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VOL. 33 ED. 2 • FEB. 2014

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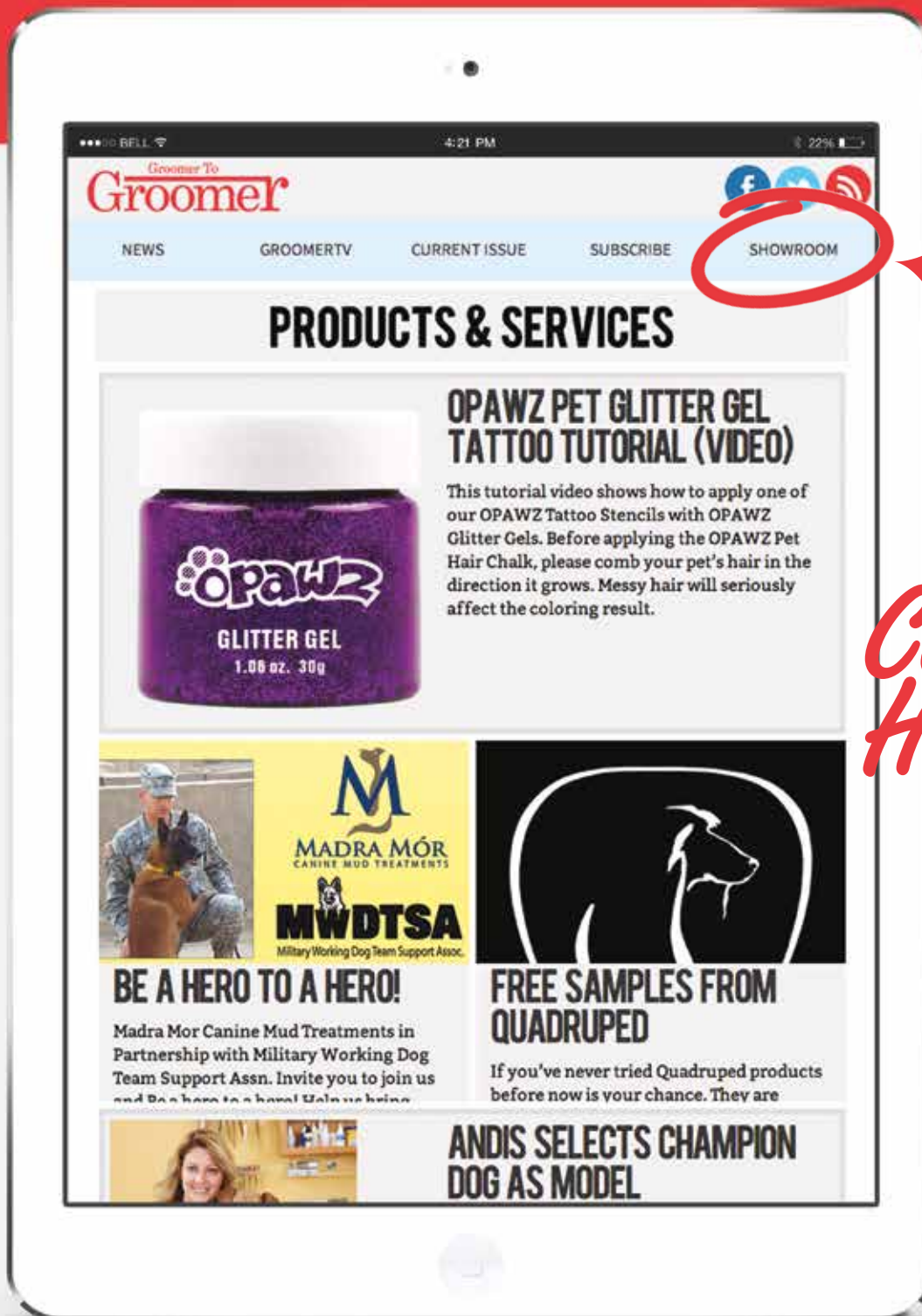
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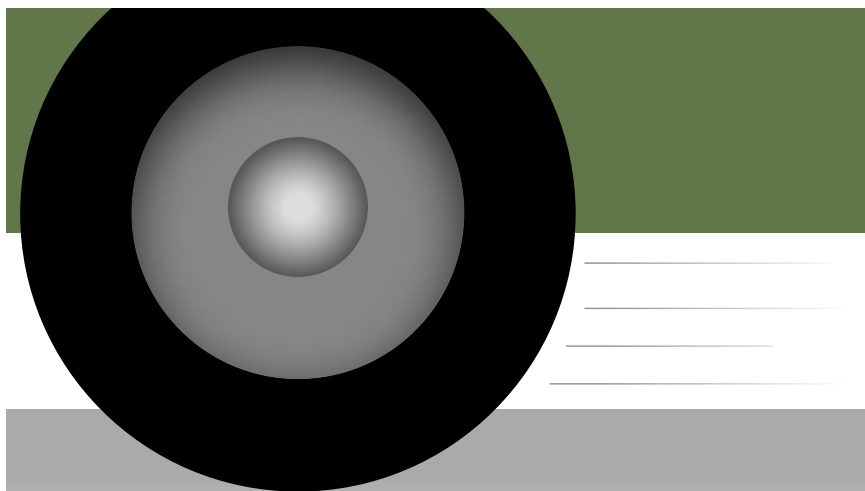
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ON THE COVER: Illustration by Lucas Colton.



I LOVE BIG DOGS

by Bonnie Wonders-Trent

Without a doubt, one of Lou's all-time favorite phrases is "I love big dogs." She says this when she comes in, takes one long look at the day's appointments, and sees that there is a preponderance of big dogs coming in. By a preponderance, I mean more than one. Upon seeing two, she groans;

three makes her shake her head. More than five makes her shake ME.

Although she loves big dogs as far as owning, petting, and playing with them, that is pretty much where it ends. When it comes to bathing and drying, she is a whiner, not that I can blame her.

Our tub is one designed specifically

for dogs. The ramp feature is great... 80% of the time. It's the remaining 20% that Lou has a problem with. When those 100+ pounders decide that they'd rather not go up that incline, it can be an annoyance to put it mildly. After babying, begging, and bribing (in no particular order) don't work, the last resort is the pulley method. Usu-



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I can't tell you how many times Lou lifts off the door on the tub, ready to take the dog out, and it's like having a front and center seat at a live cartoon.

ally Lou is the "Pull-ee," and I am the "Push-ee." The trickiest part is keeping the dog from turning around in the tub to escape down that ramp that they were "no way in heck" going up—all this while I'm trying to slide the door into the opening of the tub. When we finally get them secured, we instantly give each other a high five.

Once I accidentally smacked Lou in the face when she turned sideways while forgetting to offer her

hand for the ritual. She only did that once. Now she puts that old hand up freely... or ducks.

Most of the big dogs decide early on which way they want to face once they're in the tub. Once in position, they rarely are very anxious to turn the other way for her to wash and dry their opposite side. She heaves... she hos. She begs... she coaxes. She grunts... she groans. Eventually she ends up yelling for my help, especially when they de-

cide to lie down and not move at all.

Just last week she shot herself right in the bangs with a huge stream of anal fluid from a really big dog—actually bangs AND glasses. She just barely touched the dog's rear end, and the stuff propelled out of there like Apollo 11. All this time and she still can't perfect her aim when she does a tall dog. She stunk all day, even though she washed her bangs with some pretty potent shampoo. Really had staying power, it did. She finally succumbed to letting me spray her with de-skunk spray stuff. I should probably keep more of that stuff on hand.

Lou often has to go to the grocery store after leaving the shop, and she's usually near dripping wet. She hates the rubbery bathing aprons and only likes to wear the nylon grooming jackets. We all know how well those hold

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up to keeping you dry. I don't think I've ever seen anyone more prone to being soaked to the skin than she is. She has never mastered the fine art of grabbing onto a big dog's neck just prior to it shaking water all over the place. I've tried to teach her, but no matter how many lectures and pre-pre-shake warnings I give her, it always falls on deaf ears. Often I can be 15 feet away, and even I get splattered upon. I know she gets her jollies out of hearing me yell about keeping water on her side of the room. She gets the floor wet, the tall cabinet next to the tub wet, the phone, the one-way mirror, the ceiling and overhead shelving, and often the dog that I have on my grooming table wet. There's really not much that escapes her pathway.

You can't imagine the amount of suds that become airborne when she turns on the high-velocity dryer

before they are rinsed down the drain. We both on a pretty consistent basis have our heads adorned with giant clumps of foam. That stuff takes FOREVER to dissolve when it lands. It's downright embarrassing to go out and wait on customers when you realize you have a unicorn horn sticking out the back of your head.

Then there is all that old super-shedding hair that becomes cyclonic when she starts drying. She's covered with it and always ends up hacking up hairballs by the time she's done. She's got dark brown hair, and when she dries a light colored dog, she gets this spider webbish-looking thing going on all over her head. Those are the days that the good-looking mailman is working. He always has some really complimentary thing to say to her as she's standing there dripping wet with her really "cool" hairdo as he

drops off the mail. I just smile as I slip the long floor wand onto the Clipper Vac hose. I reach over from a few feet away to suck the white hair off her head for her. I do what I can... I'm helpful like that.

I can't tell you how many times Lou lifts off the door on the tub, ready to take the dog out, and it's like having a front and center seat at a live cartoon. As soon as she unsnaps the grooming noose from the rail, I've seen her get spun around like a Tasmanian devil when the dog makes a leap for the ramp. There goes my poor little buddy looking like a first time skier as she whizzes past me and gets unceremoniously thumped against the door jamb when the dog takes a hard right out of the grooming room door. "I love big dogs... I love big dogs..." I'll hear as I see her flying back past the doorway. You know, it IS true that as you get

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older you bruise MUCH more easily. I learn quite a bit at my job just by watching sometimes.

Just today, in fact, we had six big dogs mixed in with the smaller ones. Pretty much as usual on big dog day, Lou had most of the aforementioned happen during the course of the day. One of the last dogs was a big Lab named "Timber." He's a gorgeous brute of a dog. Sweet, loving, exceptionally strong, and kind of reminds you of a

"Duh, which way did he go, which way did he go?" kind of dog.

Lou and I put the big guy on the grooming table, and I fastened him to the grooming arm. A customer walked in, and Lou went to take care of her. As I picked up a back foot to cut the hair under his pad, he suddenly started peeing everywhere, and I do mean EVERYWHERE. So there I am, dog foot in hand, and he's spraying urine two feet out in front of himself

all over the floor and the table. I yelled for Lou as it began running backwards on the table and toward the dog's feet. She came running and grabbed at the paper towel roll, which was out of my reach. "Get some drying towels," I squealed at her. She tossed a couple yellow absorbers at me. I swear if I'd have had a clothespin within reach, I'd have used that too. The thing just seemed to keep streaming forever.

Finally, it ended, and I had quite the mess to clean up. Urine had even gone under the Plexiglas on the grooming table and was between the glass and the table frame. It was almost impossible to get out of there, but we managed.

Lou again left to finish waiting on her customer. I went back to trimming the hair under the back feet of the dog. I then moved to a front foot, and just then a warm stream was hitting me under the left sleeve of my smock. Timber was shooting again, and I was in direct line of fire. "Lou!" I yelled.

"Holy cow!" I heard her say as she entered the room, almost running. As all this was going on, Lou just stopped and did nothing but look at me.

"WHAT?" I asked as I stood there dripping. Timber was finished at last.

"I was just wondering what you're thinking right now," she said as she burst into laughter.

I looked at her for a split second..."I love big dogs," I said quietly. "I love big dogs..." ☺



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THE BENEFITS OF PROMOTING DENTAL CARE IN THE GROOMING SALON

by Dr. Michael Fleck

February is designated “Pet Dental Health Care Month.” Over the last decade, the quality of dental care for maximizing oral health in pets has evolved and rivals professional dental care for people with equipment, technique, and advanced oral procedures. Although an oversimplification, hygienic cleaning of the pet’s teeth involves both removing tartar and stains from the body of the tooth. Specifically, it includes removing tartar and debris from the teeth under the gum line area (periodontal) and reducing swelling, inflammation (gingivitis), and infection in the gums. Medically, a pet’s mouth with severe tartar and gum infection has a difficult time eating, digesting food, and exudes a horrible mouth odor. Additionally,

the persistent presence of excessive bacteria in the mouth jeopardizes the viability of the liver, kidney, and heart. A hygienically clean mouth has been shown to extend both the quality and longevity of life of the pet.

Prophylactic cleaning and scaling of the teeth and gums is considered a veterinary medical procedure exclusively. “Anybody can basically use cotton swabs, gauze, dental floss, toothbrushes, or anything similar to clean an animal’s teeth. Anything beyond that would need to be under the direct supervision of a veterinarian,” said Monica Ochoa of the California Veterinary Medical Board’s enforcement department during committee and legislative hearings and adopted by the Board.

All U.S. Veterinary Medical Boards have adopted the same ruling. Groomers using dental instruments or machines for scaling tartar from teeth without direct veterinary supervision are illegally performing a veterinary procedure and are subject to penalties, fines, and possible criminal prosecution. For more information, check with your local State Veterinary Board.

The groomer can make an impact on a pet’s dental health by offering unique dental services and dental products. Recognizing that many pet owners have difficulty effectively brushing their pet’s teeth, professional toothbrush cleaning by the groomer can be offered as an add-on service during the groom. Just be sure to tell your client about any abnormalities or inflammation so that the client can check with their veterinarian. Additionally, pet dental brushes, pet toothpaste, oral rinses, and dental treats are generally consumer impulse buying products and, if available, a wonderful retail up-sale for the grooming salon.

Be an advocate for pet dental health by promoting good dental health for the pets in your grooming salon. Deter potential pet health problems, and you can help your clients save money and anxiety on costly invasive dental procedures. Your consideration of the financial rewards of offering dental add-on services and dental retail products clearly benefit the well-being of the pet and pet owner. ☺



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Professional Creative Styling Demonstration

Poinsettia Grooming — OPAWZ Pet Hair Dyes Tutorial

By Betty Huang

Toolbox: OPAWZ pet hair dye (Glorious Yellow, Loyal Brown, Adorable Pink, Hot Red, Tender Green, Profound Green), OPAWZ glitter gel (Gold), mixing bowls, paper towels, foils, brushes.

The poinsettia Betty did was so charming that we cannot resist of sharing it with our fellow groomers.



1. Starts with a freshly bathed and fluffy dried dog. We recommend to use OPAWZ Pro' Deep Cleanse Shampoo for a clean and fluffy result.
2. Prepare the necessary tools for coloring, stir colors in mixing bowls first to make sure an even coloring result.
3. Apply colors on desired area, separating colors by wrapping them in foil. Places paper towel under the wrapped foils to prevent colors getting on unwanted area.
4. Let colors set for 15 - 20 minutes, rinses off colors with lukewarm water without shampooing, blows dry.
5. Trims
6. Styling
7. Finishing touch with OPAWZ glitter gel – gold

RESULT : Magnificent Poinsettia with color gradient effects, what a visual impact it is!

Contact: Aishin Pet Grooming School
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Email: love02.dogcat@msa.hinet.net

We will be showcasing more creative styling pieces from our professional business partners. Who will be the next star? Look forward to more OPAWZ pet product grooming tutorials soon!





CREATIVE STYLE WITH ‘PLUCK’

It has been said that there is nothing new under the sun, but when groomers see stylist Remy Viens with his dog Case, they can be heard to say, “I’ve never seen anything like that!”

“It began when I saw my friend Patrick Lakosh Marceau creating designs on both people and dogs with a clipper. He is an amazing artist and can cut any design into hair. I wanted to try it on my own dog, but he is hand-stripped so I could not.”

Remy’s dog, Case, is a handsome five-year-old retired American and Canadian Champion Miniature Schnauzer. Remy keeps him looking his best by hand-stripping his coat

to retain the correct texture, but the idea of having Case sport an intricate pattern kept niggling at him. Then it occurred to him that by using the technique of hand-stripping, he actually could create designs. He could mimic the work his friend was doing with a clipper by pulling his dog’s dead coat in specific areas, creating areas of shorter and longer hair to design shapes and patterns.

He created a template on paper and then turned that into a stencil. “I had to measure every part of the dog and then work pulling only three to four hairs at a time from his coat. I could only use my fingers, but if someone were working on a larger dog with



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a lot of flat area, they could use tools.”

Remy knew that no one had ever stripped a creative design into a dog's coat because the process is incredibly time consuming. “Timing is important,” he said, “You have to plan it so the coat will look its best when you want to show it. It looks best six to eight weeks after you set the pattern. After that, you have to strip all the rest to make the design reappear. It looks really good in the winter, because the skin is very light since it is not exposed to much sun. There is a big contrast between the design and the skin.”

The first time he attempted this, he spent time every day over a two-week span. “Probably 15 to 20 hours all together. It was a big project, but it takes me less time after a while.” Remy is a very creative man, and he is forever on the lookout for something new and unique to try. “I am always waiting

for Case's coat to grow so I can do something different. I am constantly making corrections and creating new designs.”

Remy has been grooming dogs and cats for 30 years. “I worked with my father when I was 12 years old. I groomed for him in the summertime.” Remy now owns and operates the well-known Poil Luxe grooming and boarding facility in Quebec City and employs seven other talented, pet-loving people. He often puts on training seminars to bring new information to groomers in his area.

Remy debuted Case and his hand-stripped creative design at Groom Expo 2013. “People really like it; he attracts so much attention.” Groomers constantly want to take photos of Case, to touch him, and ask questions about how the design is created. Remy says, “I would like more groomers to

do this. It is really fun. Someone who has a real talent in drawing could do a lot, really make art. I think my work is only the beginning; someone with big talent in drawing could really do something incredible. I just play. I have really good ideas, but I have to create hair by hair.” To this talented groomer, bringing new ideas and skills to other groomers matters!

Side bar suggestion: Hand-stripping is a grooming technique that involves pulling (or plucking) the dead outer coat of wire or rough-coated breeds by hand or with a specialized tool instead of cutting the hair with scissors or clippers. This encourages new, crisp coat to grow in. The process maintains proper coat texture and color in the breeds where it is employed. ∞

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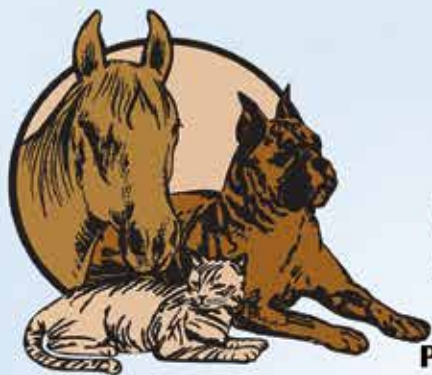
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7 SECONDS TO SUCCESS

It happened again. Every time it happens, I think, “I will never see one as bad as this again.” Then I do. The time goes by, and it happens again. Over the many years I have visited other grooming salons, daycare centers, and retail pet shops, I am often taken aback at that first impression—that first moment I step through the door. I wrote about this many years ago, but so much has changed since then. I feel like I want to readdress this to the audience that perhaps had not been in professional pet care back then and hit the topic for those of us that just may need a reminder!

Here’s what happened. I walked into a consulting gig at a groomer’s shop. I opened the door, and the smell immediately triggered my fight or flight instinct. As I entered, I noticed signs everywhere. ALL DOGS MUST BE LEASHED! ALL AFTER-HOUR PICK-UPS WILL HAVE A \$25 SURCHARGE. \$5 NUISANCE FEE FOR UNCURBED DOGS. NO DOGS WILL BE ACCEPTED AFTER THEIR SCHEDULED APPOINTMENT. Wow. Get me the heck out of here! No, but wait. She asked for help, and boy, did she need some. The place was gloomy, even a little dark. It didn’t look particularly dirty or hairy, but I was thinking that

was because she was not particularly busy. She was rather abrupt and started telling me all of the things she will not tolerate from her customers. Oh boy. Those seven seconds didn’t go well...

You have seven seconds to make a first impression! That’s it. In those seven seconds, the people that walk through your door will make a decision about who you are, and it’s somewhat indelible, like a bad mental tattoo. Like when you didn’t want to see that person naked when you opened the wrong door, but—boom! There it is! Imprints on our visual mind. In professional pet care, it’s an imprint not only on the

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visual mind but also the olfactory sensibilities and the audible experience!

How does your space and staff look?

How does your space smell?

What does it sound like?

In many professional business circles, they focus on things like initial handshakes, posture, personal appearance, and initial contact with the customer. While these things are all important, I find the seven seconds to make an impression on a customer unique to the grooming industry. Perhaps your posture is a little crooked after 25 years of bending over a table, and you are still grooming, and we all know the importance of the nylon, hair-resistant smock (ouch!). In my mind, the first seven seconds when you enter a business that is centered on animals and beauty are consumed by the following:

SECOND #1: The customer opens

the door, and the first thing they experience—even before they take in your shop visually—is how your business smells. We are in the beauty industry, after all, and it is hard to wrap your mind around providing a great product (i.e. your grooming) in a space that smells bad. The fact is, however, that dogs smell. Cleaning them gets smelly. A force dryer on a Bassett Hound that has issues can just about make me want to leave the building!

Maybe you don't notice it because of olfactory fatigue. "Olfactory fatigue, also known as odor fatigue or olfactory adaptation, is the temporary, normal inability to distinguish a particular odor after a prolonged exposure to that airborne compound" (definition taken from Wikipedia). For example, when I initially enter my salon in the morning, I am always hyper-sensitive to the smell of the store, but as the day progresses, my sense of smell sort

of tunes it out. For your clients, every time they walk through the door, it's like the first time they ever came in. Their sense of smell is sharp, and they're leaving their pet to be pampered and beautified, so what do they want to smell?

As an exercise, travel with me tomorrow morning to the land of make believe, where your store is no longer your own. You are checking it out as a place to possibly leave your baby. Open the door, take a whiff, and think about what it says about that business. I do it every morning, and I adjust accordingly. We have pet odor candles burning and wonderful natural sprays to freshen up the room.

If your salon smells bad, you just lost round one.

SECOND #2: As the customer begins to focus visually on their surroundings, the sound of your shop sneaks in and makes the next impression. Are the



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dogs absolutely wild and barking? Is there a surly groomer hurling expletives (fire them now)? This audible experience can be challenging in our business, especially if you do larger numbers of dogs at one time. We can have 40–50 dogs in the groom room and more next door in daycare. The noise can be really alarming to someone coming in for the first time. If I had my chance to redesign my store, I would make some changes, but for now, I manage the noise level the best I can by doing the following:

Asking owners with really vocal dogs to come in first thing and call them ASAP, or book them an appointment later in the day after some of the other dogs have gone home. Requesting that really social, good playing dogs utilize our Groom & Play option, where the dog can get a half day of supervised play prior to grooming and just run and get their ya-yas

out for an upcharge.

Trying to really understand where the barking is coming from and making adjustments for the pet. Over the years, I've noticed some dogs hate cages while others find cages comforting. Some dogs can't handle all the visual stimulation in the room, so we have a quiet room with glass sliders so we can see them. It is significantly more quiet, and they are not in the main room. We make notes on their record to remember how they have the best experience.

SECOND #3: The visual experience of your business really sets in. How does the entry to the shop look? What is the customer's experience as they walk through the door? Is the entry way clean? Is the path to the drop-off area clear and easily identifiable? Do you have good signage, providing useful information about your services? Is the space well lit? Are

there hairballs the size of Pomeranians zooming across the floor? There is a huge comfort factor in that first visual experience. Remember, when it is a customer's first visit to your shop, they are often nervous about leaving their pet in a new place, so order and cleanliness are key to Second #3.

When my dad was running the retail, he never filed anything. There were index cards everywhere, invoices from distributors, stacks of junk mail, and empty coffee cups all over the place! He had the personality to sell ice to eskimos, so he could charm people past his disorderly conduct, but the statement that it makes in our stores is that we don't care about "appearances" on some level, and why would you choose someone that doesn't prioritize appearances to provide the service of beauty and cleanliness to your pet?

SECOND #4: The greeting of the most important customer. One of

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the most important lessons I learned from my father was the importance of recognizing the pet as soon as they came into the shop. Whether they were a new customer or a veteran, that initial acknowledgment of the “best friend” gives people great joy. Once you know the dog’s name, never forget it! I review my docket every morning before opening to make mental notes about my regulars and see what new kids are coming. I will greet them by name even though I’ve never met them before. It conveys a sense of familiarity and importance that this new pet is now in your care and allows the owner a moment to absorb why this place is different! This is a hands-on greeting often accompanied by sitting on the floor, rubbing bellies, or just quiet connection for the nervous dogs. That initial greeting of the pet will always be remembered, I believe, so get it right!

SECOND #5: Greet the human.

Yes, we do have to greet the humans as well! The same attitude and behavior in an initial introduction to a new client translates across all businesses, I think. Make good eye contact. Smile. Offer a sincere greeting, specifically in our business, that includes something along the lines of, “Welcome to The Village Groomer! You must be Peanut’s mom!” Give undivided attention. Have a neat and professional appearance.

Something unique to our business, which I think is very important in the initial greeting with the owners, is contact with the pet as we engage with the owner. My friend is a veterinarian, and repeatedly customers that we share will tell me, “I love how she gets right down and gets to know my dog when we go in for our appointment.” This acknowledges that you “get it!” You understand how important this dog is in this person’s world.

SECOND #6: Acknowledge

appreciation. In this world of super stores offering grooming services and the superior service provided by many mobile groomers, take a moment and say, “Thank you for choosing us.” It is a blip on the screen, you may think, but offering gratitude is never lost on a customer.

SECOND #7: Good information and knowledge. This is where I believe independent professionals can really differentiate themselves from the pack. Speak knowledgeably about the breed, about the grooming process, and the kind of coat the dog has. If it’s a puppy, provide information on how that coat may change. Educate about care between grooms. Ask questions. “What is your ultimate goal with your pet’s look?” Provide the customer with real information about what will be required to achieve that goal. Train ‘em young in the

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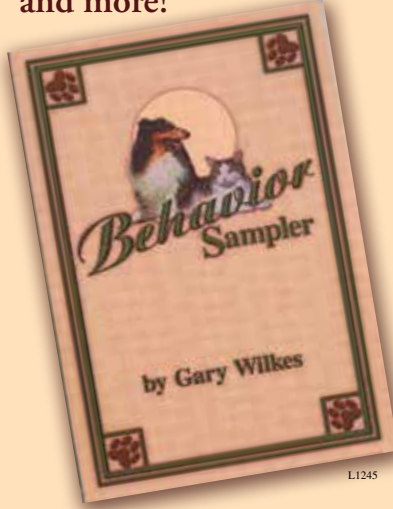
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relationship!

Be the professional! Be the authority on the subject. I don't care if the breeder of the Labradoodle said the dog only needs one bath a year and a grooming every other year! You are the professional groomer. Exert your expertise in an informative and respectful way, and your customers will listen. If they don't and want to bring in that 11-month-old pelted Doodle that's never seen a brush and whose coat cannot be penetrated with a light saber, then they may not have been your ideal customer in the first place!

Okay, so in reality, it's more than seven seconds. Maybe it's five minutes, but the points remain the same. If they have graced your doorstep, you have to own the client-professional groomer relationship and make it yours. Make them yours! And it is this initial first impression that will either

bring them on board for life or leave them looking for something different.

This is work, my fellow pet care pros! This means keeping on top of the tactile experience of your shop, and it means adjusting the attitude sometimes and pushing through the other "noise" inside your head. I have the responsibility of running four businesses, plus teaching and writing, and my two-year-old! My mind at any time can be on a multitude of tasks, phone calls, and meetings, but when that customer walks through the door, if I don't set all of that aside, I lost those "seven seconds" and can't get them back.

Try it tomorrow! Walk into your store. Experience what your customers experience, and ask yourself if it's good enough. If not, you've got seven seconds to fix it! ☞

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WHAT'S IN A NAME?

Bumper was an Australian Shepherd mix who belonged to my roommate, Dan, when I was a young shelter manager. Dan liked to let Bumper run loose through the neighborhood each evening at dinner time. After dinner, Dan would want Bumper to come home. That's when the trouble started.

If Dan wanted to go out for the evening, he would become furious that Bumper was spoiling his plans.

He would yell Bumper's name in the harshest manner possible and threaten him with dismemberment if the dog didn't return instantly. After a long time, Bumper would slink back into the yard and cower by the back door. Dan would grab him harshly by the collar and drag him inside to teach him a lesson. Bumper learned the lesson perfectly; his name meant that he could expect harsh treatment when he returned home. Ironically, his love for his

master made him repeatedly overcome his fear and return, albeit reluctantly. He wasn't being intentionally disobedient. He simply knew exactly what his name meant.

Bumper's problems were no different than what some of your clients' dogs experience. For instance, many trainers suggest that you should precede every command with your dog's name. Bumper, sit. Bumper, down. Bumper, this. Bumper, that. Bumper,

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About Carlos Carrizo

Carlos Carrizo, co-owner of Alta Grooming in Upland, California, specializes in artistic techniques that will remind you why you began grooming in the first place! A dog enthusiast from an early age, Carlos worked as a veterinary assistant and groomer while attending the Universidad Nacional de San Juan. Later, Carlos owned and managed a grooming salon in Argentina; while he traveled the dog show circuit as an AKC certified Professional Handler. In that career, he has shown multiple Best In Show winners. In 1999, he immigrated to the United States. Presently, he and his wife, along with a staff of fourteen groomers, make sixty to seventy dogs each day look wonderful. The skills and techniques he teaches include hand stripping terriers, show grooming sporting dogs, and grooming all breeds to standard. Carlos presented "GroomFusion" in 2011 and "GroomFusion2" in 2012 at grooming trade shows throughout the U.S.



About Marco Lalau

Marco Lalau never imagined becoming a pet groomer when moving to America at age 18 from his home country Brazil. That is the influence his German Shepherd Kona had, "she changed my life and shaped who I am today." While in college he founded Bubbles Pet Spa with his brother Marcelo Lalau. Today Bubbles Pet Spa has four locations and a mobile unit servicing the outskirts of L.A. Marco advanced his grooming career competing on Animal Planet's "Groomer Has It" placing six place among the countries top groomers. He also earned his bachelor degree in Marketing at California State University, Long Beach. His salon, Bubbles Pet Spa, has won several "Best Grooming" by Fox L.A. Hotlist '07, '08, '09 and Daily Breeze '08, '09, '10, '11, '12, '13.

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Bumper, Bumper. Soon, the word Bumper will mean nothing at all. That is because any sight, sound, touch, smell, or other sensation that does not lead to a tangible consequence becomes neutral. In essence, this is the process called habituation or “getting used to something.” That is why dogs that are groomed as puppies ignore hot air being blown in their face and the sound of blow-dryers.

“YOUR NAME IS FLINCH”

The best way to look at a dog’s name is to connect it to these things: stop, look, listen, wait for the next command. When you say a dog’s name, it should cause your dog to look at you and wait for the next command. Perhaps the best way to destroy this association is to follow the dog’s name with the word “NO.” When you say “Bumper!” the dog will initially react by looking at you when he hears his name. That’s what he’s supposed to do.

At the sound of the word “NO!” the dog will learn that responding to his name is somehow a mistake – not for the misconduct the owner was trying to identify. The timing of the word “NO!” tells a dog what he has done wrong. If you doubt this scenario, consider how you would respond to your name if you got slapped each time you looked toward the person calling you? In most cases, the only thing that is connected in the dog’s brain is a flinch response when it hears its name.

MULTIPLE DOGS, BIGGER PROBLEM

For those people who own several dogs, the chance of abusing their names is even greater. Most people think that if Sadie is in trouble and Buddy is fine, the way to differentiate them is to say “Sadie, NO!” That is supposed to tell the dogs that Sadie is in trouble but Buddy is not. Unfortunately, that is not how it works. To start with, few dogs who live together

really know their names. They respond in tandem to anything that remotely sounds like a name. Buddy answers to “Sadie” as often as he answers to “Buddy.” Since the word “NO!” is common to both dogs, both will flinch at the sound of the word “NO!” regardless of the name you call out first. Oops. Sadie then gets punished for responding to her name, and Buddy gets punished for whatever he happened to be doing at the time—usually something acceptable.

A SIMPLE SOLUTION

The way to get around these problems is to better understand the way that your dog understands words and commands. If you have two dogs and wish to scold only one of them, you must have three words to do the job. “NO!” means that everyone on four feet is in big trouble. Next you need a word for Sadie that means “only you are in trouble” and a different one

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for Buddy. If this sounds difficult, it's actually very easy. Color code your dogs. Put different colored collars on them. Sadie is "Pink!" and Buddy is "Blue!" If Sadie is in trouble but Buddy is not, yell "Pink!" and apply whatever safe and effective punishment you are comfortable using, such as a squirt gun or throw pillow. The next time Buddy jumps on someone but Sadie has all

four feet on the ground, yell "Blue!" and Buddy knows it's for him. That is because Sadie has never had anything happen to her when she hears the word blue. Remember that signals that are not connected to tangible consequences become neutral. Likewise, Buddy doesn't know what "Pink!" means. If both dogs are acting up, fall back on your old standard, "NO!" This

process allows you to selectively scold one dog but not the other. "NO!" is reserved for emergencies or identifying both dogs as culprits.

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If you had asked Dan why he called Bumper's name, he would have told you it was to get him to come home. Sadly, even if he had achieved his goal, it would have seriously eroded his control. Why should a name not mean "come"? If you do that, it will destroy your ability to control your dog at a distance. Imagine that your dog has slipped out the door and is across the street. A car is coming. If you have taught your dog that its name means "Come!" you have no way to get your dog's attention without having it run in front of the car. The same is true if you break a glass in the kitchen and want the dog to stay so you can remove the danger. In essence, when a dog's name means "Come!" it's incredibly difficult to alert them to danger and have them stay until the danger has passed.

In the real world, we all abuse our dogs' names. My dog Petey is sometimes "Petey-puss" or "Peter-ino" or any other baby-talk variation that happens to come out of my mouth. If I notice that he's getting rusty and not paying attention the way he should, I specifically spend some training time on polishing his response. Preserving my dog's "good name" is my most important training task. ☺

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FIG. 1

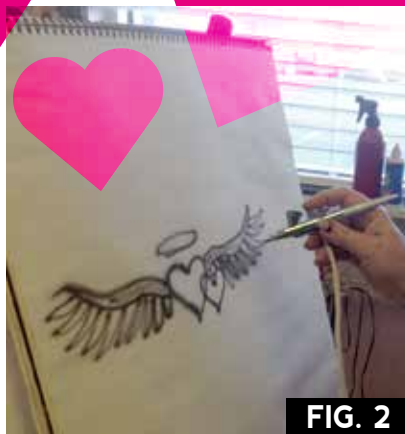


FIG. 2



FIG. 3



FIG. 4



FIG. 5



FIG. 6

BE MY VALENTINE

by Dawn Omboy
www.queenofcolor.com

With Valentine's Day just around the corner, you might want to make a statement or send a special thought to someone in a unique way. I know just the thing to help you get your message across in a way that will make a lasting impression on those who see it. Yes, you guessed it—airbrushing right onto your pet's coat.

Here are some of the items you will need for this temporary project: **(Fig. 1)** a small air compressor with airbrush gun (like the ones used for

nail art or cake decorating), some Dr. Ph. Martin's India Ink, alcohol for diluting the ink and helping it dry quickly as it is sprayed on the dog, Q-tips, and small pipets for transferring the ink to the airbrush gun. A large sketch pad is also helpful, as you can use it to practice getting the feel of your airbrush and practice your design before putting it on the dog **(Fig. 2)**.

I am going to show you how I put a design for my Mom on Brook, my Standard Poodle, with this demonstration. Brook has about two inches

of coat, so it will have to be properly prepared to hold the design. The longer the coat, the more difficult it is to keep a detailed design because of the movement of the coat as the dog moves. You will want to begin with a clean, groomed coat.

To set the hair in place, I used a good firm hold or freeze hairspray and sprayed several light layers on the area of the dog where I am going to place my design **(Fig. 3)**. This will set up a hard surface and prevent the coat from blowing as I airbrush the design. It will

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FIG. 7



FIG. 8



FIG. 9

also keep it from being distorted as the dog moves.

After a practice run on paper, I'm ready to transfer the design to the dog. I have my ink pre-mixed with rubbing alcohol, approximately one part ink to three parts alcohol. The alcohol will help the ink dry as soon as it hits the coat. Using the pipets to fill the cup on the top of my airbrush gun (**Fig. 4**), I will begin my temporary design. I started with the center heart, leaving an opening for the interlocking heart to overlap (**Fig. 5**). I then airbrushed in the outline of the wings (**Fig. 6**). With this part done, the next step is adding the feathers to the wings (**Fig. 7**) and then adding some shading before cleaning the airbrush gun and continuing with a new color.

To clean the gun, I empty the excess out, put straight alcohol into it, and spray it through. I use cotton swabs to make sure I have gotten it all

off the needle inside. Always test your airbrush away from the dog when you are changing colors to avoid an "oops" in case all the previous color is not out (**Fig. 8**). Now go back and fill in the hearts with red. Once that was finished, I switched back to black ink and added a few more details. The airbrush allows finer details than you can get with most blowpens.

I have enjoyed sharing this design with you. It was easy and took only about 15 minutes to complete. It will last a few days, and Brook will then need to have it washed out, as it will look a bit distorted and smudged in her long coat. On a short coat, it will hold up much longer.

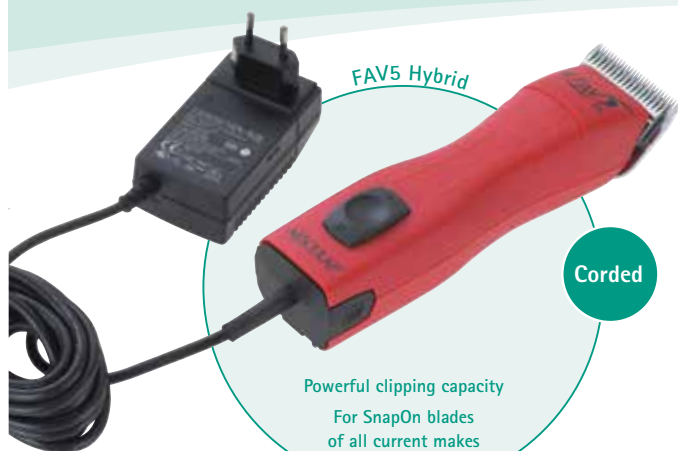
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LET'S TALK 'DIRTY'

✧ by Kathy Hosler ✧

We have all heard the saying, “Nothing is certain except death and taxes,” and you may agree. If you make your living in the pet care industry, you can add one more thing to that list: dirty laundry. Towels, cage pads, pet beds, blankets, etc. You can’t get away from it. It’s part of your everyday routine—the unending pile of dirty laundry and the challenges that come with it.

Challenges? What could be challenging about doing dirty pet laundry? First you have to find the space to install your machines, the money to purchase them, and then arrange for someone to connect them to the electrical and plumbing systems. Space can be a very limited and valuable commodity in some buildings, and if you lease or rent your building, your landlord may limit or prohibit you

from installing commercial laundry equipment. Too often you have to deal with machine break-downs and clogged drains. Of course, you always seem to run out of detergent or bleach just when you need them the most.

What options do you have if you are a mobile groomer or if you are unable to do your pet laundry on site? One option is to lug all the wet, dirty, smelly items to your car, drive them to your home, and carry them into your laundry room. Then you can wash them in your family’s personal washer and dryer. (That will go over big with your spouse.) Then you can fold them, load everything back in your car, and return them to your business. Another alternative is to take everything to a local laundromat. That can get old very fast, and it becomes quite expensive. Whichever you choose, doing dirty

laundry this way is really labor intensive and very time consuming, taking up precious time that you could spend doing other things.

Even if you can do your pet laundry on site, you or one of your staff still has to spend time and energy doing all that dirty laundry. One of the most valuable commodities anyone in the pet care industry has is time. If you can free up some time and use it for caring for the pets or growing your business, it’s time much better spent than doing laundry.

What would you do if you had more time? Would it make your day more productive? How would you feel if you never had to do pet laundry again? Could there be a better and easier way to do animal laundry? If you ask that question to Joe Shammah, his answer would be a resounding “Yes!”

INSIDE THE GROOMING INDUSTRY BIBLE

CESKY TERRIER

Coat Characteristics:
Minimal Shedding

AKC Breed Group:
Terrier

This terrier is never clipped. It is always clipped. The coat should be soft, silky, slightly wavy and glossy, not overly thick.



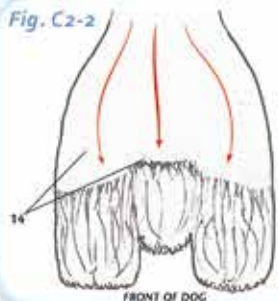
Grooming Instructions

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

Equipment Required

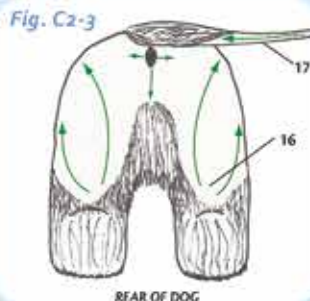
- Cotton Balls
- Ear Powder
- Hairmostat® Hair Puller
- Ear Cleaner
- Saline Solution
- Nail Grinder or Nail Trimmer (pedicure plate-type)
- Electric Clipper
- #15 Blade
- #10 Blade
- #9F, #7F, #8F, #9 Blade
- #1 or #10 Snap-On Comb
- Slicker Brush
- Dematting Tool
- Metal Comb
- Scissors
- Thinning Shears
- Curved Scissors
- Conditioner
- Flea/Tick Conditioner Spray

Fig. C2-2



FRONT OF DOG

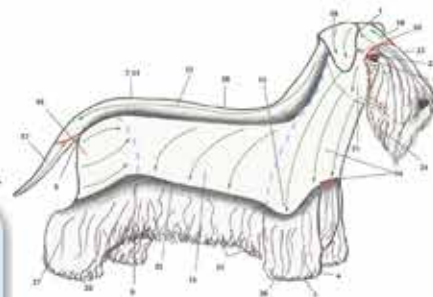
Fig. C2-3



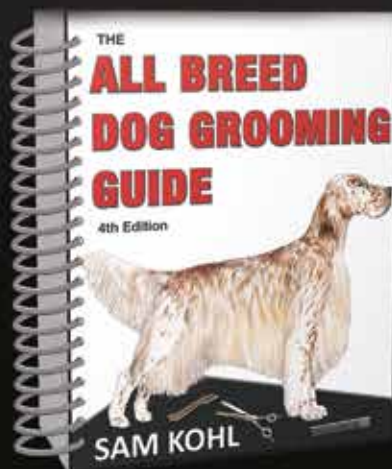
REAR OF DOG

Understanding the Lines:

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



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"I was working with a commercial laundry service that processed laundry items for spas and caterers, etc.," said Mr. Shammah. "One day they got a call from an animal shelter who asked them to clean their dirty animal laundry. The shelter brought in laundry that was heavily soiled. The staff didn't want to do it in the same machines as their other client's laundry. They did the shelter's laundry only once and then declined them further service."

"That got me to thinking," continues Mr. Shammah. "It must be hard for animal care facilities to find commercial laundry services to handle their dirty towels, blankets, and other washable items." Pretty soon his thoughts evolved into a business that specializes in cleaning pet laundry. He named his company LaundryFarm.

"I started LaundryFarm to service animal care facilities," says Mr. Shammah, president of LaundryFarm. "I saw a big need for this service. As far as I know, it is the first commercial laundry service for the pet care industry. We started regionally in the New York and New Jersey area, but now we are expanding across the nation."

"One of our first clients was the

ASPCA in Manhattan," he continues. "We provided daily service for them for nine months while they were doing construction of their laundry facility. We picked up and processed from 200 to 500 pounds of laundry per day for them."

LaundryFarm partners with existing local laundry services to handle animal laundry. They recruit and train these local businesses on how to correctly process dirty animal laundry. They require the partners to use specific detergents and sanitizing products. Everything's got to be 100% clean and sanitized.

All of their clients get pick-up and delivery service. On your schedule, they pick up your dirty animal laundry, and then they return the clean, sanitized, folded items back to your location. Although they do not offer dry cleaning services or pressing of uniforms or lab coats, they can accommodate anything that can be washed, dried, and folded.

When someone is interested in getting commercial laundry service, they simply contact LaundryFarm.com. All the arrangements and payments are made with LaundryFarm. "We find out about the pet facility's

needs and the frequency of service they want," Mr. Shammah says. "We take care of everything. We handle all the contact with our local partner, including scheduling the services, making payment arrangements, and providing customer service. It's a one-stop service for the client."

"It's the way of the future," says Mr. Shammah enthusiastically. "It frees up time for groomers to grow their businesses and focus on what attracted them to this business in the beginning: their love of pets and providing the best service to them that they can."

Groomers have to deal with lots of challenges on a daily basis: difficult clients, uncooperative pets, equipment breakdowns, and dirty laundry. Dirty pet laundry—if you're sick of it and you feel like throwing in the towel... here's your chance. ☺




Misty Gieczys, Pet Palace (Columbus, OH)



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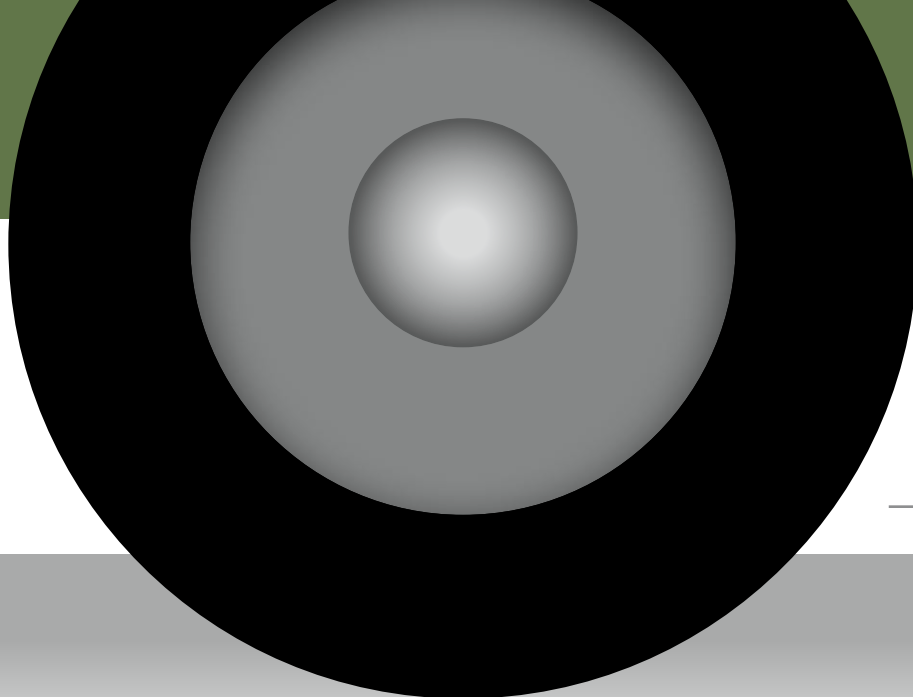
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TRAVELING WITH PETS

by Mary Oquendo

Trade show season is opening soon! Just thinking about it puts a smile on my face. I adore going to trade shows: the people, the vendors, the classes, and the driving. Yes, the driving. I love to drive

and think it's a treat to travel two days to the Atlanta Pet Fair. In fact, I have been known to break out in song.

Spirit, my Husky, comes with me. He does not share my appreciation of Willie Nelson. Traveling with pets can

be stressful, even more so if you do not plan properly. Before I pack for myself, I load the car for Spirit with the following:

His regular pet food – Stress and change in diet can cause gastric upset. “Road food” tends to be fatty and nutritionally incomplete. As he is fed raw, I bring a cooler and paper plates. In addition, I request a refrigerator in my hotel room.

Electrolyte-enhanced bottled water and water bowl – Stress can cause dehydration. Replenishing electrolytes can reduce or prevent the effects of dehydration. Brand names include Smart Water™ and unflavored Pedialyte™.

Identification — I check his collar tags to make sure that my cell number is readable. Many times, lettering on older tags fades. I update my microchip company with current information including an up-to-date photograph. I place an updated laminated photo of myself with Spirit in my pet first aid kit. This photo will serve as instant identification in the event we are

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separated and another finds Spirit. Additionally, I can use this photo to make copies for a lost dog poster.

First aid kit – I check the contents for expiration dates and restock as necessary.

Copy of health certificate and dog license – You are required to have them if you cross state lines. An animal control officer may request to see them. If Spirit had a chronic medical condition, I would have copies of his medical records along with extra medications. If I were to lose Spirit's medications, a veterinarian unfamiliar with him would NOT be able to prescribe any medication without an examination and blood work first. That is federal law. If the veterinarian had copies of the records, he could then legally prescribe without examination.

Installed veterinarian locator app on my smart phone – This app can tell me where the closest veterinarian is to my current location as well as their

I stop frequently at rest stops. We both need to stretch our legs. Rest stops, as well as hotel parking lots, are located alongside busy roads. I use a gentle leader harness for Spirit. I want to make sure I have complete control over him before allowing him outside of the vehicle.

phone number and directions to the hospital.

Unwashed pillow, bedding, or toys – These are comfort items and have the smell of home on them.

Soft-sided crate – It is lightweight and folds down. If you have an escape artist, this will not work.

Poop bags and flashlight – I clean up after Spirit. I do not want to be

responsible for spreading disease. I use the flashlight when walking at night.

We can be seen, and I can see what needs to be picked up.

Cooling mats – Spirit's body temperature will rise if he is stressed. I keep one in his travel crate.

Once I am ready to leave, Spirit is placed in his restraint system. If I am involved in an accident, I do not want

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Spirit to become a projectile. He may cause harm or death to either of us. Spirit never sits in the front seat, as airbags deploy at over 200 mph. That is enough force to push a small dog into the body cavity of the lap they are sitting on. If Emergency Medical Services have been called to the scene, I do not want them to make a decision about Spirit because they cannot reach me.

Spirit may try to “protect” me. EMS personnel are equipped to put down a dog on the scene if necessary.

Spirit’s head is always in the vehicle. We have all seen what a kicked up object does to the windshield. Imagine what that same object could do to the soft corneal tissue of his eyes.

I stop frequently at rest stops. We both need to stretch our legs. Rest

stops, as well as hotel parking lots, are located alongside busy roads. I use a gentle leader harness for Spirit. I want to make sure I have complete control over him before allowing him outside of the vehicle. I never leave Spirit unattended in the car. Even in mild weather, the interior temperature can climb quickly. I travel with a human buddy as well. We take turns to using the facilities at the rest stops.

At the hotel, I clean up after Spirit in both the room and on the grounds. When I am not in the hotel room, Spirit is secured in a crate. I do not want Spirit to accidentally escape from the hotel room if hotel personnel need access.

Because I take the time to prepare beforehand, I am better equipped to handle any situation while traveling. Both Spirit and I are relaxed and can enjoy the trade show. Who knows, maybe one day Spirit will start singing “Can’t wait to get on the road again” alongside me.

This article is dedicated to Ricky, my Golden Retriever. Ricky was my travel buddy for many years. This will be the first year without him. He is sorely missed. ☹️

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CLIPP-AID

WHAT IS IT?

by Jeff Andrews



Groomers all over the world are asking questions about the new product Clipp-Aid. Does Clipp-Aid bring dull blades back to life? Is it harmless when exposed to humans and pets? With all the chemicals groomers use, is Clipp-Aid safe to use in my salon? The answer to all

these questions is “Yes.” In this article, I’ll share with you the breadth and thoroughness of my testing of Clipp-Aid over the last few months. My conclusion is that Clipp-Aid really is a fabulous new product for groomers!

Several months ago, there was a flurry of comments about Clipp-Aid

on Facebook and groomer forums.

In response, Clipp-Aid contacted me to try out their product in my shop to get a groomer’s perspective on the product. As an organic chemist, blade sharpener, and pet groomer for over 30 years, I was astounded by the job this small bag of crystals did at sharpening a blade well enough that I could continue grooming more dogs after using Clipp-Aid on my dull blades. It is something groomers need in their kit in case of emergencies.

Clipp-Aid is intended to bring a dull blade back to life again and can be used repeatedly as needed. At some point, I would suggest getting your blades professionally sharpened and tuned by your local sharpener, since using Clipp-Aid is not a substitute for professional sharpening.

One thing I noticed when I got the product is the instructions: “Place the cutting point of the blade into the crystals,” then “move the blade through the crystals for 45 to 60 seconds.” This tells me that you may not use the product correctly, and you

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J630

could get discouraged at the results. Don't be discouraged! Clipp-Aid is now aware of this, and they have revised the instructions that now accompany the sale of its products. I fold the bag to make sure the depth of the crystals is sufficient to cover the cutter teeth during the sharpening process.

First off, you have to have the correct bag for the size blade you are going to sharpen. Thirty years ago, groomers used salt to get by with their dull blades. At that time, you had to push the blade into the salt (covering the cutter teeth), let it sharpen until it looks like the salt is pulverized, and then pick it out and push it into another part of the salt. The problem was that it took the whole container of salt to sharpen one blade. As soon as you put the blade into the salt, the salt instantly pulverized. This resulted in a slight sharpen before large amounts of salt became useless. That's why we

had to keep putting it in and taking it out to get an edge back on the blade so we could do only a few more dogs. This was very tedious and far less effective than using Clipp-Aid.

I believe that Clipp-Aid is a form of concrete that has been crushed and sifted down to the correct size needed to sharpen dull blades. With Clipp-Aid, you push the blade into the crystals (covering the cutter teeth), yet the crystals are designed not to pulverize so quickly in contrast to salt. As a result, the dull blades are brought back to life in about one to two minutes with a small amount of Clipp-Aid crystals. For me, I was able to sharpen two blades twice using a single bag of Clipp-Aid.

Clipp-Aid is 100% safe to use in your salons. It is an inert compound that doesn't react with anything. I mixed it with every liquid in my shop looking for a reaction and got nothing.

I even put it on a bad scrape that bled when a dog scratched me, and it didn't even burn like many medical products would. It was nice to see the product was completely safe and un-reactive.

That's Clipp-Aid in a nutshell. It is very important to use this product correctly in order to get the best results. Getting the cutter deep enough in the crystals and bringing it in and out of the crystals is the key to using it properly. It is also a good idea to have a dog standing by so that you can test the sharpness of your blade while using Clipp-Aid. Check out the four simple steps below, which I would recommend to every groomer using Clipp-Aid.

Have a great day grooming, and read those labels.

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run your blade in the crystals. If it isn't sharp on the first try, run the blade again in the crystals, and then try it on the dog again. Get the bag of Clipp-Aid and tip it on its side to make sure all of the crystals are to one side of the bag. You need the "depth" of the crystals. Now fold the bag in half, turn it right side up, and cut the top open. Get your clipper with the blade on it. Open the top of the package and slide the folded part of the bag so the opening is large enough to get your blade into it. Hold the bag with one hand and your clipper in the other. Make sure your blade is clean of hair and/or oil. Turn the clipper on and stick the blade into the crystals, making sure the cutter teeth are below the surface of the crystals. Hold it there five seconds, pull it out of the crystals slightly and stick it back in. Do this five times (five seconds, five times). You should see the crystals turning lighter in color. You

can slightly shake the bag to mix up the crystals, getting more good stuff to the surface.

After doing the five-second sharpening five times, pull the blade out, lean the bag against something so it doesn't spill, and get a toothbrush to brush the material off the teeth. Now try your blade on the dog you have standing by. If it cuts, you're done. Clean the blade off good and oil it. If it doesn't cut, go back to running it in the crystals for five seconds, five times until the blade cuts again. You have to test it while you're sharpening it. My blade took two tries to get it sharp. ∞

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DENTAL DISSERVICE

✧ by Bernadine Cruz, DVM ✧

Want to get veterinarians, groomers, and boarding facility management foaming at the mouth like mad dogs? Just bring up the topic of dental cleaning performed outside of the confines of a veterinary hospital. It won't be a pretty sight... almost as distasteful as the specter found hiding under the lips of most of our cats and dogs. According to the American Veterinary Dental

Society, more than 80 percent of dogs and 70 percent of cats develop dental disease by the age of three years. Without proper care, it can lead to much more than doggy and tuna breath. Dental disease can kill.

The controversy arises when the discussion focuses on non-anesthetic dental care. For the record, I am a proponent of this form of cleaning of pets' teeth. We perform non-

anesthetic cleanings at my practice on a daily basis. For the appropriate pet, it provides an excellent service. It can help in protecting the long-term health of my feline and canine patients. There are, however, two main caveats as to whether or not a pet is a candidate for this type of dental prophylaxis.

The degree of dental disease and the pet's demeanor are deciding factors that must be taken into account.



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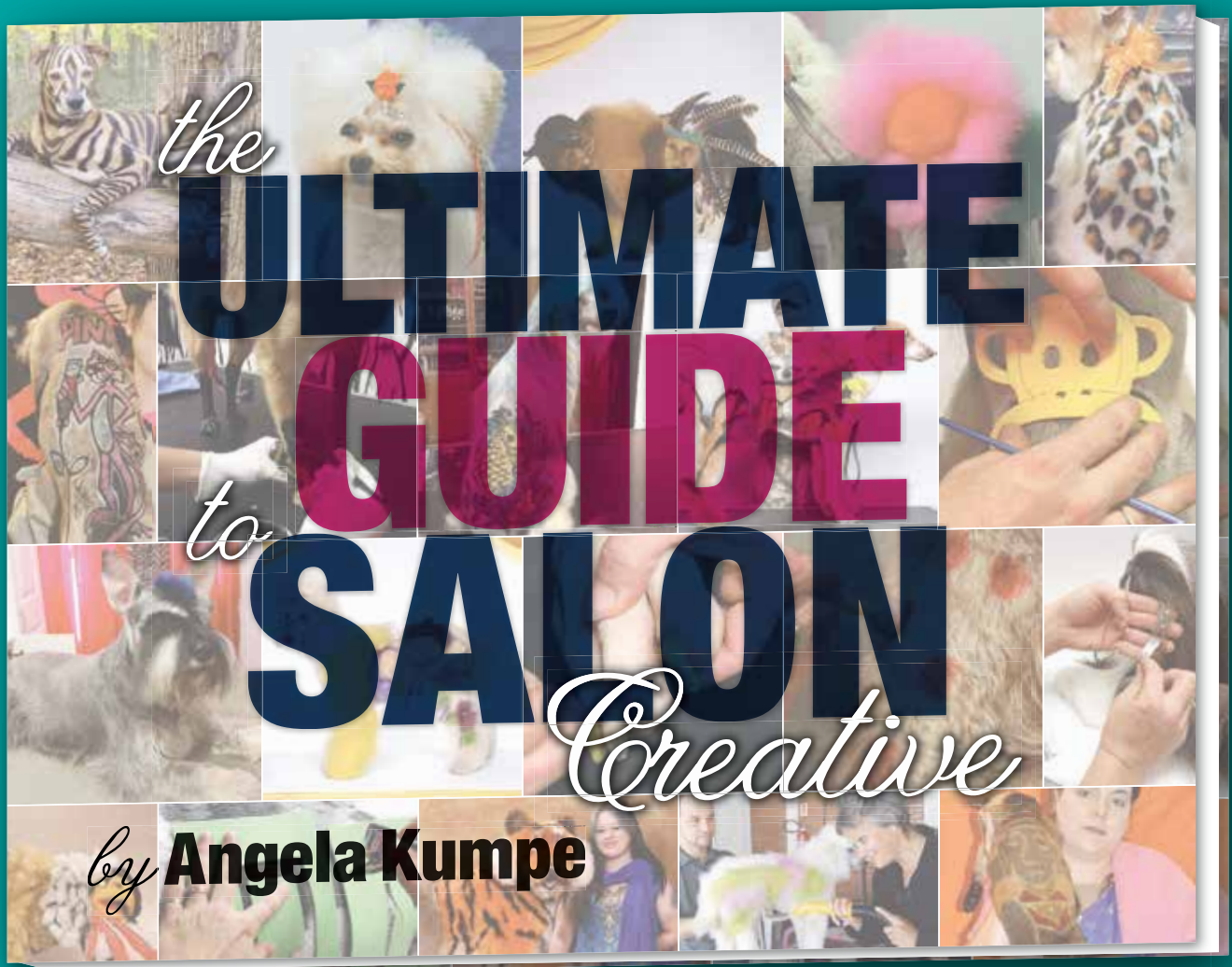
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Providing dental brushing in addition to your other services is a good money maker and emphasizes the importance you place on overall health. It is essential that pet owners are aware that brushing an animal's teeth every month or so when they are groomed or boarded is insufficient to deter dental disease.




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A compliant pet with severe dental disease such as loose teeth, open root canals, or pocketing deep under the gum line will not benefit. Merely cleaning the calculus from the crown of the teeth will give a false sense of well-being to the pet owner. My practice will not perform a non-anesthetic dental cleaning under these circumstances. If, on the other hand, the pet is less than cooperative and the prophy would necessitate brute restraint to remove even mild dental tartar, the psychological and potentially physical harm to the pet makes us look to alternatives such as mild sedatives.

Many veterinarians provide non-anesthetic dental care, so why the hullabaloo? Veterinary dentistry, like surgery, is considered to be part of the practice of veterinary medicine in the United States and Canada. You wouldn't have your hairdresser clean your teeth. Why allow a non-professional to use sharp instruments of uncertain sterility that could inflict injury and pain on a pet? Veterinary dentistry needs to be performed under direct veterinary supervision. Your hygienist doesn't set up shop outside of a dentist's office; our cats and dogs deserve the same level of professionalism and medical safeguards.

It is not uncommon during non-anesthetic dental cleaning procedures at my office for my trained veterinary technician to discover conditions that

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Jessica Romani

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require dental radiographs, root canals, root planing, or extractions that can only be done under anesthesia. The thought of general anesthesia can cause great angst in the general populace. Though there is always some risk whenever a person or pet undergoes general anesthesia—no matter if they are young, old, healthy, or sick—the frequency of complications has been greatly reduced in the past decade. Anesthetic agents are safer. The ability to monitor veterinary patients during procedures can be just as precise as with human medicine. Pre-anesthetic blood work, EKGs, and other cautionary measures allow even elderly patients to safely reap the benefits of a thorough dental prophylaxis. The “gold standard” of veterinary dentistry will always be cleaning under general anesthesia, but safe alternatives do exist for the properly chosen pet.

Providing dental brushing in addition to your other services is a

good money maker and emphasizes the importance you place on overall health. It is essential that pet owners are aware that brushing an animal's teeth every month or so when they are groomed or boarded is insufficient to deter dental disease. If the only time we brushed our teeth was when we got our hair cut, you can imagine the consequences. Most pet caregivers don't routinely examine their pet's teeth. If they do peek at the dentition, it is usually just the teeth we would see when we smiled: the incisors and canines. Though they can be affected by dental disease, those that are toward the back of their mouths are frequently a covert source of pain and infection.

What does a normal tooth look like? The exposed surface of the tooth should be a smooth, creamy white color. The gums should be pink (some pets normally have pigmented areas) and lie tight and smooth against the tooth—not inflamed, swollen, or

bleeding. The gum tissue shouldn't grow over the tooth's surface. A pet's breath shouldn't double as smelling salts.

By educating your clientele about dental disease and proper hygiene, you can set yourself apart from your competition and reinforce their bond to you. Send home a pet health check list with each visit. Cover topics such as weight, lumps, bumps, external parasites, status of ear health, lameness issues, and dental and gum health. Keep a copy in your files. Smart phones and small digital cameras are a marvelous way to document concerns that you uncover. Send home photos with the check list. Unsure of what is normal and what may require immediate medical attention? Ask your local veterinarian for a brief “Pet Health Check Up 101” overview. Don't worry. They won't think you are trying to play doctor. Having additional pet wellness team members is always appreciated. <3

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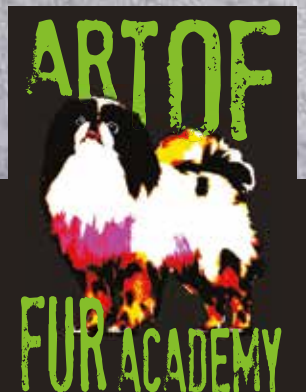
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SCALING THE CUSTOMER LOYALTY LADDER... RUNG BY RUNG

by Eileen Proctor

The paradigm of “customers” and the level of contribution they make to our business is ever changing. Any entrepreneur committed to long-term success has all but erased any trace of the concept that customers are a necessary evil: people who bother us with their problems, individuals that we have to “deal with.”

Truly enduring companies take any and all steps necessary to assist their customers in scaling the Loyalty Ladder: from prospect, to buyer, to repeat customer, to advocate, and beyond. At the foundation is a true commitment to customer-centrics, along with targeting the “right” customer, hiring the proper employees,

and empowering those employees to do whatever is necessary to provide a consistently pleasing purchasing experience.

More progressive business owners go even further by actually repositioning buyers not just as customers but rather as their volunteer outside sales force and public relations agents! This is obviously not a new concept. Back in 1993, Ken Blanchard began advocating the need to convert “satisfied customers” into “raving fans,” a philosophy supported by Bill Cates, who insisted that your next great client wants to meet you through a referral introduction or recommendation from someone he already knows and

trusts. Richard Buckingham amplified this philosophy when he suggested that the ultimate business goal is to have clients proactively singing your praises... in effect, becoming your sales force.

Ben McConnell and Jackie Huba took it a step further when they espoused a whole new concept coined “customer evangelism,” that is, when customers love a product or service so much they are compelled to sing its praises. A noble concept, but in this age of increasing competition and rapidly changing opinion, evangelistic customers may not be good enough.

When asked “who is the best salesperson for my business?”, you would

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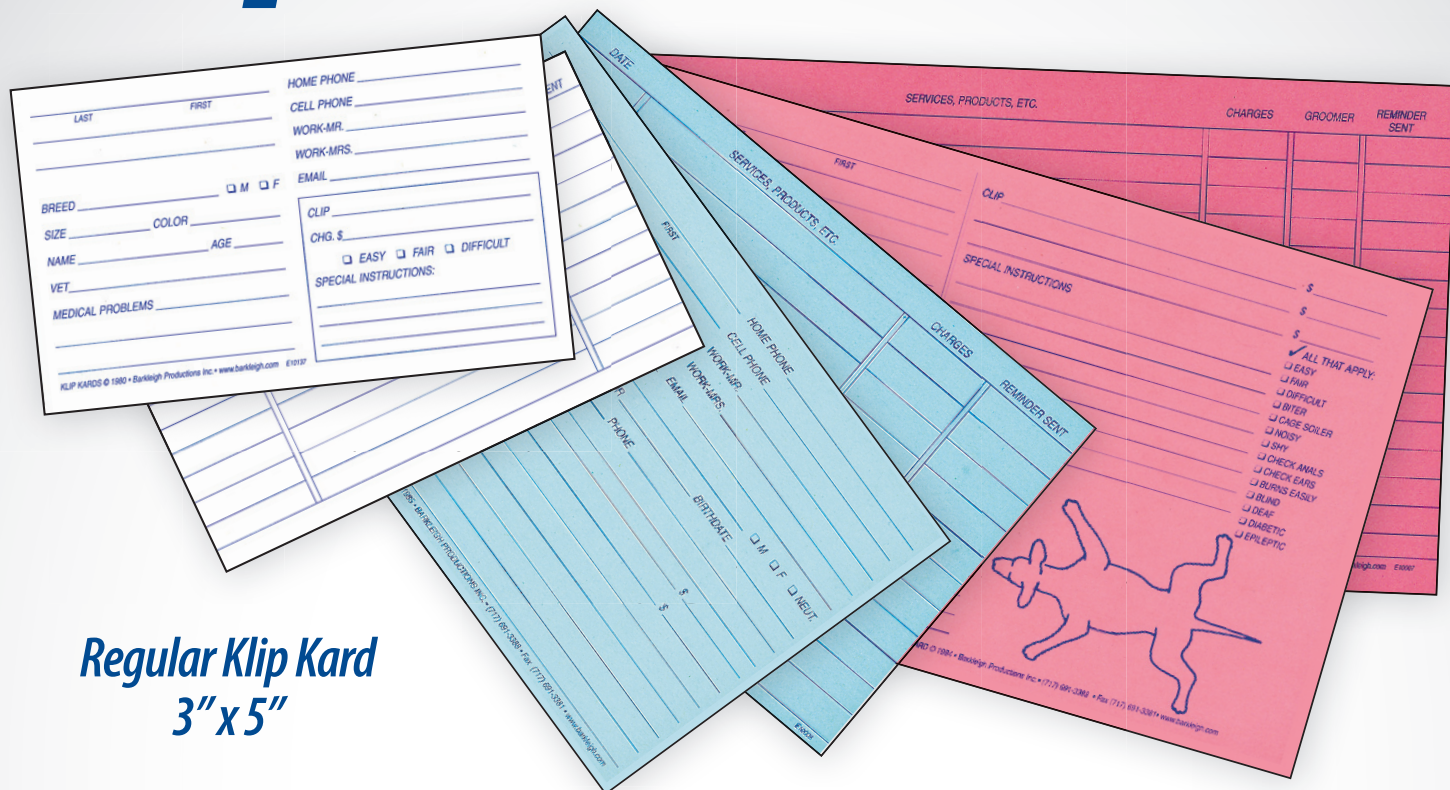




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quickly and emphatically respond “ME! The Owner!” Rightly so, for who feels more passionate about what you do than you? Who wants your business to succeed more than you do? Now imagine inspiring a portion of your customers to that same feeling – that they’re responsible for the ultimate success of your organization – just like an owner. Now you’ve duplicated

yourself in the best possible way. It is possible to do, but it begins with a commitment to these three easy but essential steps:

1. PRACTICE THE PLATINUM RULE

Even more powerful than the famous Golden Rule (“Do unto others as you would have them do unto you.”), the currently accepted credo is “Do

unto others as they want done unto them.” Do more than think about it. As Nike counseled, just do it!

2. SOLICIT FEEDBACK

Ask for your customers’ opinions. Conduct periodic simple surveys – not the mind-numbing types that take hours to complete. Or try something as simple as approaching a loyal customer with a heartfelt, “Hey Michele, I haven’t seen you very much lately. How about a cup of coffee?” Be sincere and receptive when divulging, “I’m feeling there are some things I can do to improve my business, but maybe I’m too close to it. Can you give me some ideas?” Honestly, how thrilled and flattered would you be if the owner of a company you patronized gave you this type of attention? In addition to getting some valuable input, you’ve also elevated Michele from customer to collaborator... one step closer to owner.

3. SHOW APPRECIATION

It’s truly the little things that count. Celebrate your customers’ milestones and victories; conversely, commiserate their losses. Delight them with something unexpected: perhaps a simple but heartfelt compliment or “thank you,” an article that you feel would be of interest to them, or perhaps a rewards or VIP program. Bottom line: something that makes them feel appreciated as an individual and not just as someone who opens their wallet for you. ☺

Multi-award winning Petpreneur and strategic marketing/business development expert Eileen Proctor is the Top Dog of Top Dog Business Boosters, a Denver-based strategic marketing and training company committed to the distinctive needs of Petpreneurs. For information about this or any related topic, contact her at 602-TOP-DOGS (602-867-3647) or through her website at www.topdogbizboosters.com.



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PET TRIMS FOR THE SALON

by Kathy Rose



LAKELAND TERRIER

Clipped Pet Trim

The Lakeland terrier is the smallest of the long-legged terriers. They wear a wire outer coat with a soft dense undercoat that comes in a wide variety of colors. Aggression in this breed is not typical, and their friendly, confident temperament is adding to their popularity.

Although they may not make the list of our most popular “Bread & Butter” clients, we do see them in the salon more frequently than we used to. Professional groomers should be familiar with the breed profile for the conformation show ring and how to adapt that to the pet in the salon.

The wire coat is at its best when hand-stripped. Hand-stripping will help maintain the harsh outer coat as

well as keep the color vibrancy. However, the typical pet client may request a clipped version, and the professional groomer should be able to emulate the look with clippers, scissors, and thinning shears.

As with all the coated breeds, the preparation before styling is extremely important. After the bath, use a high-velocity dryer to fluff the legs by drying them against the coat growth direction (foot to body). Dry the “jacket” flat by drying with the coat growth direction (front to rear). Complete the remainder of the prep work such as nails, ears, and underwear.

FIG. 1 While standing to the rear of the dog and starting at the occiput, clip the back following the coat growth

direction. Next, clip the underside of the tail from the base to the tip. Use a #4, #5, or #7. For this model, a #5 was used.

FIG. 2 Clip over the hips, rump, and back of the thighs with the clipper in full contact with the dog’s structure. “Fall off” two to three inches above the hock and before the clipper reaches the lower part of the outside thigh and the front of the leg coat.

FIG. 3 Clip the muscle on the upper inside of the thigh with a #10.

Fig. 4 Move to the front of the dog. With the same blade that was used on the back, clip the flanks, falling off below the spring of rib (widest part of the rib cage).

Switch to one blade length

shorter, and clip down the front of the neck and shoulders, falling off before reaching the leg coat on the upper arm and the cowlicks on the forechest. Clipping over these cowlicks may cause bald spots, so it is best to blend this area with thinning shears.

FIG. 5 Support the earflap and clip the inside and outside of the ear with a #10.

FIG. 6 Clip the top skull from an imaginary line starting at the outside corner of the eye across the skull to the other outside eye corner. Then clip the cheeks from the outside eye corner to the ear. Clip the throat upwards under the jaw to the whisker nodule. The clipped line of the cheek angles downward from the outside corner of the eye to the corner of the lip. Do not hollow out under the eye.

The face is clipped, leaving a “fall”

over the eyes with no indentation between the eyes.

FIG. 7 Place a #0 snap-on comb over a #10, #15, or #30. Clip the sides and top of the tail, leaving a small triangle of coat at the croup (the point where the tail joins the rump).

Clip the rear legs.

FIG. 8 For ease in reaching the inner portion of the rear legs, try lifting the opposite leg.

Trim the undercarriage against coat growth direction.

FIG. 9 Clip the front legs.

Use short curved shears, held at a 45° angle to the table to create tight round feet.

Blend and neaten the rear legs with thinning shears or super blenders. When viewed from the rear, the legs should appear parallel from just below the inner thigh muscle to the foot. There should be an obvious bend



FIG. 1



FIG. 2



FIG. 3

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in stifle (knee).

FIG. 10 Blend the flank coat into the undercarriage with blenders or thinning shears, using care to follow the coat growth direction. The "skirt" is short and follows the natural outline of the dog. When the dog is viewed from the rear or from the front, the skirt should not be apparent.

Use thinning shears to blend a

smooth transition from the back to the tail.

FIG. 11 Slightly lift the front leg forward and trim the excess coat to form parallel cylinders. The legs should appear straight when viewed from the front and side.

Use thinning shears to blend the chest. There is no bib or apron.

FIG. 12 Use thinning shears to

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FIG. 4



FIG. 5



FIG. 6



FIG. 7



FIG. 8

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trim the coat on the side of the brow (fall) while holding the shears flat against the skull. The “fall” hides the eyes when viewed from above; the eyes should be apparent from the side view as well as from the front view.

Comb the brow (fall) forward, then pluck a few of the hairs around the eye to help create an arch in the brow.

FIG. 13 Comb the brow (fall) up, then pluck just the stray bits around and in front of the eyes.

Use thinning shears to blend the beard to the cheek and the top skull to the fall. The eyes should be exposed, but avoid an hourglass shape when viewed from the front.

Shape the beard with thinning shears. The head, when viewed from

the front, should appear brick-like.

FIG. 14 Trim the ear edges with small scissors. Always trim from the base to the tip, following the coat growth direction.

All of the transition lines from short coat to longer coat should be blended with thinning shears for a smooth, natural look.

As with any of the wire-coated breeds, you can combine a bit of hand-stripping and raking of the undercoat with clipping and scissoring when grooming the pet Lakeland. This may help keep some of the color vibrancy as well as aid in removing dead coat from the follicles.

For more information about the Lakeland Terrier, visit www.uslakelandterrier.org. ☺



FIG. 9



FIG. 10



FIG. 11



FIG. 12



FIG. 13



FIG. 14

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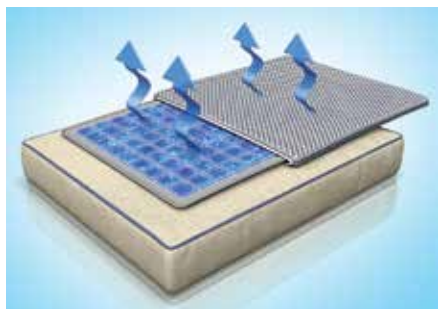
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available. Included with each pad is a durable No-Chomp Mesh Cover. Additional luxurious Bed Toppers are available in Ultra-Plush or Natural Wool, allowing each pad to be wrapped in an indulgent cover. For additional information, request Reader Service card #R1122.

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For additional information, request Reader Service card #R1123.



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Who has been the most influential person in your grooming career?

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— **Hammerhead Sands**

“Joey Villani. Had the honor of being at Nash in NJ while it was open.”

— **Matthew Blair**

“I love John Stazko, his seminars back in the 90's were so interesting and helpful. I still have the handouts. Thank you John”

— **Nancy Gross**

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On the new “Groomers Uplifting Groomers” Facebook group:

“I remember watching [John Stazko's] videos as a new groomer. He instilled in me I was not 'just a dog groom-

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er; this was a career. To do what works best for me and my business. I treated my business with respect and my clients were taught to do the same. He creates a positive energy when he speaks. I would love to see him come back too... new groomers need his common sense advice and positive energy."

In response to the Saturday lineup of speakers at Groom & Kennel Expo:

“I wish I could go, I need to be around groomers”

— **Floretta Green**

“You do have quite the line up. Early to bed all and learn a lot!”

— **Barbara Rivet**

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“Just got done with reading Dec. 2013. Love it. Grooming Elderly Pets by Mary Oquendo was the best article that Mary has written to date. Learned so much. Can't wait for her next one.”

— **Helen St Pierre Barnes**

In response to creative grooming:

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— **Brenda Sue James**

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Learning to Brush Your Pet



Photo by Sheri Haglund

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