  
**INTERMEDIATE:**  
Patricia Sugihara



**FIRST PLACE, OPEN:** Kenichi Tanye



**FIRST PLACE, ENTRY:** Sheila Wagner



**FIRST PLACE, OPEN:** Cat Opson



**FIRST PLACE, INTERMEDIATE:** Sandra Hartness



**FIRST PLACE, ENTRY:** Deeanna Bradley



**FIRST PLACE, OPEN:** Jackie Boulton



**FIRST PLACE, INTERMEDIATE:** Ai Kikuchi



**FIRST PLACE, ENTRY:** Bianca Bauza



**FIRST PLACE, OPEN:** Mackensie Murphy



**FIRST PLACE, INTERMEDIATE:** Naomi Conroy

# TERRIERS

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# ALL OTHER

# SPORTING

# BATHING SYSTEMS

## A WHOLE NEW LEVEL OF CLEAN

✧ by Kathy Hosler ✧

**G**rooming is a really labor-intensive career, and bathing the pets is one of the most time-consuming parts, yet bathing is an incredibly important part of the grooming process. You can't get a great groom if you don't start with a thorough deep-cleaning bath.

These days, salons and mobile

units want and need to squeeze as much productivity as possible into their workday, and they welcome any piece of equipment that can help them achieve that goal. Hand-bathing can be costly and lengthy in human labor and energy. Bathing systems have become an indispensable item in most grooming establishments.

Let your equipment work for you. Bathing systems are highly effective, saving you time, shampoo, and water. You also save on electric or gas costs, because you don't have to heat as much water. A bathing system also saves you energy and wear and tear on your body, since you no longer have to hand-scrub the pets. There are several

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different types of units (recirculating, non-recirculating, and micro-bubble). Each of them has a unique way to clean the pets, but all of them can make your work day and salon more productive.

Not every system will work for every grooming situation. For example, mobile groomers usually have to carry a day's worth of water with them and have limited space in their holding tanks, so they can't have bathing systems that use a lot of water. Most mobile units don't have very strong water pressure; that limits the bathing systems that will work well for them. To get a better understanding of the different types of units and which one might work the best for you and your grooming situation, Groomer to Groomer asked several manufacturers to tell us about their systems and how they work.

"The Cosmos Bathing System has

A great bath is the foundation for a fabulous groom. If you are still scrubbing dogs and cats by hand, you might well be pouring money down the drain.

been in existence for over 25 years," says Staci Adam, Sales Representative of Cosmos. "Our shampoo application system can be used in mobile situations or salon, and it can grow with your business. Whether you have one bathtub or many, you will only need one Cosmos System."

The Cosmos Bathing System is a shampoo-dispensing system that is easy to operate. You put diluted shampoo in the stainless steel tanks, the compressor pressurizes the tank,

and when you squeeze the sprayer, it applies the shampoo mixture onto the pet. Its variable pressure sprayer can even spray upside down to get those hard-to-reach areas. It works with any shampoo or crème rinse that you want to use. It can cut your shampoo usage by up to 50%. It speeds up washing time and puts the shampoo exactly where you want it. The Cosmos Bathing Systems can be rented or purchased, and they are custom installed by Cosmos technicians. If you rent



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"The Prima Bathing System has been available for 10 years," says Gary Falkenberg, the owner, designer, and inventor of Prima. "The Prima is a very efficient system to clean the coats very quickly using the least amount of solution. Our unique high-pressure ap-

plication delivers pre-diluted shampoo deep into the coat.

"No matter what system you use for bathing, the shampoo should remain in the coat for four minutes," says Mr. Falkenberg. "This is a contact time that the surfactant in the shampoo must have in order to do its job thoroughly so it can encapsulate

and remove the contaminants from the coat, the hair follicles, and the skin. Then when you rinse, they will be carried away with the rinse water.

"The main benefits of using the Prima Bathing System are a squeaky, clean coat with the least amount of shampoo and fast rinsing," continues Mr. Falkenberg. "It takes less time and physical effort, there is no need for pre-wetting or hand-scrubbing, and no special plumbing or electric is required to install it." Their new model, the Prima Encore, is a smaller version of the original Prima. It is ideal for mobile groomers.

The Quadrathe Bathing System attaches to your existing water source, and it is made in America. "We designed our first Quadrathe, a single product unit, for groomers, house-call groomers, and show people," says Jeff Kandel of Quadrathe. "It had to be portable and easy to use. Then we expanded to include a four-product system. With just the turn of a knob, groomers have a larger selection of shampoos." In fact, you can control every function of the Quadrathe (on,

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off, shampoo, conditioner, etc.) with one hand. The mixing unit is located right behind the nozzle.

Shampoo is drawn into the mixing unit and discharged through the high-flow nozzle. There is no hand-scrubbing. The water/shampoo mixture cleans the pet as it flows throughout the coat. "It's not pressure that gets them clean; it's the volume of water," says Mr. Kandel. "To get the best results, you need to have a water flow (hot and cold combined) of at least five gallons a minute."

The HydroSurge BathPro 5.1 is a non-electric, non-re-circulating bathing system. It has an exclusive InjectAir technology that fuses water, shampoo, and air to penetrate the coat for a thorough cleansing and brings oxygen to the skin. There is no pre-wetting or hand-scrubbing needed; you just let the water pressure do the work.

For best results, it is recommended to use only the HydroSurge Shampoos in the unit. Then you rinse the pet with fresh oxygenated water.

The Sav-Ur Fur Bathing System was developed by owner, inventor, and groomer Wilma Flies. "As a groomer myself," says Ms. Flies emphatically, "I know how important the bathing portion of the grooming process is. Our unit is very cost effective, using any brand of shampoo or conditioner. It's more efficient and saves time and comes with a three-year warranty."

The Sav-Ur Fur System uses standard water pressure to dilute product and apply it directly to the animal using the unique Sav-Ur Fur nozzle. The patented nozzle is totally adjustable. It can go from very low pressure for using around the face area to more forceful for deshedding. The nozzle becomes an undercoat removal tool,

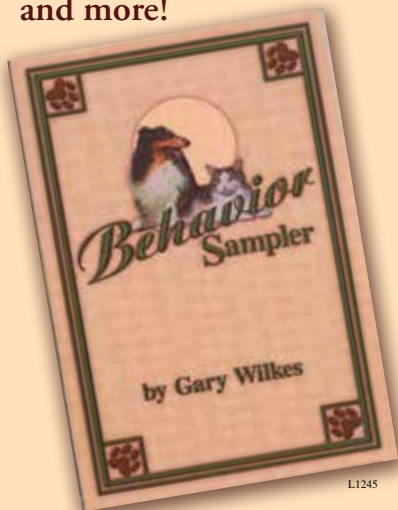
allowing groomers to remove incredible amounts of shedding hair right in the bathtub.

Wilma has not forgotten the needs of the mobile groomers. She is putting the finishing touches on a new recirculating bathing system that will allow mobile (and any other) groomers to bathe and deshed in the bathtub. It will have a unique filtration system to capture the undercoat that is removed using the Sav-Ur Fur nozzle.

The Hanvey Bathing Beauty is a recirculating bathing system that works in a salon or mobile situation. You simply put one to two gallons of water in the tub, add any brand of shampoo that you wish to use, turn on the Bathing Beauty, and hydro-massage the shampoo mixture into the coat. This unit is not dependent on good water pressure.

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a recirculating system,” says Curtis Hanvey, engineer at Hanvey Engineering. “With the Hanvey Bathing Beauty, eight to nine gallons of shampoo/ water mixture flows through the coat every minute. The soap molecules encapsulate the dirt, crud, and skin flakes. Once encapsulated, they will

not redeposit on the coat. Then you simply rinse the pet with fresh water.” This Bathing Beauty conserves shampoo, reduces water usage by about one half, and makes rinsing the pet quick and easy.

There is another system for cleaning pets that a lot of groomers have

not heard about yet: cleaning with micro-bubbles. “The micro-bubble technology has been used in Japan for more than six years,” says Jeff Wright, CEO of Thera-Clean. “This emerging technology is really simple but also very scientific. It’s just water and bubbles, but it’s how the bubbles are produced and their size that turn on the cleaning power.”

The Thera-Clean unit itself is about two feet by one foot by 14 inches high and is made in North America. It’s a recirculating system that has three hoses; one attaches to the bottom of the bathtub and pulls in water, and the other two are where the micro-bubbles come out. The machine super-oxygenates the water to produce micro-bubbles. The Thera-Clean Skin Health System generates micro-bubbles that are from 3 to 20 micrometers in size (that’s much smaller than the width of a hair). Micro-bubbles carry a slightly negative charge. That attracts positively charged molecules of dirt, dander, sebum, and other organic materials like bacteria, pollen, and fungus. The negatively charged

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micro-bubbles actually debride the positively charged material and pulls it into the bubble.

This gentle method of cleaning is non-abrasive. That is very important for pets that have inflamed skin. The pet is put in the water, and the micro-bubbles begin to clean the pet from the hair right down into the pores. This all-natural bathing system uses no shampoo or chemicals. The Thera-Clean system does offer a natural plant-based enzyme powder that softens and helps dislodge debris, allowing the micro-bubbles to adhere to and remove waste.

Monica Shigenaga, owner and founder of Cocojor Minicle Micro Bubbles system says, "The skin is the largest organ of the body—it acts like a third kidney. Our system harnesses the natural power of water to provide

dogs with a deep, healing cleaning. It detoxes the dog from the inside out by increasing blood circulation and oxygenation, which often helps mitigate skin conditions." Ms. Shigenaga says that using micro-bubbles is no "hocus-pocus." This technology goes far beyond just cleaning the pet's coat; it's an important skin care system.

A great bath is the foundation

for a fabulous groom. If you are still scrubbing dogs and cats by hand, you might well be pouring money down the drain. Invest in a bathing system, and the only thing that will go down the drain is the dirty water. ☺

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# DISASTER PREPAREDNESS

## ≡ PART 2 ≡

✧ by Mary Oquendo ✧

Any given emergency event will have its own set of unique circumstances. One instance may require evacuation while another requires remaining where you are. There are many studies that conclude that people who plan for emergencies fare better than those who do not.

### FOR EITHER SCENARIO:

Pay attention to media reports and follow their instructions. Keep in mind that police and fire department personnel circling your neighborhood may announce a localized event. In addition, there are phone apps that issue live alerts. The free apps I installed on my phone include the following:

My local news station

WeatherBug  
Emergency Radio Free  
Code Red Mobile Alert

### THE APPS I HAVE PAID FOR INCLUDE THE FOLLOWING:

Pet Tech Pet CPR, First Aid, and Care – it summarizes pet first aid techniques as well as has a veterinarian locator.

Pet Poison Helpline – it will dial their hotline. As minutes matter in a poisoning, this could save the life of a pet.

### ADD TO THE EMPLOYEE/SHOP MANUAL THE FOLLOWING:

Phone number to your local or

regional Emergency Management Office. This office offers many resources including Community Emergency Response Training, information on the State Animal Response Teams, as well as the location of the designated people and/or animal shelters. The shelter locations may change periodically. Detachable checklist for both evacuations and remaining at your location. Detailed instructions clearly indicating what needs to be done will reduce stress and streamline either process. Reference materials from FEMA.gov, the Red Cross, and Groomer to Groomer magazine.

Four directional driving instructions with pet-friendly hotels marked along the way.

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Pets under duress are at risk for stress-related injuries including bites, fighting, seizures, and heart attacks, and diabetic pets can go into either hypoglycemia or ketone acidosis. The better prepared we are means we can address the event in a calm manner.

Encourage preparedness by reviewing the emergency protocols as outlined in your shop manual, including practice drills on a regular basis. Possible practice drills include loading pets into crates and vehicles, clearly identifying pets with owner and shop name, and ensuring the evacuation kit is filled and ready to go. The more you practice, the better prepared you and your staff will be.

Suggested continuing education, such as Community Emergency Response Training (CERT) as well as local emergency preparedness workshops, are offered at trade shows and Adult Education programs. CERT is a 20-hour program paid for by our tax dollars and will prepare you for emergencies. It is usually taught by the Fire or Emergency Management Office Personnel. I highly recommend this training.

## SUGGESTED KIT ITEMS INCLUDE THE FOLLOWING:

Pet first aid kit – In the January 2014 issue of Groomer to Groomer, there is a detailed article on pet first aid kit contents.

Client files on any pets that are in your care – It should include waivers, contact information, as well as any pertinent medical conditions.

Bottled water – I prefer Smart Water™ as it replaces lost electrolytes due to stress. I watch for sales and stock up on it.

Dry and packaged food for both pets and people – While it is better to have the pets' normal food available, as it will reduce gastric upset due to stress, it may not be possible for client pets.

Set of muzzles – As this can be a stressful time for the pet, it may incite



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poor behavioral issues, as well as bite reflexes.

Fully charged fire extinguisher  
Old blankets for warmth and as a comfort item – Items that have a scent of home or of something familiar can reduce anxiety in a pet.

Water and food dishes

Cleaning supplies, including bleach – 10% bleach is a disinfectant and 16 drops of bleach to a gallon will purify drinking water.

Shampoo to wash off contaminants.

Glow sticks and/or flashlights with spare batteries.

Travel crates to transport pets safely.

Specific kitty supplies such as litter, Frisbees (they can serve as portable litter pans), and shampoos.

Store items in an easily transported container such as a plastic can with wheels. Anything that is normally used in a shop that would have to be added to the kit should be listed on the detachable checklist.

If you are asked to evacuate, please do so. Many people were swept away during Hurricane Sandy because they did not heed the warnings. Take all pets with you; residents were not allowed back into New Orleans after Hurricane Katrina for several weeks. If it is not safe for us, it is not safe for them.

Detach evacuation checklist  
Load up vehicle with pets and supplies  
Decide on which driving direction  
Post sign on door informing clients where you are heading and name of hotel or location of designated pet shelter, along with your cell number.

Contact clients with your travel

information.

Turn off utilities before you leave and remember NOT to turn them back on without an inspection by the utility company when you return.

If you are unable to evacuate or are instructed to remain, you now prepare for any grooming clients to become boarding clients. Owners may be unable to reach your shop to pick up their pets. Contact owners and keep them up to date.

Emergency situations can impact the pets in our care as well. Pets under duress are at risk for stress-related injuries including bites, fighting, seizures, and heart attacks, and diabetic pets can go into either hypoglycemia or ketone acidosis. The better prepared we are means we can address the event in a calm manner. The more relaxed we are, the result will be a less stressed pet. ☺



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# SPRING CHECK-UP FOR YOUR EQUIPMENT

by Jeff Andrews

Everyone is slow this time of year, and it's a good time to go through your grooming equipment and shop equipment. This is the calm before the storm—the snowbirds are coming back and usually their pets are a mess, so our equipment has to be ready.

## BLADES

Even though your blades are cutting now, they may give out later. If you can afford it, get all of your 7s and 10s sharpened now. Go through your drawers in the shop and look for blades you may have thrown in for some reason or another. If they are still good, get them sharpened. Start oiling them and washing them in blade wash to keep them cutting longer.

## CLIPPERS

Check every clipper you have for bro-

ken cords and worn hinges, and change the blade drive. Check all the screws to make sure they are tight. Now is the time to get them serviced so they don't quit during a shave down. And don't try to groom having only one clipper; you need a back-up. The money you lose because you can't work may buy several clippers.

## SHEARS

Same thing. If you can afford it, get them sharpened now. If you start a process of wiping them down and lubing them every night, the edge will last longer. Scissor lube is very important; it lubes the pivot of your shears, and it also protects the screw so it doesn't start rusting and loosening up all the time. Shears will rust if you don't wipe them down. You can get scissor lube from any grooming catalog or any beauty

supply store.

## DRYERS

Dryers need to be cleaned out weekly, sometimes daily. Take the filters out and clean them by blowing them out with a second dryer or washing the filter in warm soapy water and let dry overnight. When too much hair accumulates on the inside of a dryer, the motor over heats and blows the fuse on the switch. Carbons should be changed yearly. I change them every spring whether they need it or not. It's simple to do if you follow the instructions in the manual.

## BATHING ROOM

This is usually a mess when I start on it. First, I gather up all the nooses and get rid of the broken ones. Next, I go through



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the towels and toss the ones with holes or ones that are all frayed up. Soaps and mixing bottles are next. I get rid of bad mixing bottles that have lost their markings. I combine soaps of the same kind so I can order new supplies. Check the tub for leaks, and make sure the hair filters are good and still able to catch the hair. If you're using fiberglass tub inserts for a bathing tub, check the bottom of the tub with your fingers and feel for holes caused by the dog's nails. You can pick up fiberglass patches from a home improvement store. Fix them while they're small, or you'll be replacing the tub.

### DRAWERS AND CABINETS

If you have any drawers or cabinets in your shop, go through every one and throw out stuff that is broken or unusable. If you have a box of clippers you're saving for parts, remember that if they sit around in that humid environment for a year or two, they may not run anymore. Moisture will ruin the armature, but cords and body parts should be okay.

### CARD FILES

Most of us have regular customers that come routinely, so a large card file may be okay. If you have a big shop with multiple groomers, you may want to go through the card file and see if the cards are current. If they haven't been back in two or more years, you may want to move that card out of your active files. We did that one year and got rid of 300 cards. Some haven't been back in over five years. A card file does need to be cleaned up once in a while. You can also make cold calls on the cards that are non-active and try to get their business back.

### MOBILE GROOMERS

You basically have the same chores to do but on a smaller scale. Vehicle maintenance and generator maintenance are the big concerns for you. Time to get everything checked now before you get real busy.

I just wanted to make everyone aware of some things you can do to get your shop

ready for spring and summer. You can use this list again after the kids go back to school this fall to prepare for the Christmas rush. Being proactive with your equipment and shop could prevent surprises and untimely bills.

Hope this can help someone. Be safe, and remember to read those labels. ☺

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



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by Kathy Rose



**AFTER**



**BEFORE**

# YORKIE: SHORT TRIM

**T**he Yorkshire Terrier, or “Yorkie,” is one of the most popular AKC breeds. It is at the top of our Bread & Butter client list. These long coats tend to mat and become too difficult for the average pet owner to maintain. This short and sassy trim can be adapted to any of the single-coated drop coats that we see daily in our salons.

Good preparation, including a thorough wash with a clarifying shampoo, should be completed before styling. For best results, avoid heavy

conditioning with these open coats and fluff dry, following the coat growth direction. Nails, pads, and sanitary are done ahead.

**Fig. 1** Use a #10 to shave the inside and outside top quarter of the ear. Support the ear with your hand and trim in the coat growth direction.

**Fig. 2** Use a #10 to clip the corners of the eyes. Use a skimming motion to just remove the excess hair in the eye corners. Do not shave the bridge of the nose.

**Fig. 3** Use a #30 to shave the hair on the front portion of the lips.

Starting about an inch behind the occipital bone, trim down the back, shoulders, and undercarriage, following the coat growth direction. A #1 snap-on comb over a #30 was used on this model.

**Fig. 4** While supporting the hind legs, clip the undercarriage against the coat growth direction.

**Fig. 5** Clip down over the rear, following the coat growth direction. Clip up over the rear against the coat



growth direction.

**Fig. 6** While supporting the rear assembly, clip the legs, following the coat growth direction.

**Fig. 7** Starting just under the jawline, clip the throat and neck area.

Clip down the shoulders and front legs.

**Fig. 8** Clip the topskull.

**Fig. 9** Clip the underjaw and cheeks.

**Fig. 10** While supporting the foreleg, use small curved shears or very short straight shears to round the feet. Repeat for the rear feet.

**Fig. 11** Use thinning shears to blend the rear.

**Fig. 12** Pick up the foreleg and



**FIG. 1**



**FIG. 2**



**FIG. 3**



**FIG. 4**



**FIG. 5**

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**FIG. 6**



**FIG. 8**



**FIG. 7**



**FIG. 9**

trim the stray hairs with thinning shears.

Blend the cowlicks on the neck with thinning shears.

Trim the ear edges with short scissors, following the coat growth direction.

Grab the excess coat on the top-skull between your fingers and trim with thinning shears.

Trim the bangs from the outside corner of the eye across to the other outside eye corner. The eyes should be able to be seen from the side view.

Trim the jaw to the outside corner of the ear with thinning shears to blend.

Use thinning shears to blend the stray hairs and round out the shape of the head. For a round face, do not make

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a dip in the cheek below the ear. The shape is a semi circle from nose to the base of the ear.

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## Earthbath Offering NEW FrAGRANCE Free Itch Fighting Oatmeal & Aloe Shampoo and Conditioner

Just in time for the upcoming spring/summer season and its associated itchi-ness, earthbath has announced the re-lease of two new products, FrAGRANCE Free Oatmeal & Aloe Shampoo and Conditioner, to round out its best selling line of Oatmeal & Aloe products. Using the time tested and proven itch fighting characteristics of colloidal oatmeal and aloe vera working in a combination with other all natural ingredients, these shampoos and conditioners provide a safe and effective way to clean and condition coats and help soothe minor skin irritations in both dogs and cats. Available in both pints and gallon sizes, they all come with the earthbath unconditional

guarantee of satisfaction.

For additional information, request Reader Service card #R1312.

## Wahl Clipper Corporation Launches KM10 Professional Brushless Motor 2 Speed Clipper



Wahl® presents a New German Engineered KM10 Professional Brushless Motor 2-Speed Clipper Kit. The KM10 features the revolutionary performance of a BRUSHLESS motor that includes an extended motor life of greater than 10,000 hours offering the maximum in power and torque with the utmost dependability a professional clipper can deliver. To reduce wrist fatigue the KM10 was designed with superior comfort and control featuring a correctly-balanced, low vibration and lightweight ergonomic de-

sign. The KM10 delivers long life, professional quality and durability with a 5-year warranty.

For additional information, request Reader Service card #R1313.

## Soggy Doggy Super Shammy



A Soggy Doggy Super Shammy always does the trick when you're dealing with a dirty, wet dog! Featuring an ultra-soft and super absorbent, durable, microfiber material, the Soggy

Doggy Super Shammy absorbs five times more water and dirt than a typical cotton towel and can be left to dry anywhere, where it will remain odor-free. The Super Shammy is machine washer and dryer friendly, and available in three colors- beige with red trim, marine blue with red trim and chocolate with white trim. Retailing for \$19.99, the Soggy Doggy Super Shammy is available online at [www.SoggyDoggyDoormat.com](http://www.SoggyDoggyDoormat.com) and at pet specialty and grooming retail outlets nationwide. For additional information, request Reader Service card #R1315

## Bio-Groom New Shampoo, INDULGE



Bio-Groom is introducing a NEW shampoo called IN-DULGE: 100% Pure and Natural Argan Oil in a baby-mild

SULFATE-FREE hydrating and conditioning shampoo! This shampoo is good for all skin and coat types. Its luxurious lather deep cleans and conditions as it restores and repairs dry skin and damaged hair. Argan Oil is loaded with Vitamin E and natural plant healing components to soothe, nourish and revive. Absorbable soy protein will build body and strengthen the coat. Indulge does not contain any artificial thickeners or fillers. This sulfate-free shampoo will not strip any natural oils from the skin or coat. It rinses out quickly for a faster rinse time and is non-irritating. Indulge is available in 12oz., Gallon, and 5 Gallon sizes. Cruelty Free/Soap Free.

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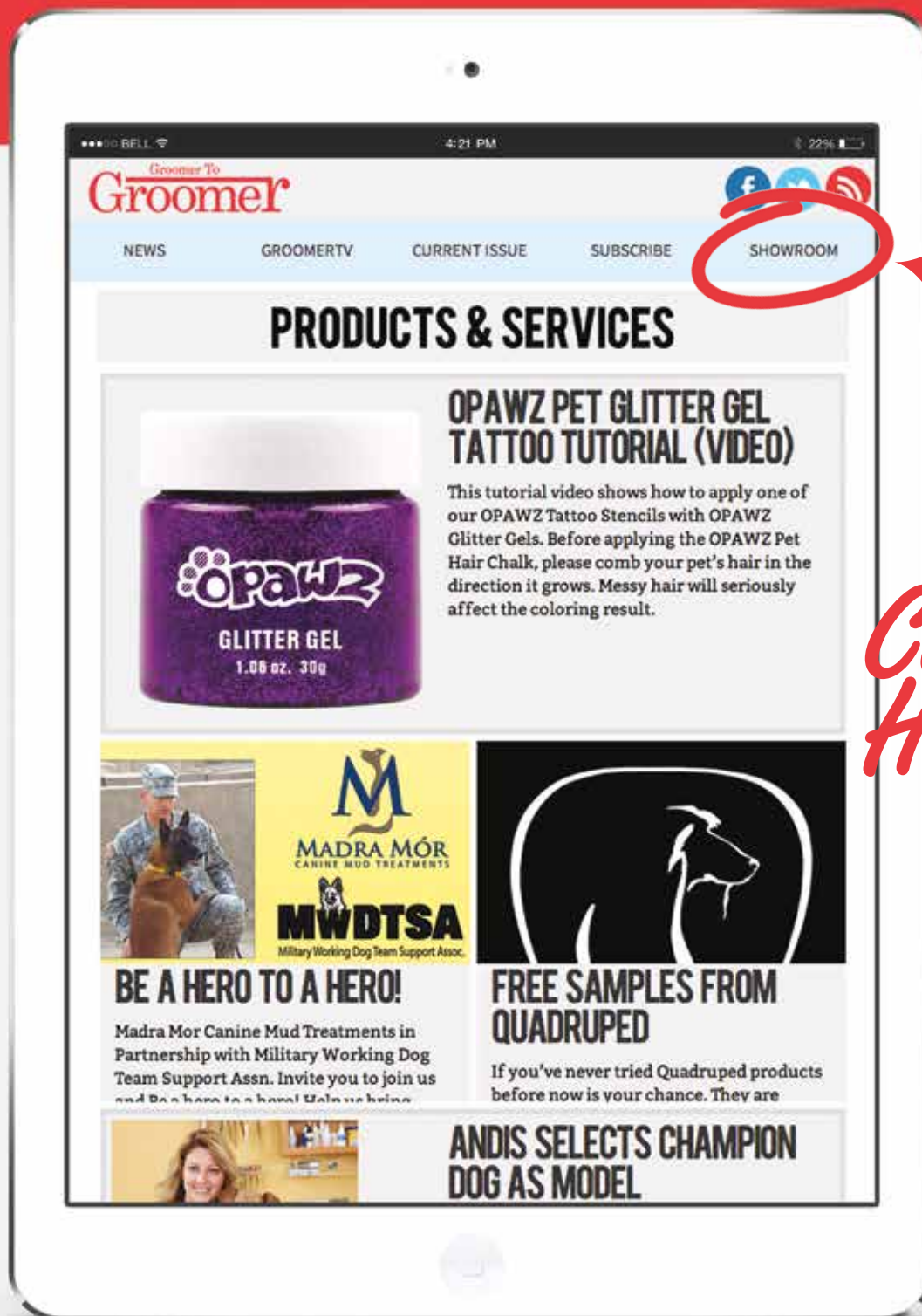
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to sanitize. For groomers with pets that resist ear cleaning, PurOtic is a must own product. PurOtic is made with 99% natural ingredients and does not contain any alcohol or harsh chemicals. Replacement tips and an additional ear dryer are available as well. Visit [www.innovetpet.com](http://www.innovetpet.com).

For additional information, request Reader Service card #R1319.

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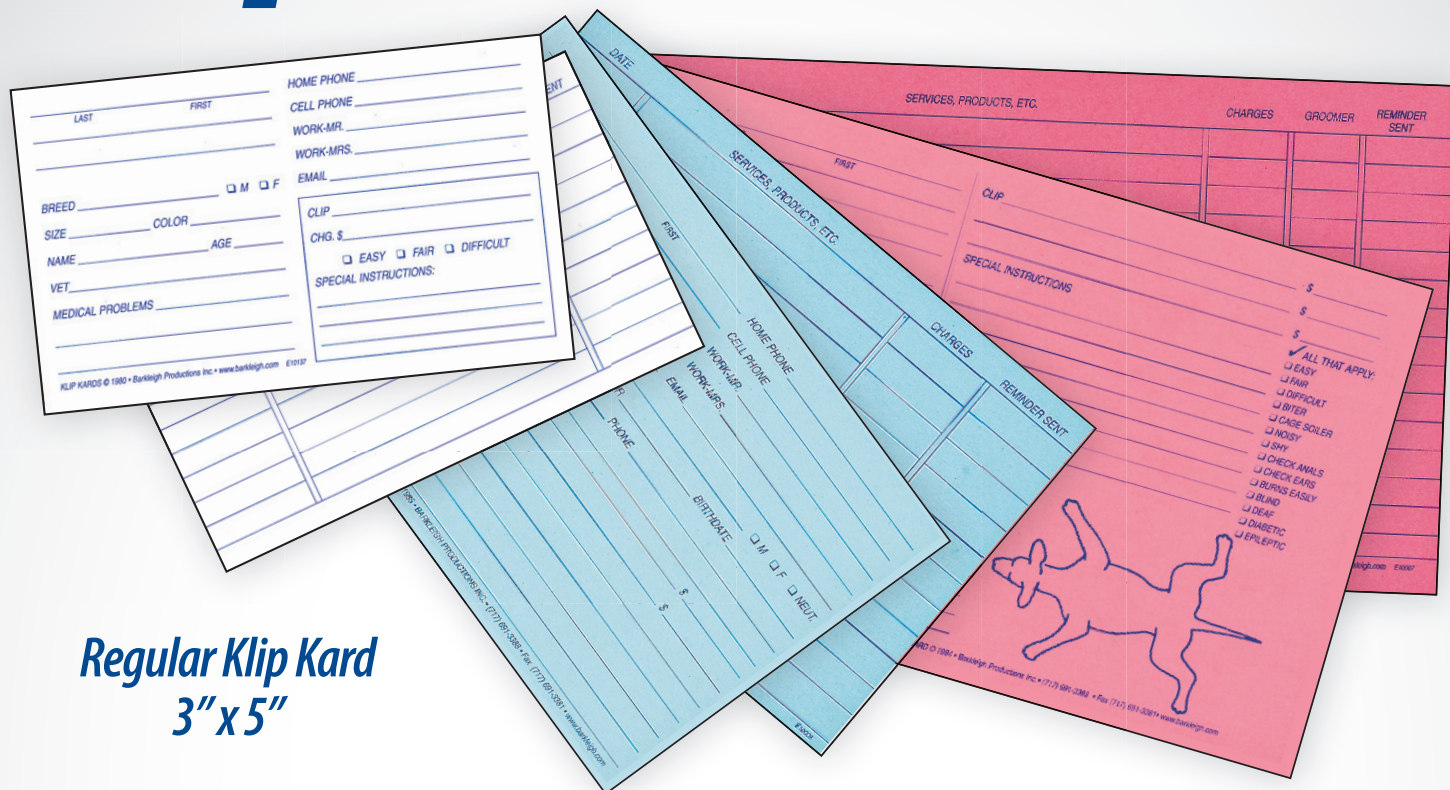


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