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Todd Herndon,

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Melissa Fridge, winner of the PETSMArt, Groom Expo, GroomOlympics World Champion 2011.

Designed by Lucas Colton
Photos by Animal Photography

EDITORIAL STAFF

| | |
|--------------------------|--|
| PUBLISHER | Sally Liddick sally@barkleigh.com |
| EDITOR | Todd Shelly todd@barkleigh.com |
| ASSISTANT EDITOR | Gwen Shelly gwen@barkleigh.com |
| MANAGING EDITOR | Deb Becker dbecker@barkleigh.com |
| VP OF CREATIVE SERVICES | Emily Veronikis emily@barkleigh.com |
| GRAPHIC DESIGNERS | Lucas Colton lucas@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 CONSULTANT | Maggie Gellers maggie@barkleigh.com |
| ADMINISTRATIVE ASSISTANT | Sherri Shadle sherri@barkleigh.com |
| PRODUCTION MANAGER | Martha Lucas martha@barkleigh.com |
| ACCOUNTS MANAGER | Joyce Hoverter joyce@barkleigh.com |

COLUMNISTS

| | |
|------------------|--------------|
| Sally Liddick | Kathy Hosler |
| Teri DiMarino | Dawn Omboy |
| Dr. Boyd Harrell | Gary Wilkes |

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Off the Top of My Head by Todd Shelly

A Year in Review



Now that the year is winding down, I finally feel like I have a chance to reflect on what may go down as one of the most interesting years we have ever had at *Barkleigh*.

We started the year with the launch of *BarkleighTV.com* – the website dedicated to any and all things groomer and pet care related. By the end of the year, we had already redesigned the website to make it more user friendly. Next year, we will add content more frequently and increase the amount of unique, original content we have on the site.

Speaking of redesigned websites, we have also recently gave *www.GroomerToGroomer.com* a facelift. Now, it is easier to navigate. We also improved how articles can be read online. You now don't have to use the old e-zine format that sometimes took a while to load. However, that format is still available.

At *PetQuest* this year, we introduced live streaming coverage. Viewers were able to watch competitions live while also seeing demos, interviews and everything else that goes on at a grooming show.

We introduced a brand new magazine this year. *Pet Boarding & Daycare* made its debut in time to make it to *Groom Expo* and *SuperZoo* this past September. Because of the fall of the *American Boarding and Kennel Association*, a void was created in connecting vendors with boarding facility owners and managers. This magazine was created to fill that void. The first issue received glowing reviews. *Pet Boarding & Daycare* will be a bi-monthly publication starting in January.

Perhaps our biggest accomplishment this year was putting together the very first *Barkleigh Honors Awards*. This was a well overdue opportunity to recognize and thank many of the great people who have done so much for our industry.

We didn't meet every goal that we had for the year. We were never able to give full launch to *BarkTV*. That is the site that is designed to educate the general pet owner about everything a pet care professional would want them to know. However, that gives us a good starting point for next year.

Todd Shelly
todd@barkleigh.com



The Gift

by Bonnie Wonders

I was thinking about the upcoming holidays and remembered that there will be the mad rush to get all the dogs done for Thanksgiving and then again for Christmas. Personally, I love the Christmas rush. Yes, the gifts probably have a lot to do with it. What can I say? “I am a material girl...” Cash especially speaks volumes.

Seriously, I think what I love most about grooming dogs during the holidays is that, even though everybody gets frazzled, the owners are, for the most part, in a very good mood. Their generosity extends way beyond the normal tips. The myriad of \$20s, \$50s, and even a couple \$100 bills grace my cards. I can’t help but smile really big when that happens, and then I quickly add their names to my “list” for sending out personal thank you cards.

Customers bake to excess. I, too, bake more than enough cookies for gifts and for our own use, but I love getting the ones from my customers. There are so many kinds that I don’t make and many of the same kind that I bake, too. I enjoy seeing which of us makes a better “Kiss cookie” and

I get enough Yankee candles to open my own gift shop. I love those candles! Except for the balsam ones. Yeech! If there is one thing that doesn’t smell like a pine tree to me, it’s one of those candles.

whose peanut butters actually do taste like peanut butter. Thankfully, as an extra bonus to myself, I haven’t received one of the dreaded fruitcakes for at least 15 years or so. That makes me smile, too. Those things are really hard to recycle...

A couple people always give me these giant cashews that they get from some fundraising organization. They are only sold during the Christmas season, and I get about 10 pounds of them as gifts. One of these ladies always puts them into Christmas tins and gives them out to me, her dentist, her podiatrist, her MD, her garbage man, the mailman, and at least 30 other people. She buys about 50 pounds of these nuts and gives them all away. They’re not inexpensive either.

Last year, she gave me a tin of them, and then I saw her four more times before Christmas. Each time

she saw me, she asked if she had given me my nuts. I told her “no” each time, so she gave me another tin of them. I made out with five pounds of the prized nuts. Okay, so I only did it because we are very close friends, and I knew she would eventually catch on. Actually, I thought she’d realize it by the second time, but as luck would have it, I pulled it off four times. On the fifth time, she handed me the tin and said, “You know, I do know what you’ve been doing. I’m old and rich... not senile and stupid.” We both about peed ourselves on that one. She really is one sharp cookie... or in this case, “nut.”

There are the customers who give the candles. I get enough Yankee candles to open my own gift shop. I love those candles! Except for the balsam ones. Yeech! If there is one thing that doesn’t smell like a pine tree to

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me, it's one of those candles. I did find out that, even without the receipt, you can exchange them for a scent you do like. I had to laugh the year I asked the sales lady at the *Yankee* store if I could exchange a candle that I didn't like.

"Oh sure," she said. "It's the balsam, isn't it?" she asked, leaning across the counter.

"You get a few exchanges on that one, do you?" I asked, laughing.

"It's the only one I've ever gotten in four years of working here," she said with a nod.

Long after the cash gifts are spent, the written thank-yous in their cards to me are there for years to come ... Each year, the number of cards grows from people whom I think never really pay much attention to what I do for their animals. Happily, I find that I am wrong, and they want to let me know that they do notice.

Thank goodness I get so many of the scents that I do like. One year, I had so many that, in addition to all the ones that I brought home, I

decided to burn some at the salon. You can never have too much festivity at work, you know. I had to put that to a screeching halt when I realized that I forgot to blow several of them out one night after I left work. Yes, that little mishap had me running back 13 miles to work at 2:57 in the morning to extinguish their flames. I never mentioned that to the landlord. It reminded me of the time I forgot to bring my own dog back home after a day of work. Yeah, I had to do a near-midnight run to retrieve her, too. She never let me forget it, either. After that, she carried on like a screaming banshee when I turned off the grooming room lights at work. But I'm getting off track here...

I get *Bath & Body Works* lotions like crazy, too – another gift I adore. Each year, this category increases. Last year, I got 22 bottles of various hand sanitizer lotions. Apparently, my customers pay attention when I tell them that their dog's anal glands were full and that I expressed them. During the Christmas season, I usually break into a rendition of "Oh anal gland, oh anal gland... how stinky is thy butt stuff" in place of the "Oh, Christmas Tree" lyrics when I'm at the bathtub. Some people do listen you know.

There is even a fond place in my heart for the people who give the "less than desirable gifts." Please don't tell me that I'm the only one who gets some of these things. These are the gifts given by those who are thoughtful in their own way but are a bit eccentric, perhaps. Take last year's gift (please!) of menthol foot balm. It had a picture of a pine tree branch on the wrapper. Come to think of it, it was

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Continued on page 10



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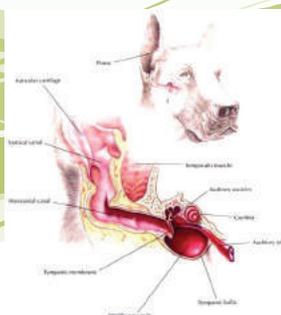
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probably a recycled balsam candle.

At any rate, I was glad it was wrapped and that I didn't open it in front of the giver. I put it in the office along with several other gifts that I received that day. Every time I went into the office, I smelled something "weird." It wasn't until the end of the day that I figured I'd better open whatever smelled so bad. When I opened the package and saw the

picture of the pine tree, I was curious. I opened the containers, and it was such a putrid smell emanating from them. It just smelled like a combination of pine and eucalyptus in rancid lard or something. It was absolutely horrid. I was mystified that something could smell that awful and that I'd get it as a gift. I turned the container over, and it actually had an expiration date. June 1999. This was 2010.

Eleven years old. Yes, it was laid to rest in File 13. I had to smile, though, as the lady who gave it to me was an elderly customer. Yes, I sent her a thank you card anyhow. The wrapping paper was pretty, and she had taken the time.

Honestly, though, what I get the biggest warmth from are the cards, even if a card has nothing in it except for the sentiment. I especially appreciate the cards where people have taken the time to write a heartfelt message thanking me for the care I've shown their dog.

Long after the cash gifts are spent, the written thank-yous in their cards to me are there for years to come. So many make me laugh, yet many more make me cry. Each year, the number of cards grows from people whom I think never really pay much attention to what I do for their animals. Happily, I find that I am wrong, and they want to let me know that they do notice.

The best ones, though, are the cards that come from the people who don't have much disposable income, those to whom I give a free grooming or a new collar or toy now and then. They have so little except for their dog and their pride. That free item or service just absolutely lights them up. I give them that along with a wink when I say "no charge." "Our secret," I say to them. So when I get that card and that note at Christmas time, it is so worth it. It's at that time that I'm getting back so much more than I gave.

Telling you that last paragraph does make me feel a bit guilty about getting rid of that stinkin' foot balm, though...

HAPPY HOLIDAYS!

In 1989, Bonnie opened Wonders Sassy Pup in Central City, Pa. Bonnie is the author of *Wonders of Grooming*, a collection of her humorous grooming experiences, which is available at www.barkleighstore.com.



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The Importance of **PET ASSESSMENT** Before Grooming

By Mary Oquendo

When I look back on my life, I see days that ended up being turning points. One such date was April 9, 2004. That was the day *Bingo*, a nine-year-old Maltese, died from a heart attack on my grooming table. Afterward, many changes were made, including beginning each groom with an assessment. It has been almost eight years now, and I still begin each session with a pet assessment.

A pet assessment is where I go from head to tail with deliberate intent and purpose to determine if

the pet is healthy enough to groom. There may have been changes since the last time I saw it, especially if it is an older pet. On more than one occasion, I have rescheduled a groom due to problems found during the assessment. There is no amount of income that could compensate for the mental anguish over the loss of a pet. I know, because I have been there.

For new clients, the assessment should be done with the owner present. You want all preexisting conditions noted before the owner leaves.

You do not want to be blamed for something that was there beforehand, and assessments also serve to reduce misunderstandings between yourself and the client. In addition, the owner sees during the assessment how well their pet responds to being handled. It presents a good opportunity to educate your clients on pet care as well as offer and charge for necessary extra services. I have always found that educated clients are good clients. Another added benefit is that this

Continued on page 14

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“ The first time you perform a pet assessment, it will take longer than with an established client. I do not require the owner to be present during subsequent assessments; only the first time is required. For me, it’s part of the greeting process.”



assessment demonstrates to the pet owner a level of professionalism that sets you apart from your competition.

I first look at the pet overall. Is he bouncy with bright eyes? Or is he lethargic, coughing, or having trouble breathing? Are his eyes dull? Coughing may be an indicator of kennel cough, respiratory infections, canine influenza, or a heart condition. Add in runny noses and eyes, and you have a serious health concern, which you do not want in your facility. Watch them walk. Does he appear to be in pain?

The worse bite I ever received was from an arthritic Golden Retriever I was helping into my van.

If it is a cat, the two things I look for are dilated eyes and heavy panting. Both indicate stress, and a cat under stress can have a heart attack fairly quickly.

Before I touch a pet, I keep a muzzle close and my face at a distance. If I am uncomfortable or unable to touch him, he goes home. I will not risk my livelihood with a potentially career-ending bite.

I start with the mouth. Gums should be pink except for those breeds with mottled or dark gums such as Chow Chows. A yellowish tinge is an indicator of liver failure. Bluish indicates the pet is hypoxic; there is no blood flow. Pale gums are an indicator of shock. Teeth in poor shape cause mouth pain, which, in turn, creates snappy dogs. Take this opportunity to educate your clients on dental care. Do you offer dental products for sale?

Continued on page 16

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Eyes should be bright and dilate equally. Unequal dilation or rapidly moving eyes may be a sign of neurological problems. Hardened discharge may have irritated and raw skin underneath.

Foul odor, redness, discharge, and head shaking are all signs of an ear infection. I will not clean or pluck ears in this condition. Very thick-looking ears may be a hematoma or severe matting. Use caution when removing severe matting from the ear, as blood vessels could rupture as pressure from the mat is released.

Arthritis or leg injuries will cause pain when moved or touched. A pet in pain can bite. Pain in the spine can also be neurological in origin.

Check the pads for ingrown nails, debris, or cuts. Even well-behaved pets may have feet issues. I groom a couple of pets that do not get their nails done.

If the belly area is distended or hard, refer to vet immediately, as this could be a sign of bloat. Drooling and

a very uncomfortable-looking pet may accompany it.

Note any lumps, bumps, cysts, and warts on the body. You do not want to shave them off during the groom. Check the skin for irritations, wounds, and parasites. Can you even see the skin? You have no idea what you will find once the matting is removed. I have found open sores that required veterinary treatment.

The first time you perform a pet assessment, it will take longer than with an established client. I do not require the owner to be present during subsequent assessments; only the first time is required. For me, it's part of the greeting process. As I say hello to the pet and make kissy faces, I simply run my hands over his body and pay attention to body language.

Encourage your clients to continue this at home. Their pets stand a better chance of recovery when problems are brought to light, as early detection means early intervention. Recommend following up at their vet

with any concerns found, and keep notes on their client cards.

The assessment form I use can be requested at S2T@pettech.net. Pet Tech will allow you to make as many copies as you like and give them to your clients. Just leave the Pet Tech logo intact. Barkleigh makes clients cards that you can use to keep notes on the pet for yourself. (Request Reader Service # 8462)

I may have lost *Binngo*, but I gained a respect for not taking a pet's health for granted.

Mary is the owner of Pawsitively Pretty Mobile Grooming Salon in Danbury, CT. She is Certified Master Pet Tech Instructor and teaches Pet CPR, First Aid and Care as well as offers webinars for both the pet professional and pet owner. Mary's blog can be found at www.groomwise.com and is the author of Let's Go Fido. Mary is a Reiki Master and a Certified Crystal Therapist whose practice is solely devoted to animals.

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DAPPER BOW TIES

BY DAWN OMBOY

ITEMS YOU WILL NEED

Red or green felt —
cut into strips

Holiday ribbon

Rubber bands

String beads
(Mardi Gras type)

Embellishments

Glue gun

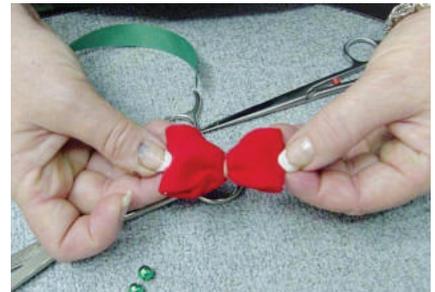
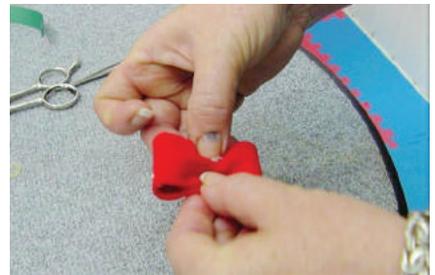
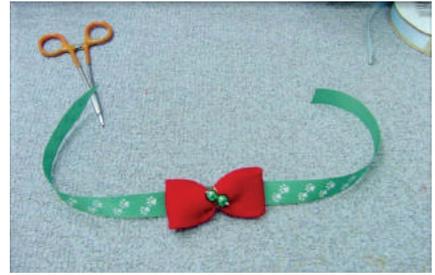
Happy holidays to all of my groomer friends! And for all of your clients, we have a little holiday treat that can be easily added to any pet's attire. Last holiday season, I showed you how to make those cute little collars that could be personalized. This time I will show how to make a dapper bow tie that can either be worn on a ribbon tied around *Fluffy's* neck or added onto any collar for a little extra pizzazz.

Cut the felt into strips. The width will depend on the size you want your bow ties. Also cut the string beads apart so you have two beads connected by the string in the middle. Now you are ready to begin.

Fold the felt strip so that it overlaps in the middle. Now pinch the center together, and wrap a small rubber band around the center, taking care not to crush the ends or flatten your bow. Now fluff out the ends of the bow and add your center.

If using the beads, this can be done by lifting the band with your hemostats. Simply slide them under the rubber band, and they will stay in place. To place your bow tie on a ribbon or collar, add a second small rubber band and slide on the bow tie. If you want to get a little more elaborate and add some extra bling, skip the beads and hot glue a rhinestone or pompom in the center after placing the second rubber band on the bow. You can make these cute little bow ties ahead of time and have them on hand when the holiday rush hits you.

From the DVD "Creative Canine Color & Design" Queen of Color Dawn Omboy, NCMG www.klippers.com



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READER SERVICE CARD #8481



New Tools for the New Year

Do you remember what it was like when you were learning how to groom?

Everything was so different from anything you'd ever dealt with. All the different breeds of dogs with their different coat types overwhelmed you, and all their different personalities really threw you for a loop. And what about all that new equipment you had to learn to use? Do you remember the apprehension you experienced the first time you ever trimmed a dog's nails? You had to learn to use that "weird" nail trimmer on a less-than-cooperative pooch. And what about when you "quicked" your first nail? Thoughts of the poor animal bleeding to death ran through your head! Then your teacher introduced you to the styptic powder. You learned how to use it and, eventually, knew that everything was going to be OK and that things would get easier with time and experience.

In due course, you hit your comfort level and mastered that foreign piece of equipment. Your technique improved, and your handling skills with the pets got better, making the job easier for them and for you. You became a proficient nail trimmer! Then someone shoved a clipper into your hand! Then scissors! But eventually you accepted the learning curve,

and introducing new tools became routine. "Learn the equipment, and it will work for you" became your mantra.

As you progressed in the world of grooming, you discovered equipment that worked or fit your needs better. But even the most familiar piece of equipment, like a clipper or shears, can seem "weird" if you change styles or brands. With minor adjustments in your technique and a little bit of time, these new things begin to feel good, like an extension of your hand. This is a comfort level we all eventually reach with our tools. So it should be relatively easy for us to add a different tool to our routine, right? You would think so, but I run into a number of people who balk at some of my suggestions.

I am speaking specifically about the health and safety tools that I have been writing about in recent *Groomer to Groomer* issues. While many of you have made changes in your salons, there are still a stubborn few who say that they "just can't work with that!" I've had people say to me that they just can't wear "those masks" or that bulky set of ear protectors in front of customers. I ask you, "What's the big deal?"

My recent trip to *Groom Expo* in Hershey found me lecturing on groomer health issues, recapping the articles I have written to date on the subject. The roomful of people told me that my articles were stirring some attention, and they wanted to hear more.

The first topic addressed was hearing loss and how beneficial a good set of ear-protecting headphones can be. We went on to talk about respiratory problems and all the nasty stuff we inhale on a daily basis. The topics of back problems and other repetitive motion syndromes were covered. Lots of positive feedback told me that I had hit a common chord with these concerned stylists, but there were a number who said they just could not get used to using some of the equipment or techniques that I have been suggesting. While they all agreed that I was right, comments like "headphones are bulky," "masks are hot," and "I don't have the time" still echoed throughout the weekend.

First, let me say that I appreciate your anxiety. Anything new can be exasperating and difficult to get used to, but if you think of it as just another new piece of equipment, not unlike those first nail trimmers, you will master it in no time at all. These are tools! We have to use them prop-

Continued on the next page

erly so that they work for us! And the addition of these new tools into your salons will benefit your health long after you step away from your grooming table for the last time.

Headphones do not have to be bulky! While the more effective ones are the larger types that cover the entire ear, there are the smaller earplug designs that are less cumbersome. People have voiced their concern about not being able to hear a telephone ring or a dog that is in trouble. Don't worry about that. The head-

phones will not completely block out the important noises such as phones or dogs. They do a good job of blocking the dull din of the dryer, which is our target noise. I know of several salons that have installed their dryers in a separate room in an effort to cut down on dryer noise. While this does lessen the sound of the machine, it does nothing to reduce the real source of the noise, which is the airflow out of the nozzle and onto the coat. Wear the ear protection! It's easy!

Masks have been proven to help

reduce airborne dust, dander, and pathogens that float around the salon. Anybody who has ever gone to a nail salon or had a pedicure can't help noticing the operators wearing masks. While the customers are only exposed to the salon pollution for short periods of time, the workers are getting a full day of contact with these impurities. What makes our jobs any different? We take in dirty dogs with questionable "stuff" growing in their ears and on their skin, grind their nails, wash

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Yes, a mask might get a bit warm, but they don't have to. Keeping your mouth closed (which all good groomers do while drying anyway) keeps the mask environment tolerable.

them, and then dry them, flinging the nail dust and “yuckies” into the air all around us. It's not exactly the way we would like to think about it, but it's true. I admit that masks can be a bit tougher than headphones to get used to, but they are well worth the effort, even if you only use them for drying the pets.

Yes, a mask might get a bit warm, but they don't have to. A properly fitted mask allows little to no air to enter over, under, or around the mask. I have found that if I “mouth breathe,” it gets hot a lot quicker than if I “nose breathe,” which makes sense. Breathing out one's mouth, as opposed to the nose, produces a lot more moisture that gets trapped in the mask, making it warm, moist, and uncomfortable. Keeping your mouth closed (which all good groomers do while drying anyway) keeps the mask environment much more tolerable. Like any new tool, it takes a bit of getting used to. But the end benefits so outweigh any convenience of working without them. They are taken on or off easily and come in some really cool designs, making them more appealing to customers. We only have one set of lungs, and they have to last a lifetime, so start saving them today!

Clipper vacuum systems, like the *ClipperVac*® System by *MDC Romani* (Request Reader Service # 8461), is another piece of equipment that takes a little getting used to. These systems take clipped hair and suck it away as we clipper. That in itself can help “clear the air” for us. An independent study showed that salons using the *ClipperVac*® had considerably less groomer pollution floating in the air. But some groomers are concerned about working with a “hose” attached to the clipper. Some consider it bulky and awkward, but just like another new tool, it takes an adjustment period. Personally, I have found that a

lighter-weight clipper helps counteract the minor additional weight of the hose. Others prefer a cordless clipper. Whatever works for you is great, but I know I don't like clipping poodle feet without this useful piece of paraphernalia. I groom faster and cleaner with it, and the health benefits are tremendous.

Scissors and clippers are some of the most common tool upgrades people make. While the standard-sized workhorse clippers are the mainstay in many salons, treat yourself to one of the lighter-weight trimmers that are available. While not as strong or fast as some of their larger cousins, these trimmers are great for light work, like on the face, feet, and tails on Poodles or the trimming of finer coats. They also take a lot of weight out of a stressed hand. Besides, using different sizes of clippers can be good for your hand, as it helps you vary your routine.

Upgrading your shears is tremendously helpful. Your shears should be working with you, not against you. A shear should open and close effortlessly, cutting all the hair between the blades with each swipe. If you have to strain to open or close a shear, you are running the risk of injury. Another key is if you have any blisters or calluses on your scissor hand. While it is normal to have a thickening of skin on the areas of the fingers that come in contact with the finger holes of the shears, a thickening is all it should ever be. You don't want to see a heavy callous, and you definitely never want to see a blister. If you do, you are over-stressing your hand, and injury is inevitable. Get some new, good-quality shears now! Reassessing your scissoring, brushing, and handling techniques is also a huge help, as poor technique will add stress and increase the chance of injury.

Varying your routine and taking

breaks in your day can prevent repetitive motion disorders like Carpal Tunnel Syndrome (CTS). Stretching and massaging can help relieve symptoms of some of the issues groomers have, but it is simply too late for some.

We see these people at conventions wearing their trademark wrist braces. However, a wrist brace can actually be a beneficial tool in the prevention of serious CTS. These braces hold the hand and wrist in a neutral position, helping prevent stress in the sensitive areas. Many CTS sufferers really have trouble at night, losing sleep while their hands are numb and painful. Examination of your sleep position may show that you are stressing your wrist in a non-neutral position without realizing it. The use of these braces helps assure that your wrists are in proper position all night. I hate wearing them, but if I don't, I experience problems. Once again, it's a tool that I use and will eventually get used to. Even if I never totally adjust to them, I will continue to wear them, because I do not like the alternative.

A tool that you cannot see, but each one of us has easy access to, is exercise and stretching. As much as we don't like to hear it, exercise can assist us in the prevention of physical damage and repetitive motion disorders, and it can help us deal with already existing injuries. A strong back has less chance of becoming strained. Good core strength helps us with our balance. While most groomers have almost superhero upper-body strength, our lower extremities are often weaker by comparison from just standing at our tables all day. Get out and walk! Or bicycle! Or swim!

Stretching is another thing that is not only helpful, but it feels good, too. Getting into a good stretching routine is easy. I never get out of bed in the morning or go to sleep at night

Continued on the next page

without practicing my three to five minute stretching routine. It's that simple. I can call upon this regime any time of the day if I start getting stiff from sitting at the computer or strained from standing at the grooming table. Improving your flexibility is a sure-fire injury preventer. Exercise and stretching are tools that everyone has available to them at any time of the day. No purchase required! It just takes a little getting used to... like anything else that is new.

Now for one of my favorite tools – massage. A good, therapeutic massage can do wonders for you both physically and mentally. Massage therapy improves circulation and helps relieve sore, strained muscles. Besides... it feels good! Most chiropractors and acupuncturists (both of whom I wholeheartedly endorse) work hand-in-hand with massage therapists (no pun intended). In fact, I think of this as an ideal “gift” and present gift certificates for massage to

friends for birthdays. One of the best gifts my former employees ever gave me was a “spa day,” and I remember it well. There are several very busy shows that I attend in the course of the year, and I try to arrange a spa visit for myself at some of the more stressful locations. It really is a wonderful tool that helps get me through the weekend. (By the way, this tool did not take very long for me to get used to.)

This is the December issue of *Groomer to Groomer*. You may not have a chance to read this until after the holidays, which means you were pretty busy. That's a good thing, but now it's time for you to take care of yourself. Take that extra money you made grooming all those dogs, and upgrade your equipment. How about those holiday tips? Those should buy a number of nice massage and spa packages. And now that the year is winding down to the end, you are probably starting to think of some

New Year resolutions. Keep them simple. Keep them realistic. Get some of those new tools, and vow to incorporate them into your daily routine. Give yourself time to learn how to use them. You've done that before. After all, we are professional groomers. We can get used to just about anything!

Happy Holidays and a very healthy, prosperous New Year to all of my pet stylist family and friends!

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

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

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Melissa Fidge

2011 GROOMOLYMPICS WORLD CHAMPION

“ I didn’t have any expectation of winning. When they called my name, I was in absolute shock. I couldn’t believe that I could win *Best in Show* my first time competing in Level 3! ”

by Kathy Hosler

“C ompeting is almost magical to me,” shared an elated Melissa Fidge, the newly crowned 2011 *GroomOlympics World Champion*. “There’s something about getting in the ring and being around incredible groomers, having a time limit, and having everybody watch you. It’s almost as though the entire world disappears, and it’s only about you and the dog you are working on, and then it just seems like everything goes right. On top of that, the best groomers in the world critique you and tell you how to improve your skills. It’s priceless. I love it!”

Melissa didn’t obtain her spectacular grooming skills by magic. Years of hard work and practice are responsible for her success. “When I was a senior in high school, I was looking for my first real job,” recalled Melissa. “I went to *PetSmart* and was offered a position as a bather. Within three months, I entered their apprenticeship program. I became a groomer and groomed all the way through college.”

Melissa grasped every opportunity to improve

her skills. “From the very beginning, I worked on my scissoring skills,” said Melissa. “I started going to dog shows, and I watched the people as they groomed Poodles, Bichons, and Kerry Blue Terriers. I was mesmerized by the beautiful, velvet-smooth texture they would create with their scissors, and I was determined to do the same.”

Melissa and her brother then started a jewelry design business – which was geared toward dogs, of course. The business kept them very busy, and for a number of years, Melissa groomed only on a limited basis.

About two years ago, she got back into grooming full-time. She worked at a salon that placed great emphasis on groomer certification. In 2010, Melissa went to *GroomFest* in Colorado to test and become a *Certified Master Groomer*.

“That was the first time I had ever seen a grooming competition,” said Melissa. “I was amazed. I certified with my Poodle that day and vowed that I

Continued on the next page

was going to try competing.

“Two months later, I traveled to Chicago and entered my first competition,” said Melissa. “I ended up winning *Best First-timer in Show*. I was completely bitten by the bug of competition.

“One of the things that I really love is the panel judging system. The opinions of multiple people give you a well-rounded decision, and you can get more critiques. The big thing for me is the critique and improving my skills.”

The most recent competition that Melissa had her sights set on was the 2011 *GroomOlympics* held during *Groom Expo* in Hershey, Pennsylvania. The *GroomOlympics* is a two-day competition that draws the best groomers from all over the world to compete in its four tournaments. The first place winners of each of the tournaments then compete against each other for the *World Championship Best in Show* title.

“My friend and I and three dogs piled into my Mini Cooper,” said Melissa with a chuckle. “We drove nineteen hours straight through to get to the show site. Hershey would be my first time ever to compete in the Level 3 division.”

Melissa entered two of the tournaments: the *Poodle Tournament* and the *Terrier Tournament*. Melissa went into the competition ring with just one goal in mind... to do her absolute best – and she did. Melissa took first place in both the Poodle and the Terrier Tournaments. “I was absolutely floored,” said Melissa. “I was shocked and so happy. It was unbelievable!”

Her next step was to compete for *Best in Show*. The *Best in Show Awards Banquet* was held Saturday evening in the ballroom of the *Hershey Lodge and Convention Center*. This year it was broadcast live on US-tream, allowing groomers all around the world to be a part of the exciting event.

The 2011 *Level 3 Best in Show* competition had the distinction of having as finalists two groomers who had each won two tournaments. Melissa went head-to-head with Michell

Evans, the winner of the *Salon Free-style Tournament* and the *All Other Purebreds Tournament*.

“I was still reeling from winning both the *Poodle* and the *Terrier Tournaments*,” said Melissa. “Just to be recognized and go up on the stage, and being able to stand next to an amazing groomer like Michell Evans – that was more than enough for me.

“I didn’t have any expectation of winning. When they called my name, I was in absolute shock. I couldn’t believe that I could win *Best in Show* my first time competing in Level 3!”

Instantly, Melissa was surrounded by a huge crowd of well-wishers, a gigantic trophy, the *John Nash Memorial Trophy* and Orchid, a check for \$5000, and the knowledge that she would appear on the cover of *Groomer to Groomer Magazine*.

“From the moment I started competing, what I wanted - and what almost everyone wants - was to be on the cover of *Groomer to Groomer*,” said Melissa breathlessly. “When I first started getting *Groomer to Groomer*, I saw all the amazing groomers on the covers and read about what they had accomplished. To see our industry recognize them in this way is awesome.”

Melissa works at a veterinary clinic in Broomfield, Colorado, called *The Animal Doctor*. Their grooming salon is called *Artistic Pet Grooming*, and Melissa is the lead stylist. “Everyone at *The Animal Doctor* is so proud and supportive of me,” said Melissa. “They blew up my win photo and put my trophies everywhere. I feel so special. I get lots of hugs and congratulations every day.”

Then Melissa added, “A lot of clients don’t realize how much we as groomers do to better our skills. We go to seminars and work hard to learn the latest techniques. When my clients first found out that I’m a competitive groomer, none of them had ever heard of it – they assumed I was talking about dog shows. I had to explain to them what grooming competitions are.”

Now Melissa’s clients know all about what it takes to become a *Best in Show* groomer, and when they see all of her trophies and winning photos, they get to share in some of the magic Melissa feels when she is in the ring. And so do their pets – because Melissa Fidge, 2011 *GroomOlympics World Champion*, is the one who creates that magic every time she picks up her scissors!

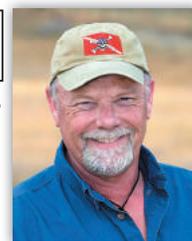
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COCKROACHES and Salon Greetings

Cucaracha is Spanish for cockroach. I have some clients with a Chihuahua named *Cucaracha*. Whenever he sees me, he dances around with joy and leaps into my arms. If you should walk up while I am holding him, you would see a cutesy-wootsy dog giving affectionate kisses. If you approach too closely, however, the picture will instantly change. *Cucaracha* generally dislikes human beings. If you should try to touch *Cucaracha* while he is in my arms, he will attempt to peel your finger like a grape. If you think he is vicious, you are right. The problem is that he is vicious AND cutesy-wootsy. If you decide to “pet the cute doggie,” you will probably pay for your naïveté, even if you are the most experienced handler on the planet.

Many of your clients share a basic assumption that all dogs are nice. If a dog is in public, it is assumed that he is fairly well behaved, under the control of the owner, and interested in being petted by the nice human. Even on the surface, this faith in canines is overly simplistic and may be tragically

incorrect.

It is commonly known that many pet owners get dogs for protection without bothering to have them trained. Protection-minded owners often reinforce this tendency at home whenever *Fido* barks at strangers or snarls at the postman. When this type of dog is taken in public on a leash, all those tendencies remain.

To compound *Fido*'s problem, he is now on a leash. He is unable to escape whatever dangers appear, since he is tethered to his owner. If he has any territorial or protective tendencies, this scenario is likely to bring them out. In your salon, this process takes a sequential path. Initially the dog is a danger to you as it comes in for its first grooming. After it is a regular, it is a danger to other clients entering the salon and new hires.

The second context is the one you must guard against. There is no doubt that you are a good handler, and even feisty dogs will soon come to love you. When the uninitiated dog lover bends over to pet and “relate” to an unsuspecting canine, the components

for aggression are suddenly present. While the human is looking at the outside attractiveness of the dog, the dog is looking at a major threat in human form. The fact that the person was raised with that breed of dog may not impress the dog. It is not the human's experience with that type of dog that is critical; it is that particular dog's experience with those types of humans. For salons that allow dogs free reign inside the salon, this can lead to a serious problem. For those that are scrupulous about having all dogs on leash as they leave, this may still be an issue.

At grooming salons in major pet stores, the front entry is regularly filled with multiple dogs in the process of coming and going. As a groomed dog exits, it pushes forward to a swinging half-door and exits as the door is opened... right into the face of several strange dogs. This is a flash point that may lead to a dog fight or a people bite. A simple way to cut down on this is to bring a dog from the back only after the paper

Continued on the next page

work is done. Otherwise, discussing with the owner a simple glitch in the bill can cause a dog to stand, waiting and snuggled up to whatever barrier you use at the front of your grooming area. Face to face contact with a new dog coming in or with a client who simply must pet the Cane Corso on the head can lead to problems.

You will never be able to teach all your clients to leave other people's dogs alone. You will never be able to make them all good with dogs. What you can do is control your entry and exit practices to cut down on flash points that can lead to trouble. Here are some concepts that reduce the likelihood of aggression. I have placed them in the context of your own knowledge, realizing that most of you already know this stuff, which means this could be a reference for new groomers or handlers for a first contact with a dog they don't know.

- If a client decides to bend over a dog they don't know, either politely ask them not to screw up your great grooming job (tell them the dog is about to be in a dog show) or tell them the dog has ringworm. Towering over a dog and touching the withers is a threat – some react, some don't. If the dog does react and is not a dog well-known to you, the client will be

horrified that you allow vicious dogs in your salon. They always think that any dog that growls or snaps at them is vicious, because they have a way with animals.

- Greet the dog by turning sideways and squatting down. The dog will feel much more comfortable if you are on his level. Towering over a dog is perceived as a menacing gesture.

- Avoid direct eye contact. Dogs use eye contact as a way of intimidating each other. If you lock stares with an aggressive or protective dog, it may try to bite you. A fearful dog on a leash may react to intimidating stares by biting in self-defense. Use your peripheral vision to watch the dog.

- Offering the back of your hand or a fist will not protect you from a bite. A dog's teeth are designed to cut through ligaments, tendons and muscles. Slowly offer your hand underneath the dog's mouth. Holding your hand over the dog's head will be viewed as a threat. If you are squatting next to the dog, swing your elbow so that it lightly touches the dog's chest as a test. Keep your eyes upward on the client's face – this will prevent accidental eye contact.

- Watch for signs that the owner does not trust the dog. Well-controlled dogs do not usually wear spiked col-

lars that pinch the dog's neck when tightened. Muzzles and harnesses often cover the owner's lack of control over the dog.

- Be cautious of allowing children to greet strange dogs in your salon. Even a playful puppy can accidentally rip a child's cheek with a claw or tooth. Many owners have children with them as they run errands, and going over the grooming or the bill can cause you to miss the four-year-old poking his finger in a dog's eye.

Gary is an internationally acclaimed behaviorist, trainer, author, columnist and lecturer. He has more than 30 years experience working with dogs, including eight years of shelter work. Gary Wilkes and his former colleague, Karen Pryor, are responsible for the innovation and development of clicker training. His knowledge is founded on his experience clicker training thousands of dogs and includes correcting serious aggression, training animals with physical and neurological disabilities, creating training protocols for search and rescue, assistance and therapy dogs and consulting with MIT on artificial intelligence projects. He currently has a full-time, veterinary referral-based behavior practice in Phoenix, Arizona, and is a columnist for Groomer to Groomer magazines.

READER SERVICE CARD #8486

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FEAST OR FAMINE

How to Avoid it!

By Nancy Ward

The phones were ringing non-stop, your prep techs were threatening mutiny if you took one more dog for the day, one of your best clients wanted to add “just a little color” in addition to her clip, and it had been hours since you went to the bathroom. You took a look around the grooming room, and it looked like Edward Scissorhands had been at work. Oh, my! A fleeting glimpse of your reflection in the mirror was downright scary: dirty smock, unkempt hair, and dark circles under your eyes. “No worry. It’s okay,” you told yourself and the team. “It’s the holidays. We’ll get through it. Just hang on!”

A few months later, you were cleaning everything in sight – even those places out of sight. You reorganized file cabinets, brought all your emails up to date, and even wrote a list of products to buy at the spring trade show. You color coordinated all of your grooming outfits, got your own hair cut and colored, and were almost caught up on sleep. Shucks! You even cleaned all the hair out of the laces of your tennis shoes. And there you sat, waiting for the phone to ring.

Then Spring arrived, and along with it came all those outdoor dogs ready for their yearly smoothie. Sweat ran off the tip of your nose as you tried to convince the 150-pound

Pyrenees that clippers wouldn’t eat him. In came a Cocker, and you were not sure which end was which since he was so matted. The air was full of hair, so it must be spring. Well, with no time to think, you were already behind, and it was only 9 a.m.

Sound all too familiar? Of course it does. We’ve all been there and done that. Some of you are still wearing

the T-shirt! How do you even out the workload? If your salon depends on the spring and holiday rushes to be profitable, you have problems. Take a look at your monthly profit and loss (P&L) statements to identify your down months. WHAT?! You don’t have a monthly P&L statement? You should! If you’re not tracking your profitability on a monthly basis, the end of the year could hold some cruel

Continued on page 28

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surprises.

Once you identify the slower months, you can put a plan in place to increase revenue and even out the workload. One obvious option is to “rebook.” As your clients check out, always ask if they would like to book their next appointment. Often, we simply say, “Would Tuesday, four weeks from today, at 9 be good?” In September and October, we ask our regular clients if they would like to “pre-book” their appointments for the upcoming year. We say something to the effect of, “We know Thursdays work best for you, which is really a busy day for us as well. Why don’t we go ahead and put you down for every third Thursday around 9?” Now the client feels special, because we’ve gone out of our way to help them get Thursday appointments (and we’re helping to even out the workload).

A post on Facebook offering bookings for the upcoming year gets the phones ringing. By the end of October, 90% of my Saturdays are pre-booked for the upcoming year. My loyal clients plan their vacations based on their pet’s grooming appointment. I had one lady who booked her surgery based on *Fluffy’s* appointment!

Do slower than normal days still occur? Not often. However, just let a snowflake fall and people panic. Clients cannot risk coming out to get their pet groomed, not with that gray sky and a 20% chance of snow. Why is it those same folks can drive through 12” of the white stuff to get to *Walmart* for hot cocoa and a bag of chips? Go figure! Those cancellations

used to really bug me. No more! When the client calls to cancel (without a real reason like actual ice or snow), I put a big ol’ smile in my voice. I agree that the 20% chance of snow is cause for alarm and no doubt too dangerous to risk travel. I assure them I will be happy to reschedule for later in the week. I can most certainly work them in on Friday. Of course, their pet will need daycare. “Uh, daycare?” the client asks. I sweetly explain that work-ins take longer, her pet would need to be with me for about four hours, and the rate for daycare is based on size. They suddenly decide to brave

the dry roads and gray skies and keep their appointment! If they choose to reschedule, it’s more money for me. Win/win for me!

Maybe when school starts in August, you experience a slow time. With that in mind, monthly specials for August, and also in July, should be posted on Facebook. We keep a flyer on the check-in desk and give each client the opportunity to take advantage of the Spa Special. Spa packages really bring in additional revenue with a high profit margin. Even if the number of dogs you groom is down,

Continued on page 30



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revenue will hold steady or increase. You can also offer your current clients a free add-on if they bring in a new client during your slower periods.

We will all have those new clients who are first-time dog owners. Almost all of them, when asked if they would like to rebook, will say, "How often should *Fluffy* be groomed?" We always suggest four weeks. Now you have gotten her booked for the next month and hopefully through the end of the year. Do you know what happens with first-time dog owners? Sure you do! They rub all over the dog, they dress him, bathe him, and they brush him – kinda! What don't they do? Comb that dog out! After a dematting fee or close clip, they're discouraged. Now it's time to educate them. Suggest coming in between grooming appointments for just a comb-out. The owner gets to keep her pet fluffy, your job is easier, the dog's coat is healthier, and you get more income. WIN/WIN!

Plan to bring in a photographer and have picture day at the salon. The company we use drives up in a self-contained mobile unit. We put a poster in the window and a notice on Facebook a month before picture day. Within just a few days, picture day was booked solid. Well, did that

help even out workload? We picked a week in July, which is typically slower than average. When a client made the picture appointment, we asked if they wanted to book a grooming beforehand so that *Fluffy* would look her best. Bingo! The slow week is now busy.

Evening out the workload is not that difficult. Rebook, pre-book, and offer specials. Be ready for 2012. Set aside a few hours to plan, plan, and did I mention plan?! Brainstorm with your team or other groomers, attend educational seminars, and do not wait until the slow period hits to decide what to do (that's not a good plan). Make the upcoming year your most profitable one yet, and still have time to look professional, eat lunch, and – shucks! – even go to the bathroom in December.

Nancy Ward owns a holistic grooming salon in East Tennessee. She has been in the pet care industry for more than 30 years. She has spoken frequently at seminars and has written articles for national trade publications. She offers private consultations to business owners in the pet industry.

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By
Joe Zuccarello

WHO ARE THE PEOPLE IN YOUR NEIGHBORHOOD?

EASY
MONEY

To many of us, the title of this article rings a bell. Yep, it's a song from the ever-popular children's program, *Sesame Street*. As I was thinking of a topic for this article, my thought process was jilted when the doorbell rang and in came my three-year-old twin nieces! Guess what?! Yep, they wanted Uncle Joe to turn on the TV, because *Sesame Street* was on.

Can you remember the different *Muppet* characters? Some of my favorites include Grover, Cookie Monster, and the Count. And who could forget the infamous Oscar the Grouch? Over the years, the program also included a number of human characters, such as famous astronaut Buzz Aldrin, First Lady Laura Bush, comedian Bill Cosby, and many more. The program covered lighthearted topics like birthdays, school days, and vacations, while at other times talked about less than attractive, but realistic topics like bullying, death, and divorce.

It has been a number of years since my sons were young enough to have an interest in watching this pro-

gram. When they did, memories of my childhood came rushing back to me as I sat with them for what seemed like an eternity during every 30-minute episode. Just like when I was a kid, I somehow turned on the cobweb-filled, dark, abandoned area of my brain where my imagination once lived, which most of us turn off when we reach a certain age. I used to think that all of my neighbors were forever going to be just like the neighbors on *Sesame Street*: caring, sympathetic, giving, humorous, welcoming, friendly (except Oscar!), cheerful, and there to lend a hand whenever I need them. Okay, for all of you realists out there, I knew I was NOT going to have *Muppets* for neighbors, but cut me some slack!

Much like the lessons taught to

us by these fascinating, fuzzy, loud creatures called Muppets, business could have its ups and downs as well as twists and turns. It seemed, though, that no matter what the topic lesson was for each episode, the characters relied on the strength of their neighbors and friends to pull them through the challenges they were facing. Yes, these lessons taught us how to be good neighbors ourselves, but it also taught us something even more important.

As I pursued my Master's Degree in Business, I often studied respected businesses and well thought-out strategies for the perfect combination to apply to the business I was in, ensuring prosperity and success.

Continued on the next page



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Remembering the lessons taught on the sidewalks of *Sesame Street*, one lesson rang true time and time again: the strength of the neighborhood!

Think in a broader sense than the immediate neighbors and friends you may have. Think about those “neighbors” who can impact your business with the positive and negative things they may say about you, your business, or your customers. These “neighbors” are referred to as “key influencers.” Let’s name a few that come to mind: veterinarians and their staff, breeders, trainers, the *Chamber of Commerce*, local news personalities, friends, family, shelters, employees, politicians, etc. The list can get pretty extensive if you take some time to think about it.

Key influencers can be real assets to your business. Since many people respect and act on their opinions, we need to make sure we are at the top of their list of pet care providers in our area! How? It’s really not that difficult. You have a talent, and many of these people have pets. Instead of staying in your “house” and waiting for these neighbors to ring your doorbell, go out and visit them. Make yourself familiar to them. Use your imagination. Give them free or discounted services,

special treats/desserts during the holidays, or information for them to supply their customers. One of the best things you can do is to drop by unannounced from time to time to simply say “Thank You.”

BE NEIGHBORLY! It’s a two-way *Sesame Street*. We must be ready to give more than we ever expect to receive. Employ this philosophy, and you will be amazed by the results. Neighborly effort is not an exact science. It doesn’t always equal out. But what is ONE new customer worth to you? Over the course of the pet’s life, they are worth thousands of dollars to you. This neighborly thing takes a little bit of effort, but the effort must remain constant. Think of it this way. Don’t be that neighbor nobody ever sees, nobody ever talks to, and nobody feels comfortable approaching. This type of neighbor is often unjustly misunderstood and usually isn’t very popular. Sure, you will not be relied upon for anything, but you can bet you won’t get help from anyone if you ever need it. If you limit how many neighbors you visit and become familiar with, other neighbors may choose a friendlier, more familiar door to knock on.

Client databases change from

time to time due to people relocating, pets or people aging and passing, new pets, competition, etc. Likewise, we may need new or additional employees. Just imagine how tapping into the wealth of knowledge provided by key influencers can help grow, or at least maintain, our business at a level where we feel we can provide superior service. Some really great employee candidates have come as referrals from our neighbors as well. All in all, getting to know your neighbors and what they can do for you and your business is a great way to minimize loss and maximize your business’s potential.

Want to make Easy Money?! Take a lesson from the *Muppets*, use your imagination, and make sure your neighbors know who you are. Sunny days...

Joe Zuccarello has excelled in the pet industry since 1986 and is the National Accounts Sales Manager for Tropiclean Shampoo and 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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BREAD & BUTTER GROOMING:
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PET TRIMS FOR THE SALON

By *Kathy Rose*



GROOMING DESIGNER DOGS

Designer dogs have been around for as long as I have been grooming. We just didn't call them "designer" 30 years ago; they were simply called mutts. Regardless of the semantics, these trendy purse pets are increasingly popular and provide a regular source of income for our businesses... our bread and butter.

The coat varies depending on the gene pool, but the average little "Yorkie-Shon" or "Shih-Poo" sports a soft, wheaten-like coat that tends to have some structure on the body with silky drop coat on the legs. This can be a challenging coat for even the most experienced stylist to coif. The right tools and application of products, along with a sound technique, will help ease your frustration and provide you with a chic, uncomplicated trim and an elated client.

The goal is to create a compact, little dog with a soft, natural outline. Exposing the expressive eyes and creating a soft curtain of fringe around the headpiece, will melt your client's heart. Keep the trim simple and soft.

The bathing and drying process,

as always, is crucial for a beautiful finish, and the products used weigh heavily on the outcome. Talk to manufacturers and visit the booths at trade shows to find out how the products work from the people that created them. If you are in an area with hard water, it is also beneficial to use a water softener. This will cut your drying time and stretch your shampoo dollar.

With this soft type of coat, use a body-building, clarifying shampoo. It is acceptable to condition the coat, but you must be certain that you rinse thoroughly. Follow up with a lacquer-free spray that will add texture to the coat, and avoid products that contain silicon or oils, except to dematt prior to the bath. When drying, fluff the coat in the direction opposite of how it grows. Finish up the prep work by trimming the sanitary "underwear" and pads.

STYLING WITH SNAP-ON COMBS

Snap-on combs, also referred to as "guards," are great tools that can help you achieve a fluffy trim with a

hand-scissored look in a fraction of the time. To achieve this, "block" in the trim by removing excess coat from the body, shoulders, hips, and rump with the "guard" in full contact with the coat and body.

With a starting point just behind the occipital bone at the back of the topskull, continue straight down the length of the back, following the hair growth pattern. Follow around the undercarriage, stopping before you get to the groin, well in front of the "tuck-up" where the rear leg meets the belly (Fig. 7B).

It is usually advisable to run the clipper in the direction that the coat grows. However, if there are cowlicks or areas that are uneven, clipping against the grain (growth) will help to smooth out the bumps or "chatter" marks from the clipper.

The dog should be standing, connected to a loop and grooming arm, with you stationed to his rear. With this positioning, you can clip with one hand and control the dog (especially those with "sit-down-itis") with your other hand. It is important to estab-

Continued on the next page

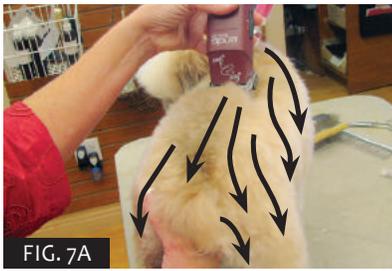


FIG. 7A



FIG. 7B



FIG. 8

lish a habit of only clipping and scissoring a dog while he is standing (except for the head), because, depending on his position, the muscles and bones change the coat length and the way it reacts to the clippers (Fig. 7A and 7B).

From this position, and with the guard remaining in full contact with the coat and body, continue over the rump and down the back of the rear leg to a little above the hock. Then “fall off,” leaving the coat longer from the hock to foot (Fig. 8).

Using a “skimming” technique (applying light clipper pressure without following the actual bone structure), clip the outside and front of the rear leg, making sure to “fall off” just above the knee and hock. To complete your clipper work, move to the front of the dog. With the guard in full contact with the dog, clip well up under the jaw, the neck, and down the shoulders to the elbow.

FINISHING

This type of soft, wavy coat is best addressed with thinning scissors for a natural, velvety finish. With the exception of the head, the majority of the work has already been “blocked” in with your snap-on combs and clippers. Keep in mind that the finishing



FIG. 9



FIG. 10

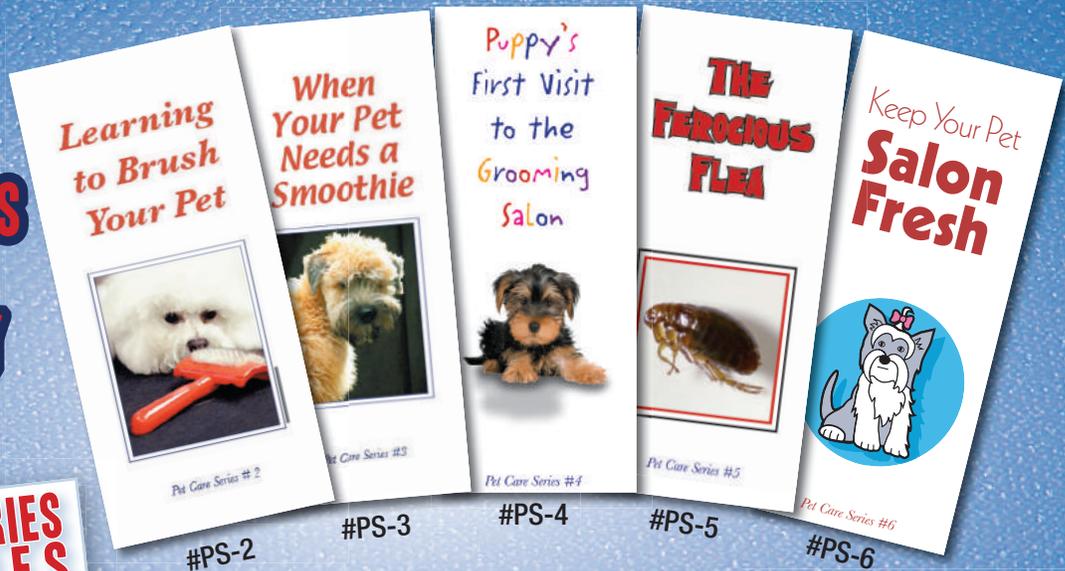


FIG. 11

Continued on the next page

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consists of a bit of shaping and the removal of stray hairs, or the “official” groomer term, “sticky-outies.”

First, level the topline. The clipper has followed the contour of the dog, so you must guide your scissors to create a level topline (Fig. 9). Continue across the shoulder and down the forelegs, blending and “erasing” clipper marks by using a smooth action and keeping your scissors on the coat. Every time you lift your scissor from

the coat and place it back down, a mark is made in the coat (Fig. 10).

The soft coat on the legs is shaped to form parallel lines when looking from the front or from the rear. If the coat is very thin or “open” on the front of the forelegs or the front of the rear legs, leaving it longer here will help you to create a cylindrical leg instead of a “duck” foot (L-shaped leg and foot). Using curved shears, round the feet, and then soften it with your



FIG. 12



FIG. 13



FIG. 14

thinning scissors. To complete the body, soften the undercarriage and the curved line of the “tuck up.”

THE HEAD

Begin the head by removing the excess hair at the eye corners with thinning scissors. Do not shave the top of the nose or the entire stop, unless there are eye problems present or if the client requests it (Fig. 11). Next, trim the hair in front of the eyes, forming a semicircle to the eye corners and creating a slight arch overhanging the eyes. A client likes to see their baby’s eyes, so trim to the outside corner. You should be able to see the eye when viewed from the side (Fig. 12).

Using a lacquer-free pet hair-spray, spray the topknot and cheeks. (Stiff hair hairsprays, especially those with lacquer, can be damaging and should not be left in the coat.) Make

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sure to cover the dog's nose and eyes with your hand before spraying. Then, comb up and outward. Fold the ear back and place your thumb on the front of the lips. Using your curved shears, scissor in a semicircular shape from the beard in front of the jaw to the cheek in front of the ear (Fig. 13), then use your thinning shears to soften (Fig. 14).

Tidy up the stray hairs on the tail and ears, and polish off with a bandana or bow. Or kick it up a notch and apply temporary accent color to the ears and tail! (See Temporary Accent Color sidebar.)

Kathy has multiple BIS and Best All Around Groomer awards, including four gold medals at Intergroom. She has been a medalist with GroomTeam USA on four teams and has won the Cardinal award for Outstanding Service to the Pet Industry. A well respected judge and lecturer, Kathy is certified with IJA, United Show Managers Alliance, and EGA. Kathy's salon, Pets of Perfection was featured on the cover of Groomer to Groomer Buyer's Guide and serves as an externship sight for the Nash Academy. Kathy also did several episodes on the Animal Planet's "Petsburg USA" and was the emcee of TLC's "Extreme Poodles."

TEMPORARY ACCENT COLOR



FIG. 17

SUPPLIES: (FIG. 17)

Colored chalk
(non-toxic artist chalk, or naturally colored chalk sticks, blocks, or powder for dogs found at dog show supply distributors)

Paper towels and/or plastic

Plastic or latex gloves



FIG. 16

APPLICATION: (FIG. 16)

- Lightly dampen a chalk stick with a paper towel.
- Holding the ear in one hand, apply color to the ear fringe, tail fringe, or other areas
- Wait a few minutes to dry before sending the pet home

http://www.barkleigh.com

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cruisinglady@gmail.com
(321) 368-6622
www.barkleighevents.com

W2036

READER SERVICE CARD #8501

GROOM & KENNEL EXPO 2012

Mark your Calendars!

FEB 2-5, 2012

The beautiful Pasadena Convention Center in sunny Southern California will again be home to the largest grooming competition and trade show on the west coast. *Groom & Kennel Expo* is scheduled for February 2-5, 2012.

Last year, *Groom & Kennel Expo* welcomed over 2,800 attendees and featured nearly 100 exhibitor booths. We anticipate an even more successful show this year!

Groom & Kennel Expo 2012 will feature educational seminars to sharpen your skills and grow your business. Your favorite industry experts will be on site offering a variety of topics including: grooming, animal behavior, boarding and day care, spa services, business management and animal health.

Plus, the many exhibiting companies will offer spectacular trade show discounts on your everyday supplies as well as your big ticket salon necessities. This event is the perfect opportunity to stock up and maybe even remodel your business!

Groom & Kennel Expo 2012 will also be home to exciting grooming contests! The *World Cup Grooming Games* and *Creative Styling Contest* will entertain and educate attendees throughout the weekend. Of course, an attendee favorite, the Silent Auction will be held daily featuring hundreds of fun pet themed gifts as well as grooming tools and products. Silent Auction proceeds are donated to *Gifts of Love International*.

For more information on *Groom & Kennel Expo 2012* visit www.GroomExpo.com or request Reader Service Card #8350.

NEW PET RELEASE FORMS & TIP SIGNS!

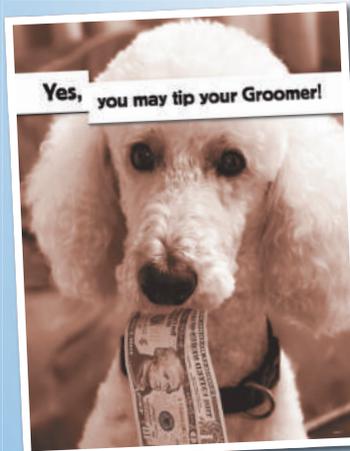
These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR1 - General

SP1 - Senior

FP1 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

8 1/2 x 11 framed counter sign \$15.95 each

READER SERVICE CARD #8484

GROOM EXPO

SEPTEMBER 6-9 2012

THE HERSHEY LODGE
& CONVENTION CENTER
HERSHEY, PA

EXCITING SEMINARS

- GROOMING
- BOARDING
- PET DAYCARE
- ANIMAL BEHAVIOR
- CREATIVE GROOMING
- RETAILING
- HEALTH
- TRAINING
- MOBILE GROOMING

OVER 170 BOOTHS!

& FEATURING BARKLEIGH HONORS

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www.GroomExpo.com



WI1958

READER SERVICE CARD #8502

Animal Photography



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your customers will Love!



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Completely Self-Contained Professional Studio.

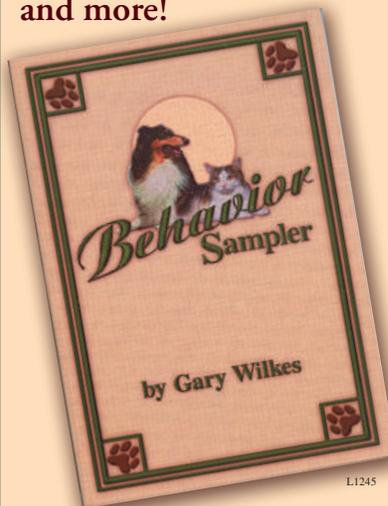
Over 100 Props, backgrounds and colors
for your customers to choose from.
Portrait Packages are delivered that day!

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We are NOW accepting new clients!

READER SERVICE CARD #8503

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



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

237 pages - \$16.95

www.clickandtreat.com

READER SERVICE CARD #8504

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"The Grooming Industry's
Business-Building Magazine"



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Others and More at
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GroomertoGroomer.com

SunDancer & the Solid Gold Curcumin

Research about Solid Gold Sundancer Dry Dog Food with Curcumin, it continues to Help in a Variety of Health Problems.

Additional research reprinted in the Dallas Morning News, August 16th, 2011. The title of the article in the newspaper: "Could This Powder be "Solid Gold"?"

PubMed, a service of the U.S. National Library of Medicine, lists more than 4,000 studies using curcumin as herbal medicine by practicing physicians.

Dr. Bharat B. Aggurwal, professor of experimental therapeutics at the University of Texas at M.D. Anderson Cancer Center in Houston, has helped produce more than 100 of these curcumin studies. He says curcumin has anti-oxidant, anti-inflammatory, anti-viral, anti-bacterial and anti-fungal qualities. He also recommends it for pain management and Alzheimer's.

Further research in the book, "Real Cause, Real Cure," Dr. Jacob Tertelbaum at the Fibromyalgia and Fatigue Centers shows how curcumin blocks the inflammatory cytokines, helps white blood cells move faster, decreases allergic inflammation and strengthens cells against bacteria.

Solid Gold **SunDancer** dry dog food with curcumin comes in 4, 15 and 33 pound hermetically sealed bags. Some dog food companies have reduced the size of their bags to 25 or 28 pound sizes. Not Solid Gold. Our bags remain at 33 pounds.

The Solid Gold Sea Meal is always fed with our dog food. See our catalogue specially for Oriental dogs, Arctic dogs, and dogs from England, Scotland, Ireland and all water dogs (labs, poodles – as well as terriers, spaniels and retrievers).

In 1958, the U.S. Congress wanted to fund a study using curcumin and cancer. But the pharmaceutical companies lobbied against it. They said it might interfere with their revenue from their cancer drugs so the lobbyist stopped the study.

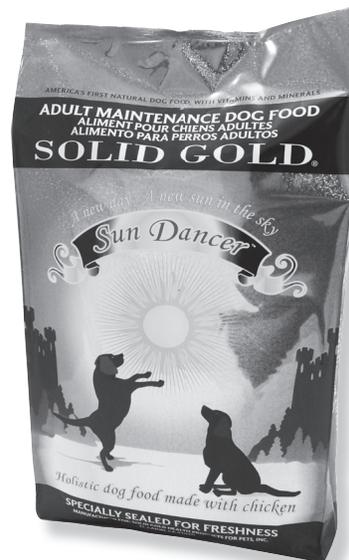
In 1971, President Nixon tried to have the study begin, but Watergate ended that.

Ask your local animal supply store to get in the Solid Gold **SunDancer** dry dog food with curcumin. It is the chicken/white fish base with tapioca and quinoa to control gas. It is also helpful for tear-staining, ear infections, bladder stones and chewing at the feet.

You have tasted curcumin when you eat mustard. Curcumin gives mustard its bright yellow color and its spicy flavor. It's also called curry. The Indians (in India) refer to curcumin as Solid Gold for a variety of healing problems.



Solid Gold Holistic Animal Nutrition Center
1331 N. Cuyamaca, El Cajon, CA 92020



Ask your local pet store for a free catalogue. If they don't have a SunDancer catalogue, call us at (619)258-7356, M-F, 10am to 5pm Pacific time. Or e-mail us at sarah@solidgold-holisite.com, you can also visit our website at www.solidgoldholistic.com.



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Sign up at www.barkleigh.com/ecards

W1761

READER SERVICE CARD #7857



Get Ready Tacoma, Here Comes the Northwest Grooming Show!

The 2012 Northwest Grooming Show will be held March 16-18, 2012 in Tacoma, Washington. The sophisticated Murano Hotel and Convention Center will be home for the 3-day trade show event. Last year, the Northwest Grooming Show welcomed 650 pet care professionals and 26 pet industry companies.

The show will feature grooming demonstrations and various seminars by award winning groomers and well-known industry speakers. The show will also be home to the exciting Poodle and All Other Pure-bred grooming competitions, plus the crowd pleasing Creative Styling competition. The weekend will be a great opportunity to learn about new products and save money on supplies and equipment. Exhibiting companies will be offering spectacular show specials and demonstrating their latest products.

This is a show you will not want to miss! For more information, visit www.NWGroom.com.

GroomertoGroomer.com

SYMPATHY CARD

REACH OUT TO GRIEVING CLIENTS

ELEGANT 4" X 6" CARD IS PRINTED WITH RICH CHOCOLATE INK ON IVORY LINEN PAPER. MATCHING ENVELOPES INCLUDED.

(INSIDE)

"...brings great joy and deep sorrow. May it be comforting to know that the loss of your beloved pet is shared by those who care."

(S3) Ivory Sympathy Cards w/ Envelopes

| | | |
|-------|--------------------------|----------|
| #6033 | 5 Sympathy Cards /Env. | \$12.95 |
| #6034 | 10 Sympathy Cards /Env. | \$23.95 |
| #6035 | 25 Sympathy Cards /Env. | \$42.95 |
| #6036 | 100 Sympathy Cards /Env. | \$125.00 |

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W1412

READER SERVICE CARD #8505

PET APPOINTMENT KARDS



Bath tub Appt. Kard

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



Squares Appt. Kard

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



Brown Appt. Kard

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

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

CALENDAR PAWS

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



5/8"



1"

5/8" Small Calendar Paws

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

1" Large Calendar Paws

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

SUPER SAMPLER PACK

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

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



Only One Sampler Per Business!

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

PET REPORT CARD



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

Pet Report Cards (#PRC)

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

My Groomer Sez...

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for: _____

Other: _____

Groomer's Remarks

MY PET'S REPORT CARD

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

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

I should be groomed in _____ weeks.

My next grooming appointment is: _____ at _____

Indicate Pink, Blue or Tan!

Making the Winter GroomOgram Work for You

Oh, you're busy now with the Christmas rush, but January and February are notoriously slow for grooming, so you will have to push a little harder during those months.

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

When leaving your *GroomOgrams* in establishments, open them. People will pick them up to read the cartoon and will get your advertising message later.

Save 15% on your next order of *GroomOgrams* with our convenient Standing Order program. Just fill out the appropriate spot on the order form, and you won't ever have to worry about forgetting to order your *GroomOgrams*.

And remember, you will always have an opportunity to change or cancel amounts before each issue. No obligation. Cancel anytime. No risk whatsoever to you.

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

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

INDUSTRY NEWS

Nature's Specialties was awarded First Place in the *New Grooming Product Category* of the *New Product Showcase Awards* at *SuperZoo* recently for their *Plum Crazy Foaming Facial Wash*. *Plum Crazy* was voted for by pet industry retailers in attendance at *SuperZoo* as one of their favorite items from the *New Product Showcase*.

Plum Crazy is a gentle tearless foaming facial wash that can be used in the tub or on the go with optical brighteners, de-tanglers and a long lasting fragrance. Perfect for travel, just wash and wipe with a damp cloth. The product is safe for puppies, kittens and small animals. For more information, request *Reader Service Card #8464*.

BANNERS

ADVERTISE BIG!

Highlight your services with these attention grabbing banners.

6ft. x 2ft. only \$49



#6375



#6376



#6377



#6378



#6379



#6380



#6381



#6382

4ft. x 2ft. only \$39



#6390



#6391



#6394



#6395



#6392



#6393



#6396



#6397

W1917

www.BarkleighStore.com 717-691-3388

READER SERVICE CARD #8494

PET RELEASE FORMS

These cartoon pet release forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

Each pad is a different color. Mix or match. Pad of 50 forms General Pet #PR-1 (for most clients), Fuzzy Pet #FP-1 (for matted dogs), and Senior Pet #SP-1 (for the older pet).



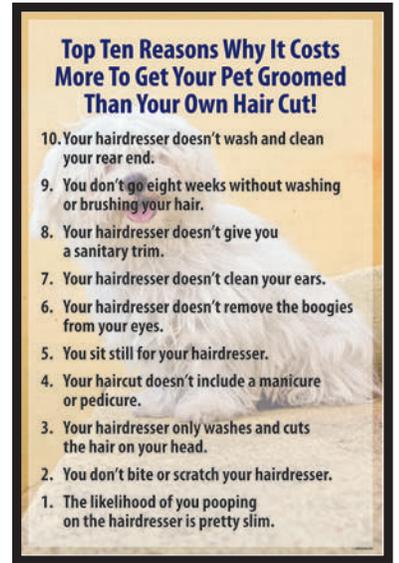
| | | |
|------|--|----------|
| #614 | 1 Pad – Pet Release Forms – Select One Style | \$7.95 |
| #615 | 3 Pads – Pet Release Forms – Mix and Match | \$22.95 |
| #616 | 5 Pads – Pet Release Forms – Mix and Match | \$35.00 |
| #617 | 10 Pads – Pet Release Forms – Mix and Match | \$69.00 |
| #618 | 25 Pad – Pet Release Forms – Mix and Match | \$149.00 |

TOP 10 POSTER

Great Poster for Your Salon!

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

This cute framed 24" x 36" poster will stop all those nasty remarks and replace it with a chuckle from your clients. Why not couple this poster with the Tip Sign and turn "lemons into lemonade!"



| | | |
|-------|---------------------------------------|---------|
| #6060 | 24x36 Poster/ Unframed | \$39.95 |
| #6043 | Poster/Frame | \$59 |
| #6044 | Poster & Tip Sign Special (Reg. \$74) | \$69 |
| #6058 | 11x17 Poster | \$29.95 |
| #6059 | 8½x11 Sign | \$19.95 |

PET CARE SERIES BROCHURES

Learning to Brush Your Pet
Pet Care Series #2

When Your Pet Needs a Smoothie
Pet Care Series #3

Puppy's First Visit to the Grooming Salon
Pet Care Series #4

"Learning to Brush Your Pet"... is an attractive pamphlet that will help your clients learn how to brush correctly. Don't take valuable time to answer these everyday questions. This pamphlet covers the topic in more detail than you could... ensuring success in brushing. Great promotional tool, too! Rubber stamp your shop name in the space provided and leave them at vets, shelters, and pet shops.

When a pet's hair becomes severely matted, there is simply no way to remove it except to give the pet a very short haircut, often referred to as a 'smoothie.'

"When Your Pet Needs a Smoothie," is a new addition to the Pet Care Series. Owners are advised what to expect once the matting is removed, and what equipment and products will be recommended.

THE FEROCIOUS FLEA
Pet Care Series #5

Keep Your Pet Salon Fresh
Pet Care Series #6

Written by Professional Groomers for Your Clients!

Puppy's First Visit to the Grooming Salon will help your client prepare their pup for grooming. Beneficial before and after the first groom.

The Ferocious Flea helps your clients learn how to protect their pet from fleas! Helps sell retail products too!

Keep Your Pet Salon Fresh helps your clients learn how to keep up on their pets hygiene between visits!

| Brushing (#PS-2) | | Smoothie (#PS-3) | | Puppy's First Grooming (#PS-4) | | Flea (#PS-5) | | Salon Fresh (#PS-6) | |
|------------------|------------------------|------------------|------------------------|--------------------------------|-----------------------------|--------------|--------------------|---------------------|---------------------------|
| #631 | 20 Brushing \$9.95 | #1844 | 20 Smoothie \$9.95 | #1853 | 20 Puppy's First \$9.95 | #6013 | 20 Flea \$9.95 | #6124 | 20 Salon Fresh \$9.95 |
| #632 | 50 Brushing \$18.50 | #1842 | 50 Smoothie \$18.50 | #1852 | 50 Puppy's First \$18.50 | #6014 | 50 Flea \$18.50 | #6122 | 50 Salon Fresh \$18.50 |
| #633 | 100 Brushing \$29.95 | #1843 | 100 Smoothie \$29.95 | #1854 | 100 Puppy's First \$29.95 | #6015 | 100 Flea \$29.95 | #6123 | 100 Salon Fresh \$29.95 |
| #634 | 500 Brushing \$99.00 | #1845 | 500 Smoothie \$99.00 | #1855 | 500 Puppy's First \$99.00 | #6016 | 500 Flea \$99.00 | #6125 | 500 Salon Fresh \$99.00 |
| #635 | 1000 Brushing \$180.00 | #1846 | 1000 Smoothie \$180.00 | #1856 | 1000 Puppy's First \$180.00 | #6017 | 1000 Flea \$180.00 | #6126 | 1000 Salon Fresh \$180.00 |

READER SERVICE CARD #8190

NEW PRODUCT NEWS

Econo-Groom

Econo-Groom never dries out hands or makes them rough and sore. Bathe all day and hands stay soft with *Econo-Groom*. *Econo-Groom* is tearless, dilutable



16:1, superior quality and optimum performance. It brightens, deodorizes and conditions. The coconut oil base cleans thoroughly and the rich Lanolin prevents dryness. With its super foam, brilliant results, and super mildness; *Econo-Groom* is everything a choosy groomer desires. For more information, request Reader Service Card #8463.

FurBulous Organic Dog Shampoo

FurBulous Dog USDA Certified Organic dog shampoo is receiving high marks from groomers for its pH balance and treatment of sensitive skin. This mild, hypoallergenic shampoo is made from organic essential oils, aloe vera and rosemary extract. Low sudsing and fast rinsing—groomers can complete more baths in a day resulting in increased profits. It's so mild and moisturizing that many find a conditioner unnecessary. Its unique spray or pump bottles allow one-handed shampoo application in hard-to-reach places. Dog owners who have tried it are excited about the results. Testimonials can be found on-line at furbulousdog-shampoo.com. For more information, request Reader Service Card #8475.



PROVERBIAL WISDOM

A son who mistreats his father or mother is a public disgrace.

— Proverbs 19:26, The Living Bible

NORTHWEST GROOMING SHOW

IJA Sanctioned Grooming Contests • Top Industry Speakers
Nearly 50 Booth Pet Industry Trade Show

MARCH 16-18 • TACOMA, WA
THE HOTEL MURANO

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NWGROOM.COM

READER SERVICE CARD #8513

PET APPOINTMENT KARDS

Two new Pet Appointment Card (PAK) Styles! These adorable cards are 2" x 3 1/2" card stock. Great for grooming salons, kennels and veterinarians.



PAK - Bathtub

| | | |
|-------|------|---------|
| #1936 | 100 | \$7.95 |
| #1937 | 500 | \$29.95 |
| #1938 | 1000 | \$43.95 |

PAK - Squares

| | | |
|-------|------|---------|
| #1939 | 100 | \$7.95 |
| #1940 | 500 | \$29.95 |
| #1941 | 1000 | \$43.95 |

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ORDER ON-LINE at
www.BARKLEIGH.com

E1415

READER SERVICE CARD #8494

Canine Calm

Earth Heart Inc. offers *Canine Calm*, a natural calming remedy for dogs. *Canine Calm* is formulated with all natural ingredients, including pure essential oils, such as lavender, tangerine and geranium that have been traditionally used in remedies for relaxation. *Canine Calm* is made in the USA and packaged in a BPA free spray bottle. The ready to use spray is easy to use, won't stain or leave a sticky residue on materials or fur, and can safely be sprayed and rubbed onto the dog's ear tips and abdomen, or directly onto bedding or clothing. For more information, request Reader Service Card #8476.



Zututh Canine Toothbrush

Zututh, a new canine toothbrush, has been designed to fit the shape of a dog's jaw. Because of the "Z" shaped brush, dog owners can now reach those inset upper back molars, which are prone to plaque build-up. The two brushes in tandem also increase the number of teeth that are brushed in one motion, thus reducing brushing time. *Zututh*, is helping dog owners brush their dogs' teeth easier, faster and more efficiently than ever before. For more information, request Reader Service Card #8515.



SynergyLabs Grooming line available in Gallon Sizes

Synergy Labs offers a grooming line consisting of ten formulas that are available nationwide. *SynergyLabs Groomer's Blend* shampoos and conditioner will keep your customers wondering and wishing they knew how you get their pooches smelling so clean and so fresh! Shampoo formulas are Oatmeal Protein, Flea & Tick, Herbal Extract, Pure & Simple, Shed Defense, Deodorizing, Ultra White, Puppy Fresh and Itch Calm. *SynergyLabs* also offers an Oatmeal Protein conditioner. For more information, request Reader Service Card #8514.

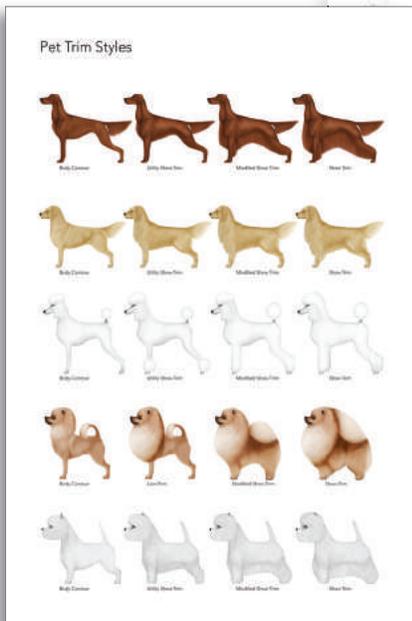


Nikki Green



Nikki Green by *Posh & Co.* is an *Eco-Friendly* line of dog shampoos made without harsh detergents, chemicals, artificial coloring or toxins that can harm and dull your dog's precious coat. Instead, they use only the purest ingredients nature has to offer like 100% consumption-grade olive oil, Mediterranean Sea salt and essential oils from all over the world. With *Nikki Green*, your four-legged friend will experience a clean so pure, his/her coat will radiate with a healthy glow that only *Mother Nature* can provide. The product is available in 8oz., 16 oz., 1 gallon and 5 gallon sizes. For more information request Reader Service Card #8516.

NEW from the Nash Salon Series



Pet Trim Style Posters

How short is short? Now your client can point out exactly the style of trim they are looking for.

This beautiful color set of three posters shows the most popular grooming breeds and will decorate your client reception area in an exciting, attractive, and practical way. Your clients will see basic breeds in four grooming styles:

Body Contour, Utility Trim, Modified Show Trim, and Show Trim.

Choose **unframed** or **black frames**.

#6417 Set of 3 posters, un-framed (24" x 36")

\$99

#6416 Set of 3 posters, framed (24" x 36")

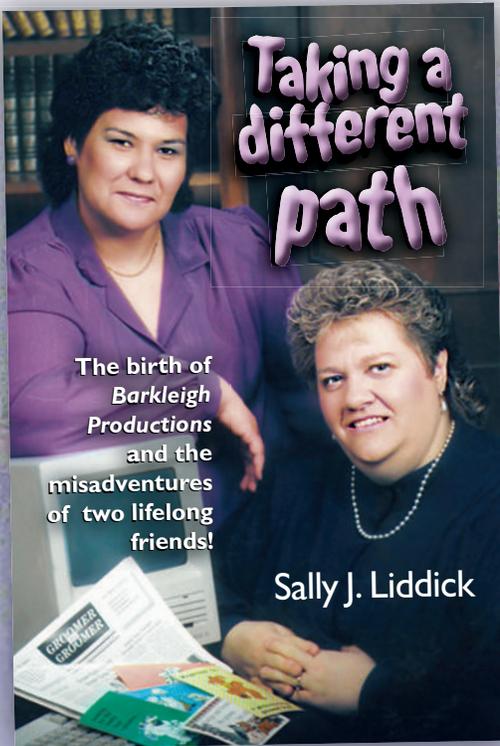
\$175

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C1930

READER SERVICE CARD #8482

JUST RELEASED!



TAKING A DIFFERENT PATH by Sally J. Liddick

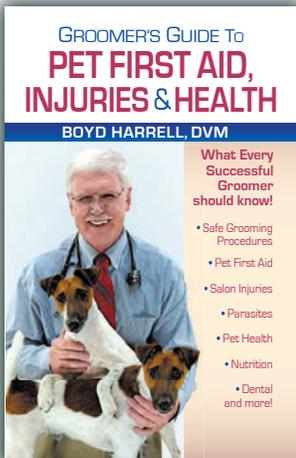
The story about the birth and success of Barkleigh and the friendship that has endured a lifetime.

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

300 pages • Lots of photos

Just **\$15.00!** #6371

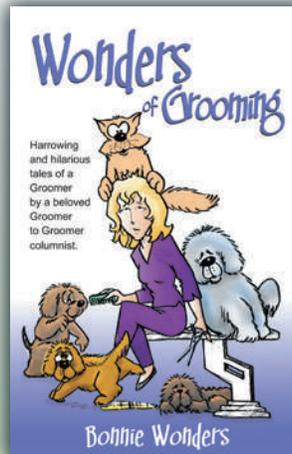
L1853



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

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

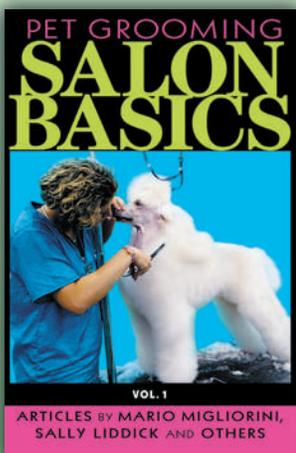
#6325 Pet First Aid \$19.95



WONDERS OF GROOMING By Bonnie Wonders

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ALL THAT APPLY: EASY, FAIR, DIFFICULT, BITER, CARE SOILER, NOISY, SHY, CHECK ANALS, CHECK EARS, BURNS EASILY, BLIND, DEAF, DIABETIC, EPILEPTIC

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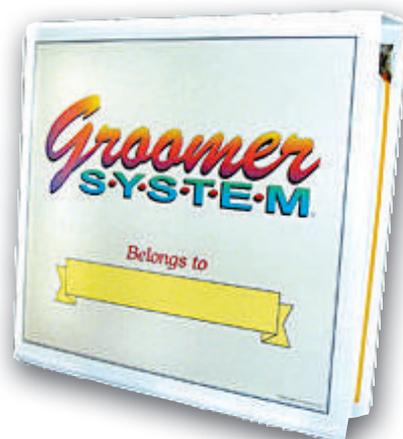
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6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

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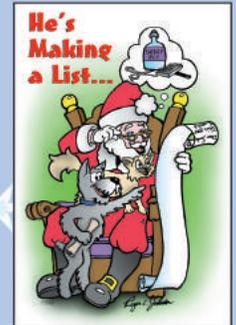
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