

Groomer To Groomer

"The Grooming Industry's Trade Magazine"

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Vol. 28 Ed. 6 September 2009

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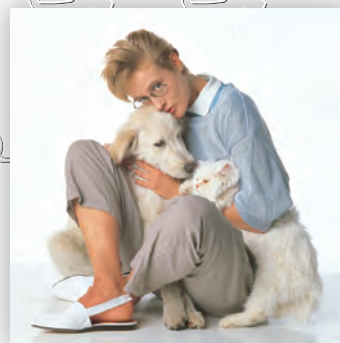


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From 16 to 20 February 2009 leading instructors and pet estheticians from 10 different countries, both accredited by PEIA France assembled at the Pet Esthé International Association France (Headquarters), attended presentations about new pet esthetic techniques and discussed issues relating to the renewal of traditional pet esthetic techniques and the establishment of standards for pet esthetic techniques.



Pet Esthé Studio 16



Pet Esthé International Association France (PEIA)



The Pet Esthé International Association France (PEIA) is the world's first association designed for pet estheticians. The headquarters is located in Paris, France, on the premises of AUDRECO, the oldest grooming school in Europe. In March 2009 PEIA established branches in 10 different countries*. PEIA is now involved in the training of pet estheticians, the issue of certificates of accreditation and the publication of textbooks.

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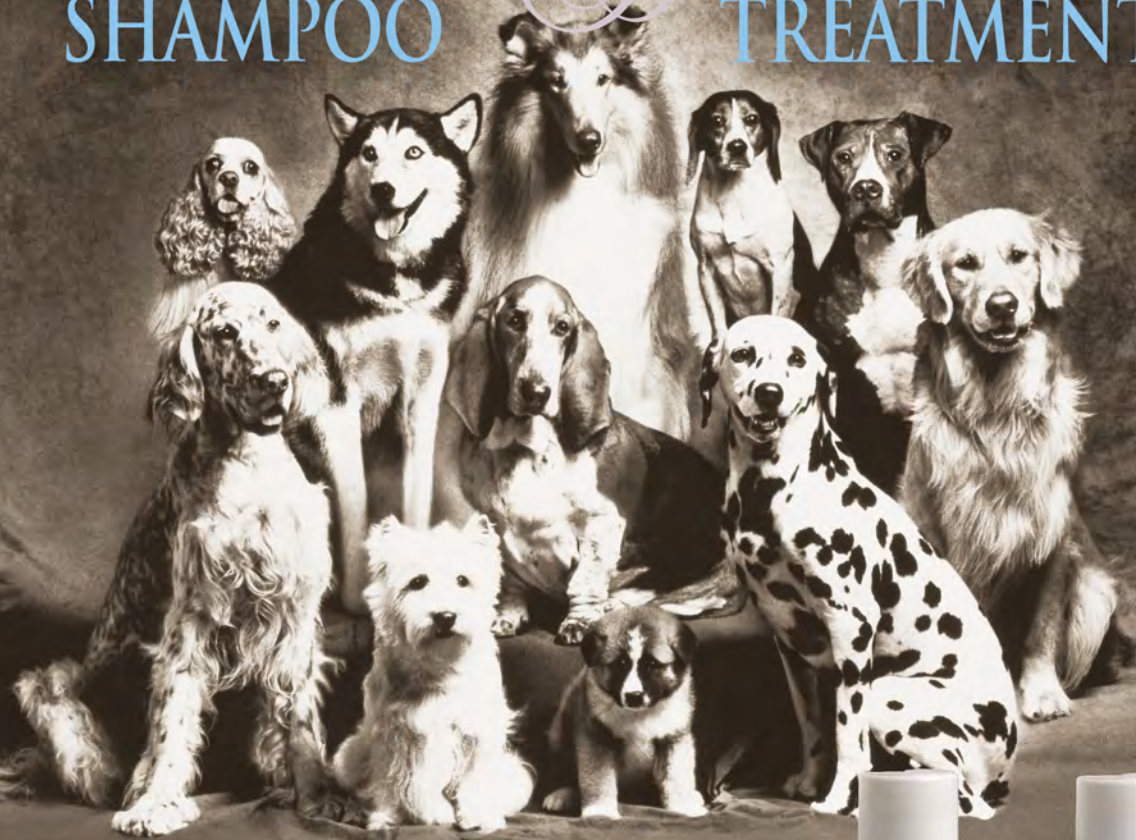
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Huber Pineda, *Groomer Has It* Season Two Winner.

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Off the Top of My Head by Todd Shelly

Happiness is...



After a 15 year respite, we have finally brought back the popular "Happiness is a Professionally Groomed Pet" T-shirt. Seeing them again reminds me of a humorous story involving one of those shirts.

When I was in college in Tennessee, Barkleigh would fly me up to Hershey for Groom Expo and to Burbank for Groom & Kennel Expo. As a college student, I felt important to be so valuable that they needed to go to that expense and effort. I now know that college students are the perfect workers because they are thrilled to work long hours for low pay. Plus, they haven't yet learned about things like mandatory breaks, lunch and overtime pay.

My friend, Kevin, was particularly humored by this. He couldn't believe that I was missing classes to be flown around the country to work at a dog grooming convention. Eventually, his humor turned into genuine interest.

The next show I worked, I brought him back a gift. A fuchsia colored "Happiness is..." T-shirt with the big Barkleigh Dancing Dog dominating the front (the new style is updated, and sadly, the dancing dog is not as prominent). Kevin was thrilled with the gift. It actually became his favorite T-shirt.

When someone would ask him about the shirt (which was often), he would give a very articulate answer about the grooming industry. He was much better than me at explaining what a "Groom Expo" was.

Groom Expo in Hershey was approaching, and we needed a few extra people to help with the show. I immediately thought of Kevin. Heck, he earned the right to go just by all the P.R. he was doing. He was thrilled. As a college student, the thought of an all expense paid trip where you actually get to make money was too good to refuse. And, now he was going to experience the show first hand.

Everyone figured that this was a one time thing. He was a college guy making a little extra money by working as a *grunt* at the show. But, Kevin was the kind of person who throws himself into a job. He has an aggressive work ethic. By the end of the show, Sally wanted him to be the new floor manager for future shows.

As for Kevin, he loved everything about the show, especially all of the people. There are not many situations where, in one weekend, you can be social with so many different people. That fit Kevin perfectly.

This year will be the 15th anniversary of Kevin's first show. He now has some important job for a pharmaceutical company. Like Chandler from the show "Friends", I don't think anybody really knows exactly what he does. However, they do fly him all over the world for it. But, he still schedules his business trips around the grooming shows.


So, if it hadn't been for the T-shirt with the big dancing dog, we never would have used Kevin in the first place. Oh, and if you want to know what happened to that T-shirt, just ask Kevin at the next Groom Expo or Groom & Kennel Expo. It's an interesting story.

todd@barkleigh.com

“Nuff Said...”

By Bonnie Wonders

It has been brought to my attention more than once that my hearing is beginning to fade.



In a land of force dryers, barking dogs and telephone ringers it was inevitable. I recall when I first opened my store. I couldn't hear the door open sometimes when I was in another room, so someone suggested that I go to Radio Shack and get a door buzzer. They even had one with a light that you could put into another room. “Whalah!” I could not only hear my door being opened by the mechanical “ding-thing tone,” but it also had a strobe like you wouldn't believe in the grooming room. I briefly thought of installing a pole in the room, so if times were to get slow in the grooming business I could make a few extra bucks dancing. Upon further thought I decided that idea probably wouldn't pan out so great. The last time I remember dancing I was doing that one that looks like you are milking a cow in mid-air.

Anyhow, the tone on that door makes me nuts sometimes. It's attached to the storm door and people usually hold the door open while they let their dog go potty in the allocated area. We have to listen to the dinger for two or three minutes during those times. You never realize how LONG two minutes can be until you have to hear that the whole time. Or there are the people who open the door and then engage in a conversation with someone coming or going from the beauty salon next door. Right there shoots a good 5 minutes. Trudy and I look at each other as the amplifier is going off directly over our heads; “Shut the door.....Shut the door,” I'm singing aloud in time with the donger. Not that it does a bit of good.

Then the UPS guy likes to prop it open and gather my orders from his truck. As he gets his dolly loaded with packages I tap my foot impatiently. There shoots another 4.5 minutes of that irritating “ding.”

Last but not least there are the customers who seem to belong to the “Over 70 Crowd,” when they open the door they do an imitation of it. “Whoo-who.....Whoo-who....Whoo-who,” is their vocal rendition of the chime. They do this each and every time they come to my place like I haven't heard it the last 63 times that they've been in. It's no wonder I get batty after a busy day.

Now, couple the door chime with the phone ringing. It too has an amplifier on it, so that when we have the dryers and Clipper Vac running at the same

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"Nuff Said..."
Continued from page 6

time we can hear it ring.

When I first bought the amp I set it to level one for volume. After about 5 years or so I needed to move it to level two. A few more years down the road and we are now at level three. It doesn't go up any higher than that, so I'm warning you now, don't bother calling me after the year 2012 or so. You will not get an answer because I will most certainly be deaf as a door-knob by then.

Yes, I know I can get a strobe light for the phone too. However, I could see it now...When somebody opens the door I'll be answering the phone because I've gotten the door light confused with the telephone light.

I have to admit though, that what I love most about the phone being so loud is when an annoying

"Over 70 Crowd," when they open the door they do an imitation of it.

"Whoo-who....Whoo-who....Whoo-who," is their vocal rendition of the chime.

customer tries to hang around too long they inevitably end up leaning right smack up against it.

Everyone seems to favor the spot between the tub and the phone. They have no idea that it rings so loudly and when it goes off it scares the crap out of them. I get such a charge out of seeing them grab their chest when it rings. Hey, at least I own up to it. Some days I need all the pleasure out of my job that I can get. I don't really care where it comes from by the end of the week.

I did find the neatest ear plugs at a junk store one day though. For

a buck they work incredibly well. They are soft vinyl covered cone things that are attached to a flexible sort of headband. They last for weeks on end. Besides, they make you look really cool. Especially when you forget you have them on and you run out to the bank or to the convenience store for something.

I've gotten so used to kind of "popping" them onto my ears when I'm in a hurry that now and then I knock off one of the soft cone things and I end up snapping myself in the ear with the hard plastic end of the band. Let me tell you, it really

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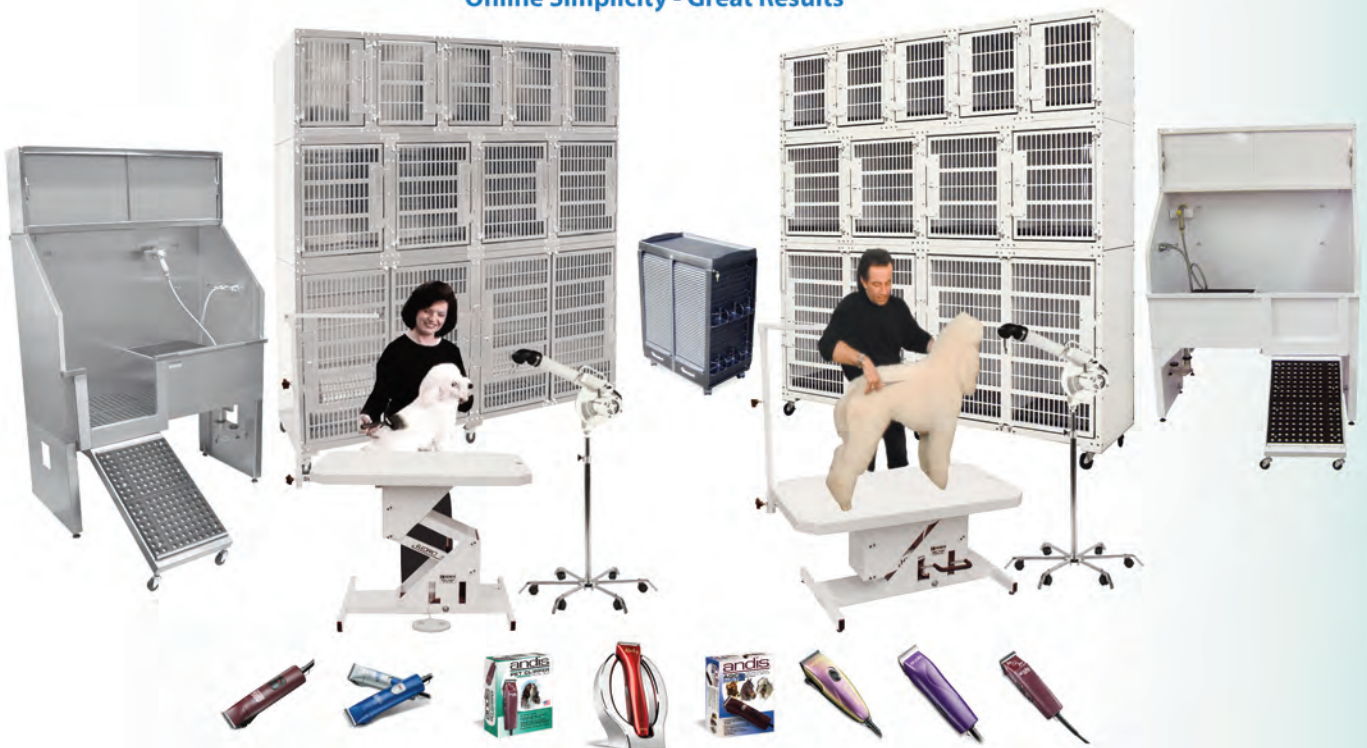
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"Nuff Said..."

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smarts when that ball thing smacks you in the ear hole. It can bring a person to tears.

The noise of the air coming out of the force dryer hoses is the main culprit of the hearing loss though. Trudy and I have gotten so good at lip reading when are working that it's uncanny. Just yesterday, in fact, we carried on a whole conversation that must have lasted 10 minutes and neither of us had to ask the other to repeat anything.

We were discussing her husband helping out one of our mutual friends. Her hubby, Dutch, does HVAC work. Our friend's coolers had broken down in his business and Dutch had stopped by that Friday night to fix them. Things had gone well and he got the job done in under an hour she told me. We're always trading things between friends when we do something for

each other, so I knew Steve had done something for Dutch.

Trudy continued drying the dog she was working on. "He gave him fifty ducks for doing it," she said. Dutch and Trudy live on a farm, but they have horses.

"So what are you gonna do with all of them?" I asked.

"Huh?" Trudy replied.

"What are you going to do with the ducks?" I asked again.

"I said he gave him 50 BUCKS," she yelled. At that moment the value of the earplugs was going downhill fast.

The final straw came today though. Jim and Nancy have a Yorkie that I groom every month. Nancy almost always brings the dog in herself, but the last few months Jim has been doing it.

Every time Nancy calls for the appointment she says she has to watch their grandson and that Jim will have to drop the dog off. Nancy has a grandson like mine. He's like "Ivan the Terrible" in miniature

form. Believe me, I've seen him in action and I feel for her. Kids aren't all they're cracked up to be. Yeah, yeah they're cute enough on commercials, but let's be honest... that said, Nancy and Jim are very nice people and easy to get along with.

Jim dropped the Yorkie, *Muffin*, off and came back in an hour to pick him up.

"So you still get to be *Muffy's* chauffeur, huh?" I asked Jim as he was looking down writing the check.

"Yeah, but I'll be glad when I'm sober," he said shaking his head.

I was momentarily stunned at that. But then realizing that he must be joking, I started laughing hysterically.

Jim looked up at me rather puzzled. "What's so funny?" he asked.

"Just that you said you'd be glad when you're sober," I told him. Then he too started cracking up.

"No, I said I'd be glad when IT'S OVER!" He exclaimed.

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Food allergies are an often overlooked source of allergy problems even though they account for about 10% of all allergies in dogs and cats. Unlike atopy, food allergies seem to have no good correlation to certain breeds and affect males and females equally. The most common age of onset is between 2 and 6 years, though dogs younger than 6 months and older than 12 years can be affected.

Typical signs include:

- Non-Seasonal pattern
- Itchy skin – especially around the lips, eyes, ears, paws, lower chest including the axillae (armpits) with -
- Hair loss in the same areas
- Strong skin odor
- Small red bumps and scabs.
- Hot Spots
- Recurrent ear infections
- Skin infections that respond when treated with antibiotics then re-appear after the treatment is stopped.
- Digestive signs such as vomiting or diarrhea are rare with food allergies and when food is the cause of digestive upset it is more likely to be a food intolerance than a food allergy.

It is difficult and maybe even impossible to distinguish food allergy from atopy based solely on signs.

Typical signs combined with a his-

Continued on page 14

Food Allergies in dogs and cats

by Dr. Boyd Harrell

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Food Allergies in
Dogs and Cats
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tory of a non seasonal incidence, elimination of internal and external parasites such as intestinal worms, fleas and sarcoptic mites, poor response to antihistamines and corticosteroids (like prednisone) make food allergy a good possibility.

Many people confuse food allergies with food intolerance. Just like some people cannot tolerate spicy foods, certain foods may not be well tolerated by a pet; leading to an irritated gi tract and possibly diarrhea.

Food intolerances can show up with the first exposure to a food, while food allergies take time to develop and rarely result in diarrhea. Most owners will try to link a food allergy to a recent change in diet, when in fact most food allergy victims have been fed the same food two years or more before allergy signs develop.

Food allergies originate from protein sources in food, most often coming from animal or plant proteins and carbohydrates. Food additives may cause some food intolerance or other problems. However, they are generally not a cause of food allergies.

Some of the more common food sources incriminated in food allergies are:

- Beef
- Dairy products
- Chicken
- Eggs
- Wheat
- Corn
- Soy

It is no coincidence that these are also the proteins pets are most commonly exposed to in a typical commercial or homemade diet. However, they may not be any more allergenic than other sources.

Diagnosis:

Unlike the airborne allergies from pollens and the like, blood tests (Elisa

and RAST) do not provide reliable results; even though the tests are available from commercial laboratories. They often give false positives and should not be used to reveal a final diagnosis. Another point of confusion can be the presence of fleas and flea allergies which blur the diagnosis, making absolute flea control a must when food allergy testing.

In addition, many food allergy pets also have atopy. When an atopic pet begins an elimination diet, the food trial may provide only partial relief of symptoms making interpretation difficult. It is also a must to rule out Sarcoptic mange, internal parasite hypersensitivity and yeast or bacterial skin infections. All of which can, at best, confuse the diagnosis and, at worst, can lead to an incorrect diagnosis.

Suspicion increases with non-seasonal incidence, recurrent ear infections and a young patient with signs of allergies responds poorly to antihistamines and cortisone.

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Food Allergies in Dogs and Cats

Continued from page 14

When the signs and history suggest a food allergy and all other causes have been ruled out, elimination diet testing can be started and should be continued for at least 12 weeks. Elimination diets can be either commercial or homemade. They need to provide a Unique Protein Source; a single protein and single carbohydrate that the pet has never had before and contain minimal additional ingredients.

This brings us around to the Lamb and Rice fallacy. Commercial lamb and rice diets have been popularized by promoting them as “good diets for your pet’s skin” when in reality lamb and rice has no advantage over other common protein and carbohydrate choices. The fallacy is an example of manufacturers taking things out of context and preying on an uninformed public.

Years ago, before there were any commercially available elimination diets, veterinary dermatologists recommended a homemade diet consisting of lamb and rice. Since it takes a long period of time for animals to develop food allergies, if they are given a unique protein source that they have never had before then they can’t be allergic to it and that diet can be used for food allergy testing. At the time, lamb and rice were not commonly available as pet food ingredients, so this combination and easy availability of ingredients made lamb and rice a popular diet used for food allergy testing.

Because many pets improved after being on the lamb and rice diet (because they had food allergies to things like beef and chicken) some people interpreted and promoted lamb and rice diets as something special and good for a pet’s skin.

Now because of the popularity of lamb and rice as pet food ingredients they can no longer be used as a unique protein source and have no

place in food allergy testing. As a result, more exotic ingredients such as duck, kangaroo, whitefish, venison, rabbit, peas, potatoes and others are better choices. Remember, it is the uniqueness that is more important than the actual ingredient.

It makes no difference whether the elimination diet is homemade or from a commercial source so long as care is given during preparation of the homemade diet so as not to contaminate the diet or to include flavored vitamins and the like.

The most difficult part of elimination diets can be avoidance of all other protein sources which can include and is not limited to supplements, treats, food from the table, another pet’s food and even beef flavored heartworm preventives. Families with children can have additional challenges in avoidance. Success is equally as dependent on owner compliance as it is on the ingredients chosen.

If a pet responds to an elimination diet and signs return in two weeks on a normal diet, then good evidence exists for a food allergy. The next step is to use the elimination diet as a base and add new foods one at a time each for two weeks and watch for signs. If signs develop, the base diet is used until signs diminish

and another ingredient can be tested.

Treatment:

The best treatment for food allergies is avoidance. Avoidance can be achieved by using either commercial or homemade diets. When the long term choice is a homemade diet, it is important that the correct amount of ingredients including vitamins and minerals are formulated.

When avoidance is not feasible, then corticosteroids and antihistamines may be used. Though as mentioned earlier, they often provide poor control.

Food allergy testing can be challenging for the pets’ family, however, the long term benefits to the pet make it all worth the inconvenience and short term frustrations.

Dr. Harrell currently practices pet medicine in central Florida. He formerly owned two veterinary practices in Illinois nationally recognized for their exceptional management. He is an international speaker to pet lovers and veterinarians, a pet consultant with Oxyfresh Worldwide and a professional life and health coach.





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NEW

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HUBER has it!

by Teri DiMarino



Season 2 of *Animal Planet's Groomer Has It* has crowned a new winner and his name is Huber Pineda. With his seemingly “forever” smile, Huber describes himself as an “ordinary man with an extraordinary experience.” And, extraordinary he is! With a textbook success story, the window of opportunity opened and Huber entered.

Born and raised in Guatemala City, Guatemala, Huber is a twenty year resident of the United States. As fans of the show know, he attributes his initiation into grooming to his grandfather. While professional pet grooming was not a viable occupation in his home country, Huber's grandfather embraced showing dogs even before Guatemala became an *FCI (Fédération Cynologique Internationale)* member country. Huber remembers him traveling to other countries showing his Afghan Hounds and Standard Poodles. In fact, Huber got his start in grooming, as so many of us have, clipping poodle feet, when he was about eight-years-old.

A self-professed workaholic, Huber has totally immersed himself into his profession. Working five days a week in the Los Angeles salon, *Tailwashers*, Huber grooms (with the help of a bather) a total of 10-12 dogs per day, with about five of them as full haircuts and the rest as tidies. He has been with *Tailwashers* for about three years and his personal schedule is usually booked out about three weeks. We

all know that Huber will be driving a new Wag'n Tails Mobile Conversion van very shortly, but when asked if he will be breaking out on his own he revealed his practical business side. Huber counts his blessings daily, believing that there is strength in unity and, sighting the economic issues of the day, Huber will utilize his new prize to help enhance the existing business at *Tailwashers* together with his employer, Todd

Warner. Huber's business philosophy is that you must excel at everything you do. Every dog exiting *Tailwashers* has the salon's seal

Continued on page 20

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Huber

Continued from page 18

of excellence on it and he is very proud of that. His personal involvement in the pets that he grooms runs deep and he takes time to really get to know the dogs.

In talking about the show, Huber's already upbeat persona shifted into high gear. While the challenges were grueling, he said he wouldn't have changed any of them.

"When, in my normal life, would I get to groom a pig or play around with 100 Bassett Hounds? I didn't mind getting dirty. The opportunity was worth it all." He felt that the challenges were all very fair and the dogs they all groomed truly reflected the dogs we all see in our salons daily.

His favorite was working with the senior pets. "Jeeter was such a wonderful dog and I totally bonded with him. He really helped me win Best-In-Show for that challenge."

His most difficult challenge was the episode with the Bichon. "The dog had such a thick, difficult coat and I feel that I did not have the time to befriend him. It was a huge amount of work and we both walked away from that challenge exhausted."

There was never a dull moment on the set. The casting was, in his words, "perfect" and he made friends that he will have for the rest of his life. He communicates regularly with many of his fellow cast members and speaks fondly of his time in the "Doghouse."

"Bill and Marco were the clean freaks of the house" he said. And, while one of his personal passions is cooking, "Bill took that privilege away from me, but that was OK because he is also a very good cook."

One thing he noticed was that the men's side of the "Doghouse" was relatively neat, while the ladies side was "...always a mess! Clothes tossed everywhere! I don't know how they could find anything!"

When speaking of the tough parts of the show, Huber confessed that he had to humble himself. Normally a very confident person who takes great pride in his work, he had to downplay this part of his persona and he found this to be a difficult task.

As a very proud person he initially found it hard to be judged. But as the filming progressed he learned to take the judges critiques as a tool to help him in future challenges and he became increasingly appreciative of the talented groomers he was competing with on the show.

As their numbers dwindled, one by one, it became more and more difficult to see them leave the show and he realized that he had a lot to be thankful for. "I am blessed to have these wonderful people as my friends for the rest of my days."

As heart wrenching episodes go, the one where they all went to the local shelter to groom dogs remains

Continued on page 22

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Huber

Continued from page 20

Huber's personal favorite. "My dog, *Winkle*, really touched my heart. As I groomed him he came out of his shell and he made me realize the power I have with these dogs. I believe groomers have a true "sixth sense" that gives us the ability to change the lives of the animals we come in contact with," he said.

Huber feels that the dogs are all willing, and able, to give back. Several years ago, Huber found himself homeless for a short period of time. Poor personal choices and bouts of depression forced him onto the streets and he saw all his possessions disappear. But one thing that got him through this dark period of his life was the unconditional love he received from his two elderly Shih Tzu's, which stayed with him.

They were all he had during this most difficult time and his need to care for them and their love in

return gave him the strength to pull himself up from adversity and return to the roots of his family. He feels that this move, instigated by the unconditional love of his dogs and family, turned his life around and helped to make him a better person. He began working with animals again and eventually, through a friend, found himself at Tailwashers, where he remains today.

In spite of his newfound fame, Huber still considers himself a pet groomer like any one of us. He puts in his time "in the trenches", grooming everyday pets. He would like to compete in the grooming contest arena someday, but he will be busy managing Tailwashers for the summer.

"Perhaps after summer I will begin to think about competition grooming. This is something I would like to do eventually." Until then, he continues to volunteer at local shelters.

A favorite project of Huber's is working with troubled teens. "These

people all need to learn a craft. Taking them to shelters and allowing them to bond with the animals is an amazing thing. It is a win-win situation for everybody."

Groomer Has It Season 2 is now history and it is not known, at the time of this writing, if there will be a Season 3. If there is, Huber would like to see more of the sport of the industry portrayed, as many viewers do not know of the professional grooming competitions.

When asked if he would encourage groomers to try out for the show his quick response was "Absolutely! This is a once-in-a-lifetime opportunity. You have to be humble and you have to practice. You don't realize that every dog you have on your table every day is a practice dog. Every hair you cut is an exercise in your scissoring abilities. Every pet you groom is another step closer to achieving perfection."

I think Huber's theory worked. Look at him now!



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Pawsatively Posh
by Audrey Ulrich

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This past summer my salon, *The Barking Lot* in Richland, Washington, celebrated its 10 year anniversary. Wow! I couldn't believe it! Ten years seem to have flown by. When I think back to our humble beginnings, I have to laugh. The mistakes, the misjudgments, the start up challenges, have given way to a career I love so much. Knowing all too well that burnout is one of the risks of our profession, I find that I work hard to keep my work life balanced and rewarding. So recently when I interviewed Christein Sertzel, owner of *Finer DeTails Pet Spa* in Mazomanie, Wisconsin, I was enraptured as I learned about her incredible 30 year career (and counting!) and the ongoing enthusiasm with which she greets every day.

I first "met" Christein on the *Petgroomer.com* message boards where she is known as WindyWayCavaliers (She breeds and shows Cavalier King Charles Spaniels). Right away I recognized her as a maven, someone with an abundance of knowledge and

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Warm colors and lighting create an inviting atmosphere at Finer DeTails Pet Spa.



Finer DeTails Pet Spa *Continued from page 24*

a willingness to share with others. Over the years I have picked up many great tips and advice from Chris and was excited to see her salon and feature her for this article.

Talking to Chris, one thing shines through; her passion for grooming and her love of what she does. Chris grew up with a love of dogs, “It was never any question as to whether or not dogs would be part of my lifetime career,” she says.

Like many of us, she first thought of becoming a veterinarian, but after working in vet hospitals for a time she found out it wasn’t for her. She could not bear when she saw pets suffering due to people’s irresponsibility or neglect, “I could not separate emotionally from it.”

Instead, Chris found that grooming was her calling, and she has dedicated her career to improving the lives of animals as well as helping fellow groomers reach their goals.

Chris has worked in a wide range of grooming environments including retail salons, vet clinic based salons, corporate salons and home-based salons. After a terrible on-the-job injury at a corporate

grooming salon left her with a dislocated shoulder and torn rotator cuff, Chris had to reevaluate her career.

“I had spent too many days of ‘Ugh, I do not want to go into work today,’ I knew I either had to completely change what I was doing with my grooming or I had to find a new career altogether!”

After much soul searching, Chris came up with a plan for her own business. “Sometimes I would read through my plan and cry like a silly girl because I thought it would never happen for me and I would never be able to realize my full potential.”

But with a lot of hard work and the support of her husband, Chris was able to have the grand opening for her salon a year later. Her prior experience guided her to establish *Finer DeTails Pet Spa* as a home-based business where she knew she could create the relaxing atmosphere that would be central to her success.

“I have owned both retail and home-based salons, and to me, home-based was the way to go in this market. However, if you work from home you really have to give your all to your salon to make it as professional and specialized as possible,” she explains. Chris’s intuition and knowledge has led her to

great success in what could be called her crowning achievement.

The warmth and colors of *Finer DeTails Pet Spa* are what first captured my attention. Her space seems to radiate warmth from the inside out. This is no accident. Chris carefully chose the location and layout of her salon to create this inviting feeling.

“I really wanted to create a salon that did not look like a typical salon; not only did I need this for my own sense of accomplishment, but I knew that my clients would take notice.”

Chris began by choosing a space in her home that had some of the best natural light available, “It beautifies the space and is emotionally calming to work in. I also took a good look at how I felt in the past working under fluorescent lights with the drone of the high velocity dryer in my ears, and knew I had to follow my heart and create a salon for pets that offered them a peaceful setting for their grooming.”

So Chris chose to use positional lights over her grooming area with active UVB bulbs that provide intense, warm light for working and make her table the focal point of the salon. Next, she used her knowledge of color therapy to choose paint colors for the walls that would offer the

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Finer DeTails Pet Spa
Continued from page 25

best compliment to her work space.

"I chose colors that were energizing in the morning light and calming in the afternoon light, alternating colors on each wall to catch the sun at certain times of day." The effect is a glow of yellow and greens in the morning hours turning to golden orange and then deep red from the afternoon to evening hours.

Chris also wanted her equipment to not stand out as looking "sterile" so she painted the top of her hydraulic Edemco table with vibrant yellow Poly-Coat paint. "Not only does it give a beautiful "pallet" for my dogs to be groomed from, but it also provides great texture to keep the dogs from slipping and one I can scissor smoothly across," she says.

Chris then used non-toxic crib

paint to brighten her Midwest kennel bank. "I added brightly colored rolled beds to lessen the stigma that some pet owners have related to kennels" she explains.

Chris designed her salon in keeping with being environmentally conscious, she chose recycled textured wood grain cork tiles for the flooring. "I wanted to feel good about what I was doing for the environment while also working in surroundings that gave off positive energy. The cork keeps the floor toasty warm in the Wisconsin winter and cool in the summer. It also offers good traction and is forgiving of my dropped scissors!"

With only a little over 300 square feet of space, it was also of paramount importance that her work space be neat and open. "I wanted my dryers, kennels and other equipment to not dominate the space and affect its feng shui," Chris states.

Continued on page 28

Posh Pointer...

Finer DeTails moisture wrap therapy is recommended for dogs with skin inflammation but no open sores. It is applied after the dog has been thoroughly bathed and rinsed.

For medium sized dogs: Mix up 1 cup of lotion consistency cream dog conditioner. Chris uses *Davis Moisture Treatment (Request Reader Service Card #6325)* but any heavy conditioner with low or no scent will work. Mix the conditioner with 1 tsp. straight melaleuca (Tea Tree) oil. The healing, antibacterial, antifungal, antimicrobial, sloughing and cleansing properties of this oil are amazing! Be sure to do an allergy test spot on yourself and on the dog before using any oils. Put a dab (don't rub) on the inside of the dog's ear leather and on your wrist & wait for 10 minutes. If no red area develops, rub the mixture well into the entire coat up to the dog's cheeks and over the ears. Then run a towel under very warm water, squeeze it out & wrap it over the dog & tie it at the cheek so it covers the entire dog. Let this sit for 10 minutes then rinse well. The warmth will cause slightly elevated blood pressure, and therefore increased circulation to the skin. This is not recommended for a very old dog who may not tolerate the warmth of the towel well. The warm towel wrap opens pores, so the essential oil will then be introduced into the skin and its healing properties will be utilized completely while the conditioner replenishes moisture and increases the hair's elasticity.

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Finer DeTails Pet Spa
Continued from page 26

So next in the design came installing a sound dampening containment system for her high velocity dryer and a central vacuum system to also cut down on noise and dust. "I did not want the tranquility of my spa to be broken by the noise of the dryer [or vacuum]." These are now tucked away in the ceiling's ductwork and do not deter from the atmosphere and appearance of the spa.

Finally, Chris wanted to make her salon as welcoming to clients as possible. Outside her entrance she created a courtyard that features a beautiful pond which attracts birds and wildlife to her front door. Inside

she put in a comfortable seating area with a view of the courtyard. A digital photo frame allows clients to view a portfolio of Chris's work and she is gracious about allowing clients to visit and even stay during their pet's grooming.

"Some groomers may think this is nuts, but for owners who want to watch their pets being groomed this gives them a comfortable space and makes them feel welcome." Chris admits this is not for everyone but she also offers classes in home grooming for clients as well as pet massage therapy and uses the waiting area to work with these clients as well.

Chris offers what she calls "encompassed care grooming" an approach that looks at everything

Continued on page 30



A beautiful pond and courtyard greets clients as they arrive at Finer DeTails Pet Spa..

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The reception area is inviting for clients who wish to stay awhile.

Finer DeTails Pet Spa Continued from page 28

she can do to help make the pets in her care healthier and more comfortable. She is continuously expanding her knowledge of pet care so that she can help her clients give the best care possible to their pets.

Chris is also very dedicated to natural healing and holistic approaches to animal health. This led her to pursue formal certification, first in canine massage therapy and acupressure and then in applied aromatherapy and flower essences. She completed her courses through the *International Association of Animal Massage and Bodywork* and their sister school *Animal Spirit Network*.

Continuously learning is part of what keeps Chris energized and looking forward to every day working with pets. She finds it very fulfilling to offer pets pain relief and comfort through massage, which she says is also very lucrative for those who wish to pursue it.

"The physical demands of massage are similar to grooming although you are on your feet less and use your upper body a little more." Chris schedules her massage therapy appointments on different days from grooming so that she can focus on the healing sessions and because the salon must be completely quiet. She is also able to incorporate beneficial massage to a pet's grooming appointment to help relieve stress or discomfort.

The knowledge she has gained helps her inform owners of concerns with their pets. "It is nice because I will let the owners know if I notice something and I have helped a lot of dogs that owners didn't realize could be helped with massage," she says.

Through her knowledge of pet nutrition, Chris is able to guide clients on feeding their pets for optimal health. "I really try to make owners feel important in having the ability to heal their dog's life," she says. She

Continued on page 32

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Chris' Canine Spa Therapy line features all natural formulas that are made fresh daily.

Finer DeTails Pet Spa *Continued from page 30*

shares that if owners follow a program of feeding premium foods, along with a good vitamin/mineral/flora supportive supplement and a share of fresh fruits and vegetables, they'll see dramatic improvements in their pet's health and appearance.

At her spa, Chris recommends and sells *Honest Kitchen* freeze dried food (*Request Reader Service Card #6326*) which offers a range of specialty diets made with human grade organic ingredients along with *Fido Vite* (*Request Reader Service Card #6330*), a well known supplement that is made in Wisconsin.

She also works very closely with her area vets when it comes to providing care for her clients and offers

these words to fellow colleagues, "All groomers should try to network with their local vets and work together if possible. After all, if we are educated and dedicated it commands respect from anyone; a vet or otherwise!"

In her daily grooming, Chris uses hydrossage therapy using a *Hydrosurge BathPro* (*Request Reader Service Card #6327*) and a massaging showerhead. She also recommends the *Natural* line by *ShowSeason* (*Request Reader Service Card #6328*). "These shampoos utilize organic vegetable proteins, they have a great scent and are wonderful at breaking down oils

Continued on next page

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Finer DeTails Pet Spa Continued from page 32

and still rinsing squeaky clean," she explains.

For pets with skin and allergy issues, Chris is able to offer unique therapeutic spa treatments.

Her expanded knowledge of aromatherapy and natural grooming led her to develop her own line of grooming products, *Canine Spa Therapy*, which features a variety of hand mixed products that are made fresh at her salon daily. The products are specifically formulated to help with a variety of skin care issues commonly seen in the grooming salon such as itchy skin, calluses, bacterial and fungal infections and hot spots.

Chris offers her line for sale to professional groomers only and the products are made fresh and

shipped that same day. High quality fresh ingredients, such as organic oatmeal, essential oils, honey and flower essences deliver results that are unparalleled with commercially made products.

The *Canine Spa Therapy* line has been tested by grooming industry icons Daryl Connor and Barbara Bird and received great feedback. I inquired with Chris about ordering info for her products and was surprised to find out that her entire line is sold non-profit through the grooming association she founded!

Chris's biggest source of pride has been her work to establish Wisconsin's first and only grooming association. "I want to help others avoid some of the ordeals I have been through! I want everyone to be happy with the place they are in their careers; otherwise our whole industry suffers," she explains.

Continued on page 34



Chris with one of her beloved Cavalier King Charles Spaniels. She breeds and shows Cavaliers under the prefix WindyWay.

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Finer DeTails Pet Spa Continued from page 33

When she became frustrated at the lack of educational opportunities and networking for groomers in Wisconsin she decided to do something about it. "I started the *Wisconsin Association of Professional Pet Stylists* because I wanted to be part of something larger than myself."

Member benefits such as a group health plan, independent business and legal counseling, leasing programs for affordable equipment, a career placement program, a comprehensive State Master Stylist certification program, and an annual regional show with seminars and competition has led WAPPS to have over 400 members with half of them joining from out of state because of the incredible benefits of this association.

In addition to the Master Stylist certification program, which in-



"I believe a home based business offers the right atmosphere for a luxury pet spa," says Chris.

us feeling fresh and motivated by our work."

Chris's dedication to helping others led to a leading industry honor. Last year she was nominated for *Cardinal Crystal Achievement Awards* in two categories; the *David G. Salzberg Award* for outstanding contribution to the grooming industry for her work with WAPPS and the *Congeniality Award* for her willingness to help other groomers and share her knowledge.

What's next for this busy groomer? "I wrote a book!" Chris exclaims. "The Competition Grooming

Continued on next page

cludes six working practicals and a 250 word exam, members can also choose to specialize and certify in breeds of their choosing. WAPPS will pair interested participants with show groomers and handlers for the specialized training and certification. "I want to lead by example and show that helping one another and continuing our educations make our industry flourish, make our careers be taken more seriously and keep



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Guidebook" will be released later this year. It offers groomers an inside look at the world of grooming competitions and the know-how from someone who has been there, done that, and has the ribbons and trophies to prove it!

Despite all her accomplishments Chris is a sincere and humble comrade in the industry. She is always available to help others and share her know-how with groomers who are reaching for personal and professional achievement.

"I offer an honest example that we can lend our ability, not only to grooming, but also to the overall health of our clients. I feel that by doing this we can help in many ways and also find ourselves very fulfilled in our careers and financially rewarded as well," states Chris.

As we finish talking about Chris's incredible accomplishments she shares a smile and a personal wish, "I have been given a pretty charmed life, and I haven't the right to ask for more; except that maybe when my time does come that people will speak kindly of me!"

WindyWay, I speak on behalf of a legion of fans when I say "No need to worry! This is already true!"

Related Web Sites:

Christein Sertzel is available for consultations. She can be reached through the *Wisconsin Association of Professional Pet Stylists* www.wisconsinpetstylists.org

Canine Spa Therapy products are available through the WAPPS web site.

International Association of Animal Massage and Bodywork offers certification in animal massage therapy and holistic pet care. They have a directory of schools across the nation. www.IAAMB.org



Audrey Ulrich and her husband, Matthew, own *The Barking Lot, Inc* in Richland, WA. They

are dedicated to helping every groomer reach their full potential. If you have a "Pawsatively Posh" salon that you would like to have featured in an upcoming issue of *Groomer to Groomer* contact Audrey at info@barkinglotfriends.com

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WATER
GOOD TO THE LAST DROP?

The first thing I do every morning when I get up is "set up" my morning coffee. I blindly turn on the tap, grind the beans and flip the switch, often "skimming" the first cup before the pot is finished brewing. Brush teeth, shower, do some laundry, wash the breakfast dishes: all pretty much routine in my life, as well as in the lives of most others.

Grooming salons around the world open and greet the first clients of the day. Pets are placed in tubs to be scrubbed and rinsed clean. Pet stylists discuss how they prefer one

shampoo over another, not really knowing why. What so many of us are overlooking is the one simple ingredient that bonds us, and nearly everything we touch, together: water!

Water is the vital matrix that we depend upon for life and livelihood. It affects everything. Groomers dealing with dirty, thick coated animals simply turn on the tap and presume that the water coming out will be of a sufficient quality to do a nice job on the pet in the tub. Actually, that's quite an assumption.

How many people really know, or

care, about the water they use in their homes and businesses, even though many of us started caring, quite some time ago, about the quality of the water that we put into our bodies?

We demand quality in our clippers and efficiency in our shampoos and conditioners. What makes the water we use any less of a tool than the other products we work with on a daily basis? Is your water really good to the last drop? Will there even be enough for a last drop?

You may wonder what the current

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but, is it really? A recent holiday to Lake Mead (near Las Vegas) gave me a front row seat to the current water crisis. We ARE in trouble. They affectionately refer to the white ring at the lake's waterline as the "bathtub ring," marking the high water line of about 7-9 years ago. Minerals have leached out of the rock and into the water, causing a chalky line that clearly defines how far the

Mead will be completely dry by 2021, because of climate change and unsustainable overuse of Colorado River water. Pretty frightening, especially since this is all in my neck of the woods. We must conserve and make the best out of what we have left.

Water quality can play a direct role in our businesses. We drink bottled or purified water, but why are we not selective on what we use in our workplace or our homes?

water issue has to do with the grooming industry. Well, consider this; Australia, who is currently going through a devastating drought, has taken drastic steps to cut down on commercial enterprises that the government, in their infinite wisdom, feels use too much water. The pet grooming industry has found itself in the bureaucratic "crosshairs" and pet stylists "down under" are forced to take huge steps to conserve water. They are also finding themselves addressing the quality of the water they use. The simple fact is: quality water allows us to do our jobs better and more efficiently.

First, let's look at a few interesting facts about simple H₂O. (bear with me - I'm a statistics lover!) According to the United States Geological Service there is more fresh water stored in the ground than there is in liquid form on the surface. In fact, if you poured the entire world's freshwater on the United States and contained it within its boundaries; you would have a lake ninety miles deep. Too deep for Scuba diving but great for water-skiing! That extrapolates out to be about 326 million cubic miles of water.

That sounds like a lot of water

water level has dropped. This "bathtub ring" has increased tremendously in the past decade and Lake Mead was about 100 feet below normal when I visited there in late 2007.

In a 2007 report on the status of Lake Mead, scientists at the Scripps Institution of Oceanography predict there is a 50% probability that Lake

Quality water can make our lives very different and it is within our power to make improvements.

Many of us who travel extensively know the difference in the water we use in hotels or other salons. We may notice a lack of lather in the shower and a heavy, sticky feeling to our hair.

Continued on page 38

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Water
Good to the Last Drop?
Continued from page 37

In our homes, we may see unsightly water spots on our glasses or a white buildup on our shower heads and faucets. These are definite signs of hard water. But, just what is hard water?

Hard water forms when naturally occurring minerals enter water sources. Over time these minerals are absorbed by groundwater, producing water that has high levels of calcium carbonate, magnesium, and other minerals. Hard water reduces the cleansing power of soap and can produce scale in hot water distribution systems as well as water using appliances. This build-up compromises many water related home appliances such as water heaters, washing machines and dishwashers, reducing their lifespan by as much as 30%. Also, when hard water is heated, the minerals in the water can settle out and form scales in the bottom of water heaters. These scales build-up and can result in increased water heating costs and shorter heater life spans.

The main offender is calcium carbonate and the degree of hardness

is measured in amount of grains per gallon (GPG), with soft water having less than 1 GPG and very hard water containing over 10 GPG. Average local municipal water companies often address the hardness of water, which usually runs at 4 to 7 GPG, as their main concern is to supply biologically pure and potable water.

But how does this affect us and our grooming? The suspended minerals in the water inhibit the cleaning abilities of shampoos and detergents, requiring more solution to be used to get adequate results. Obviously your products don't stretch nearly as far. A shampoo that may call for a 20 to 1 dilution ratio may not do the job at 20-1 and you may have to add more concentrate to the mix to get the job done. It can, and usually does, result in hair that feels limp, sticky and heavy. This can have adverse effects on your styling.

I had some confusion as to the difference between "soft" water and "purified" water, so I went to the experts. According to Eric Rosenthal, Senior Vice President of Marketing for *Culligan International*, soft water isn't always pure and pure water may not be soft. They are two different systems. Water softeners perform the function of removing the calcium carbonate and other minerals from the water. A water filtration system, usu-

ally a reverse osmosis system, will do a great job of removing chlorine and other impurities from water, but it will still retain the suspended minerals.

Mr. Rosenthal differentiated between "working water," the stuff we wash with, and "drinking water." He recommended that the "working water" for the home or business is softened and drinking water is filtered. If the drinking water is softened before it goes through the reverse osmosis filter, all the better, as the suspended minerals as well as all impurities are removed. Or a simple filter may be placed on the sink/faucet as an affordable solution.

I had questions regarding the water softening process and how it works and I got some very informative answers. During the water softening process, water softening salt charges thousands of tiny resin beads inside the water softener with sodium ions. As hard water moves over the resin beads, the calcium carbonate and other minerals are attracted to the beads and are replaced with sodium

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Water

Good to the Last Drop?

Continued from page 38

(salt) ions, creating soft water. Over time, the resin beads become full of the minerals and need to be recharged. This process is known as the water softener's regeneration cycle. The frequency of regeneration varies depending on the water usage of each home or business as well as the source water's hardness.

One of the fallacies I had thought was true was: because water softeners use salt, that it may have an adverse effect on people who are watching their sodium intake. The salt is in the system, not in the water. The miniscule amount of sodium found in the softened water is nothing more than minor residue from this recharging process and poses no problem to humans, animals or plants.

What you DO get from softened water is a whole new way of cleaning. Less soaps and detergents are needed for laundry or cleaning and your clothes get cleaner. Spots on glassware or shower doors are gone, as well as the drool spots on the hardwood floors near the dogs water bowl (if you use tap water for your dogs). Appliances last longer as the cause of calcium buildup has been eliminated. Your skin is cleaner and less dry and irritated while your hair is shinier.

Benefits in the grooming salon follow suit. Groomers on one message board were quizzed on their experience with softeners. Those who answered reported that dogs remain cleaner longer and their coats were shinier and easier to groom.

One groomer reported that the dogs seemed to "smell" if she did not use a tub with softened water. Another lamented the huge expense of replacing her water heater which had been destroyed by hard water and how the softener has helped her avoid another costly replacement. ALL reported that their shampoo use decreased dramatically, saving money, and the dogs all appeared and felt cleaner. That's good enough to me!

One concern about water softeners

SALLY'S TIPS TO WATER SOFTENERS

As a long term owner of water softeners (I wouldn't be without one!), I have learned some things about them for grooming salons.

- **Rental is a good way to start.** It is not too expensive and the company installs them.
- **Don't buy the most expensive one** with all the bells and whistles. Water softeners are a simple system of a tank to hold the salt, a pump to run the thing, a clock to decide when it should come on (generally during the night) and a recharging tank (where the magic happens).
- You should **run it at maximum** for your needs. When it runs out of soft water (you can usually tell when you get used to it), just have the system run more often. An energy saver and water monitors (on deluxe models) just keeps the water harder. It defeats your purpose.
- Get **automatic delivery** of salt. It saves your back, is inexpensive and they dump it in. Happy Softening! *Sally*

ers is that the coat, or your own hair, does not appear to feel well rinsed. There is a slimy feel to the wet hair. Culligan's Mr. Rosenthal confirmed that this is the number one question posed to them and he explained that softened water cleans hair while hard water is more aggressive, due to the minerals dissolved in it, and it actually strips the hair.

Softened water cleans off the dirt and grime, yet does not strip out many of the natural oils found in skin and coat. This leaves the skin/coat clean feeling yet not dried out. It also enables us to use more natural based products and makes the most of the low-lathering shampoos that are available within the grooming industry.

I asked Mr. Rosenthal about the block magnets that can be put on pipes that precede the appliances in the home. I saw these advertised and have purchased a set myself, but I still find that I see hard water residue after a "spill" as well as on my glassware and shower doors.

Mr. Rosenthal explained that these "mechanical solutions" do not remove the calcium carbonate, but they do put it in a suspended state so it stays in the water helping reduce the scale buildup on hardware. But the calcium carbonate is still there and that is why I still see spots and feel scum.

All in all, I see the use of water

softeners as an affordable secret weapon in our industry. I was surprised at the very reasonable monthly costs considering the money saved on appliance repairs and shampoo, not to mention the fact that turning out a better pet groom will make it all worthwhile.

Because of my research, I'm going to install a soft water system and filtering system in my home, as I find the idea of the disappearing slobber stains and all the other benefits quite appealing.

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Mary Meeks

URNS TRAGEDY INTO VICTORY!

By Kathy Hosler

The wail of sirens filled the air as emergency vehicles rushed to the scene. Mary Meeks watched helplessly as the hungry flames broke through the roof and shot a hundred feet into the night sky.

Nature's Specialties, the company Mary had helped build from the ground up, was on fire. Everything that she had worked so hard to build was being devoured.

The devastation that happened in that fire would have been more than most people could handle. But, Mary Meeks is a survivor. She sees problems as challenges, not obstacles. Not only that, when Mary Meeks decides to do something, she gives it one hundred percent — and then some. It's been that way ever since she entered the pet care industry.

Mary always had a deep love for animals, and in 1978 this determined single mother found a way to turn that love into a career. She purchased a small pet store that had a part time groomer. Mary planned to do everything that she could to make her business grow.

She learned grooming basics by starting as a brusher/bather, and in a short while she was a full-fledged groomer. "When differ-



ent suppliers came into my shop," said Mary, "I wanted to learn everything from A to Z about all of the grooming products."

Her business grew to the point that it took a staff of eight to keep up with the demand. She was working seven days a week, twelve hours a day.

"During my busy time," said Mary. "We were grooming between 80-120 dogs a day. I was buying what I felt were the best shampoos available at the time; but I wasn't happy. I wasn't getting the results I wanted, and they were harsh on the bather's hands."

"At that time, I was seeing a chemist, Joe Meeks, who later became my husband," shared Mary. "I was telling him how dissatisfied I was with what I was using.

In an effort to help me, Joe called the company and made some suggestions on things they could do to improve their products, but they didn't want to listen to him. With that," Mary said, "I decided that if I wanted a superior product, I would have to create it myself."

"I explained to Joe exactly what I wanted," said Mary, "and I asked him to formulate it for me. He made me a test batch, and I knew that this was what I was looking for."

Joe and Mary took samples to other grooming shops for them to try. Soon, Mary and Joe were busy filling orders. They started the company that we know today as *Nature's Specialties*. Once again, Mary was building a business.

Continued on page 42

Money from Heaven for Groomers

By Deb Disney-Nusbaum

As groomers, we are always looking for ways to boost our income without adding extra work or cost. I've recently fallen in love with a great program for groomers, from NuVet Labs, one of the older companies in the pet supplements industry. (They've

been around more than twelve years.) Actually, NuVet's program is quite clever. They don't require us to sell anything or invest any money, which got my attention. It's so easy. NuVet Labs sends us free samples of their product to hand out to our customers whose dogs and cats have skin and coat problems, allergies, arthritis and

joint problems, etc.

In exchange, they pay us approximately 50% of the retail price each and every time these customers order. Not only does this boost our bottom line, but in most cases the improvement to the pet's health is dramatic.

The product itself is a natural, human-grade supplement. This product is so pure, it's actually manufactured in a pharmaceutical environment, meeting and exceeding GMP (Good Manufacturing Practices) as defined by the FDA (for humans), which is virtually unheard of in the pet industry.

It took NuVet Labs eight years to develop this unique product, which is only distributed through veterinarians and pet professionals, like us. It is not available in pet stores, which is another plus.

Initially, veterinarians and show dog breeders were selected to distribute the products because they are the most finicky and educated regarding the health needs, nutrition and costs spent on their animals.

Groomers were then added to the list because we have first-hand access (no pun intended) to so many dog and cat problems, especially skin and coat, allergy, arthritis and joint problems, etc.

So far, more than twenty-thousand groomers, vets and breeders across the country are already in the program. Many earn \$1,500 to \$2,500 every month, for no work beyond handing out the samples.

To learn more about their Groomers Program, call NuVet Labs at 1-800-474-7044. Request Reader Service Card #2903.

Deb Disney-Nusbaum, the owner of Aldemar Weimaraners, has been a groomer and a breeder of award winning Weimaraners for more than 25 years.

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Mary Meeks
Continued from page 38

Together, Joe and Mary laid the foundation for a line of grooming products unlike anything the pet industry had seen.

One thing Mary was sure of from the start was that they were going to use only natural oils, not insecticides, in their products. One reason for that was because Mary found out that the lead levels in her body were off the charts. Readings like hers can be caused by insecticide exposure. Years ago, Mary and many other groomers routinely used products that contained ingredients such as Lindane. Many didn't wear gloves and other protection and were unaware of the toxicity of the products.

Some people laughed at Mary's plan to remove all insecticides and chemicals from the *Nature's Special-*



“It makes you know that you should be grateful for what you have... Things can change in the blink of an eye. You never think that something like this can happen to you.”

ties product line and said, “What do you expect to do with that?”

“NOT poison ourselves!” Mary replied emphatically. Then she explained. “It's going back to basics. Some of the natural oils go back to biblical times. They do the job and eliminate the problem. Why use an insecticide when a natural product can achieve the same thing and not be harmful to you or the pet?”

Today, *Nature's Specialties* has about 60 products in their lineup, and all of them are non-toxic and biodegradable. *Nature's Specialties* has become an industry leader known for their exceptional products. This family-run company has distributors nationwide and internationally.

Mary is now the President of *Nature's Specialties*, and her brother, Bob Harris, is the Director of Operations. Mary and Bob routinely visit grooming salons and talk to groomers at trade shows to get their input; then they formulate new products to meet those needs.

“It's a good time to be a groomer,” says Mary. “Even at this time, many salons that I have visited are only slightly affected by the recession. And, this recession has taken major industries down.”

Since its inception in 1986, *Nature's Specialties* has continued to grow and groomers all over the world are using their products. Mary worked hard and she was seeing her dreams become reality. Life was good.

Then on Wednesday, February 11, 2009 the unthinkable happened. A fire destroyed the 48,000 square foot building that housed *Nature's Specialties* and a toy distributor next door. Mary, Bob, and many of their friends and employees watched in horror and disbelief as the flames consumed everything.

Continued on next page

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Mary Meeks
Continued from page 42

"To this day, no one knows how the fire started," explains Mary. "Everything in our business was shut down – not even a computer was on. Thank God, no one was hurt."

Even though they were devastated by their loss, Mary and Bob never thought about quitting. "We watched the fire in the morning," said Mary, "and in the afternoon we were setting up our trade show booth at *Groom & Kennel Expo* in Pasadena."

"The Corona Chamber of Commerce was at the fire site early Thursday morning with a list of buildings we could look at and use temporarily," said Mary. "Neighboring businesses opened their doors and offered us the loan of equipment. Even our competitors in the pet industry offered to help us by letting us use their facilities. Within 30 days, we were blending again and resuming production."

Has the fire changed Mary in any way?

"It makes you know that you should be grateful for what you have," says Mary. "Things can

change in the blink of an eye. You never think that something like this can happen to you. We had insurance," Mary continues, "But you're never covered as well as you think you are."

Their building, materials, equipment, finished product – everything was lost. Well, almost everything...

"We had a fire-proof file safe that did not burn. It contained the backed-up CD's of our product formulas," said Mary. "And, one other thing didn't burn up; in fact, it was untouched. In the midst of all the ashes and devastation, there was a white Bible. It was lying out in the open and not even one page was scorched. It gave me the faith to keep going."

"This experience has been very humbling," says Mary. "It has also been truly inspiring. The outpouring of help, support, words of encouragement, and prayers, has been truly overwhelming."

"All of us at *Nature's Specialties* thank you from the bottom of our hearts, and want you to know that – we're back!

What else would you expect from an amazing woman like Mary Meeks?

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The Three Who's of Handling

Recently, one of Groomer to Groomer's readers sent in a letter requesting advice. Unless you are very new to grooming, the circumstances aren't going to shock you or appear unusual. Here's the setup...

A woman brings a six-year-old Golden to a groomer. The dog is a rescue with a history of rough treatment – and an owner that is overly sensitive about how the dog is handled. We don't know if the dog was wild and crazy during the grooming, but it was certainly wild and crazy when the owner came to pick it up. That's when the grooming takes a turn for the worse.

"As she came to pick up the dog, I was trying to put the collar on and the dog was jumping and squirming and I had to get a hold on her neck to try and put the collar on. She got very upset about me having to grab the dog by the neck and then as I was trying to get the dog under control I gave her a little

slap to calm her down. Of course I know that I should never do that, and it is not a regular practice of mine. I don't generally have to control a dog to that length. I was wondering what I could have done to handle the situation better, and what I can say in my 'I'm sorry' card that will smooth her feathers."

Though the groomer was looking for advice about how to handle the situation better, the answer lies in understanding why the situation should never have happened, at all.

The Three "Who's" of Handling

Knowing how to deal with this situation starts with asking a short series of "who" questions. Whose dog is it, who saw you do it and who stays in business.

Whose dog is it? If you read the letter, the groomer is obviously defensive about how she handled

the dog. She attempts to justify the slap as necessary while suggesting that she rarely does it; meaning she knows it was a mistake. None of that matters. It's really all about whose dog was slapped. If you gently slap a client's dog, you aren't likely to do it any harm. But, that's not the point. The problem is that the owner of the dog isn't going to accept that reasoning, no matter what you say. Not because the person isn't reasonable, rational or logical, but because it's her dog.

Who saw you do it? We all know that every vet clinic, shelter, kennel and grooming salon has to handle fractious dogs with some kind of restrained force. To get the job done, you simply have to muzzle them, hold them, squeeze them or tug on a leash. Realistically, these methods are standards of the industry. When done correctly, they cause no harm, either physically or

Continued on next page

The Three "Who's" of Handling *Continued from page 44*

behaviorally.

Example: Muzzling a dog to facilitate grooming is no more likely to cause harm than muzzling the dog during a veterinary exam. Please don't misunderstand what I am saying. There is no justification for using excessive force on a dog. Even a level of restraint that is commonly accepted among dog professionals is likely to be considered abusive by Mary Poppins. As a groomer, Ms. Poppins is your client and ultimately sets the standards for acceptable handling.

Who wants to stay in business? No matter how justified you are in using force to control a dog, you must avoid putting it on display. The general public and your clientele are never going to under-

stand why *Fluffy* had to have his little head shoved down roughly on the table while you slipped on the muzzle; let alone understanding why you have to use a muzzle.

stand why *Fluffy* had to have his little head shoved down roughly on the table while you slipped on the muzzle; let alone understanding why you have to use a muzzle.

He's never shown aggression toward them or their friends, only you. They will think you somehow caused the aggression. Yes, it's unfair, but it's part of the job. The secret is to find ways to control the dog that are completely acceptable to anyone.

Barring that, the best advice is this: never do anything to a dog that you wouldn't want to see on the front page of your local newspaper, the evening news or a website tomorrow. Those pesky cell phones take full motion video and "animal lovers" love to post things on

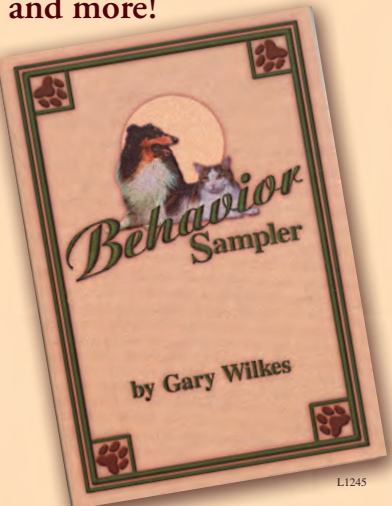
YouTube. You can't argue with this. This is simply part of living in the 21st Century.

To sum up the "Who's" of handling, there is nothing that can kill your business faster than the accusation of animal cruelty. It doesn't matter if the accusation is false or a misrepresentation of what you did. It doesn't matter that the vet or humane society down the street does the same thing in the same situation.

In today's America, the mere appearance of the tiniest harshness may get you branded as an abuser. There is no advertisement that can cure that kind of stigma, other than your obituary and an "Under new management" sign at your salon.

Continued on page 46

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What to do about it

Having said that you can't appear harsh, we all know that there are enough wacky Golden Retrievers, snappy Chow-Chows and prickly Bichons to fill Noah's Ark. There are some practical things you can do to help with this issue and avoid the land-mines of abuse accusations.

First, start thinking of behavior as an integral part of your other products and services. Whatever behavior services you decide to offer can be spelled out, up front, in the same way that you discuss different coat textures, mat removal, breed specific show clips and stripping vs. clipping.

The idea is to integrate behavior into your other services with a natural concern for providing services to your customers. This eliminates the need to say, "I can't handle your dog." That translates into "you can't be my customer."

To help get you started toward offering behavior services that facilitate grooming, here are a few suggestions.

1) Find a trainer that you trust. This should be someone with extensive experience handling dogs in different situations. This isn't an easy task if you are looking for a single individual. You are trying to get someone who has the finesse of a conformation handler, the practical skills of a vet tech and the backbone of a shelter kennel attendant.

Conformation handling requires lots of subtle posing and close handling. Veterinary handling leans more toward physically immobilizing an animal for limited periods of time. Shelter work includes dogs that balk when you try to pull them on a leash and dogs that have never been handled before.

If you can't find a single trainer to help you, set up a mini-seminar series in your salon. Find guest speakers who have differing expertise to give your employees the best of several worlds.

2) Behavior modification, over time, can create a working relationship with a hard-to-handle dog. If you aren't a trainer, start learning about training. Again, conformation handlers are the best resource for learning how to get a dog to "stack." A conformation stack is a great posture for bathing and grooming a dog.

Create a simplified program for your clients; this may include evening "handling" classes designed to desensitize and teach your client's dogs how to behave during grooming. For breeds that require scissoring or extensive face cleaning, a few short lessons can make the difference between a great clip and a tedious struggle.

3) If you don't feel like a do-it-yourself solution is right for you, find a specific trainer who can come in and offer services for teaching difficult animals how to accept grooming. Whether you choose to pay them, trade their time for advertising and referrals or simply add training in your list of services doesn't matter.

You can choose any level of connection you want. But, you do need someone who knows how to control crazy dogs. Likely sources for this would be vet techs, shelter workers and trainers who satisfy local veterinarians with their skills.

4) Train someone in your salon to handle the wackos. Pay them more as an "extra incentive" to learn how to do it right. Charge a "tough dog" fee and split the money with your groomer-trainer. That way you both benefit from taking some time to solve a problem that allows you to keep the client.

If your groomer-trainer can improve the dog over time, you can

Continued on next page

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The Three "Who's" of Handling *Continued from page 46*

then stop charging the extra fee and go back to your regular charges. The client will enjoy the fact that you solved a problem for their dog. If successful at providing in-shop grooming, you could move toward offering broader training services like basic obedience, simple socialization for anti-social animals or private instruction to fix nasty dogs well enough to groom them.

5) Set up a program to solve difficult problems before you ever groom the dog. Speaking plainly in the initial interview about hard-to-handle dogs makes the process painless. If you have a fact sheet or services brochure, you can lay out your policies for dogs that are hard to handle.

If *Buffy* tries to bite you, your call to the client already has some ground rules and some ways to solve the problem. Without this structure in place, you run the risk that the owner will simply find another groomer who does offer solutions to this common problem.

Telling them that their dog is fractious and you know how to fix that (for a fee, of course) means they can't bad mouth you if they decide to go elsewhere. Either way, you may lose them as a client, but they can't fault you for charging for extra services they chose not to use.

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A Final Note

After handling about 30,000 dogs in shelters and another 7,000+ as a trainer and behaviorist, I have never slapped a dog in the face. There are two reasons for this.

First, a dog's reaction time is about 1.5 times faster than Bruce Lee. Unless you are a Kung-Fu master, you stand a really good chance of having your hands damaged. Reminder: You need your hands to groom dogs.

Second, humans consider a slap in the face as an insult, regardless of how warranted the slap is. If you strike a dog in any way, you lose.

There are better ways to inhibit behaviors than physically striking a dog and a few reliable resources to teach you how. Unless you know how to do that, you have no business experimenting with corporal punishment; which may lead to simply having no business at all.

Gary's specific advice for this situation:

- 1) Put a grooming leash on the dog.
- 2) Sit down on the ground — you are in a better position to

put the collar on if you are on the dog's level and less likely to strain your back.

3) Let the dog go wild until it settles down. Use this time to chat with the owner and pretend you aren't bothered by the wildness. You may choose to describe your new behavior services or simply ask questions about the dog. This convinces the owner that you are the best person to groom her dog. Note: If you are uncomfortable letting a dog jump on you repeatedly, volunteer at a shelter for a couple of weeks and get used to it.

4) Ask for assistance, if necessary; maybe even from the owner. This is likely to make them feel better about you, rather than questioning your affection for their dog.

5) As for the "I'm sorry" note, I think it's a good idea that is unlikely to bear fruit. Other than admitting your error, asking for forgiveness and asking the owner to come back for a complimentary groom with their assistance, you are unlikely to be able to undo the damage. Make sure you offer no extenuations for your actions. Simply apologize profusely and promise it will never happen again. Good luck.

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Chalk is Cheap!

By Dawn Omboy



Chalk is cheap, but you are not. When I first discovered the wonderful world of creative styling it was very difficult to get any secrets out of the stylists. They were very tight lipped in the beginning and for the most part, I had to discover different color mediums on my own.

When I asked the question, "What did you use to color your dog?" the only answer I got was vegetable dye. I didn't know what it was or where to get it; after all, didn't the vegetables grow that color naturally?

The quest was on! One of the very first color mediums I used was *Jazzing by Clairrol*, but there were not enough colors for me. My husband suggested I use kid's sidewalk chalk. I thought it was a great idea.

I was playing with chalk after using *Jazzing on Pearl* to give her blue jeans. It was the 25th

anniversary of Woodstock and I was doing a design to commemorate the event. I wanted my dog in blue jeans and sporting a peace sign on each side, after a botched attempt at the peace sign I ended up with flowers on her sides.

I found that by using the sidewalk chalk I could put the color exactly where I wanted it and did not have to worry about it running. This worked out fine and my first attempt at a creative competition netted a placement. I was thrilled and hooked for life into this expressive and bonding form of art. I will now share with you my chalking secrets.

Sidewalk Chalk: to prepare the chalk, place a stick into a cup with only about an inch of warm water to soften the end of the chalk. This will help it glide onto and coat the hair. Streak it onto the hair you wish to

color, then after a few minutes, gently brush over the colored hair to set the color in evenly and to remove any excess chalk. If you like, you could even use a force dryer to blow it out after brushing, but be prepared for a small cloud of color if you have used the chalk very heavily.

Sidewalk chalk can be applied to dry or damp hair and most will wash out in one or two baths. It is usually only available in pastel colors, which led me to try artist chalk and more choices.

Artist Chalk: bright and beautiful non-toxic chalk is best used on the dry coat, but will hold through a couple of baths and on some dogs it may last a bit longer. Do not wet this chalk. Streak it right into the coat just where you want it and then do a brush through. If you apply before the bath, the color may not be as bright as when you apply on the finish. The shade is up to you and there are many more colors to choose from.

Chalk is cheap, but you are not. So remember to charge for your extra time and "chalk it up" to some fun that will make your grooming day a colorful one.

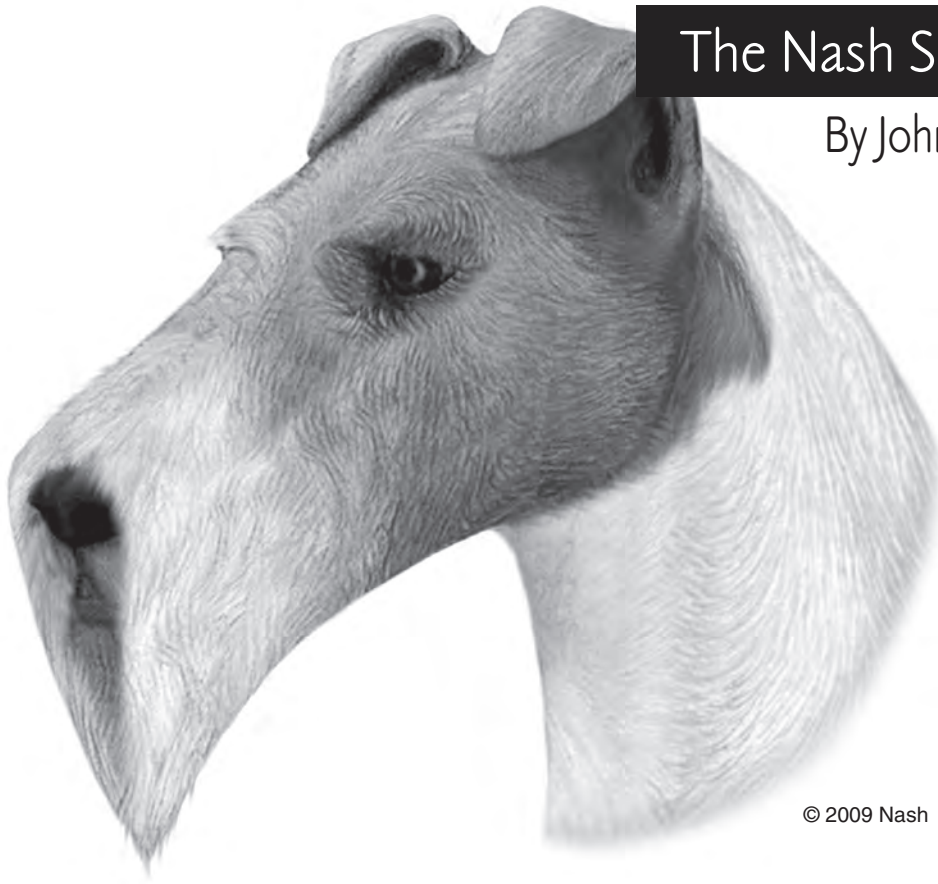
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REQUEST READER SERVICE #6375

By John and Vivian Nash



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Wire Coat Types — Part 1

Did you know there are three different types of wire coats? This article unveils the mystery behind the wire coat types and just what separates one coat type from the other.

As a professional mastering in the art of styling man's best friend, it is important to understand the difference between the Broken, Scruffy and Tight Wire Coat Types to allow you to create the ultimate overall appearance on breeds with this type of coat. The same type of products and tools are used. However, the techniques vary, and there are exceptions to the rule, depending upon the coat type and the overall image you want to achieve.

No matter the trim style or the coat type, the overall coat growth pattern should appear as though it grew that way naturally. So when you choose a technique or a specific blade, consider the task of blending

the shorter coat into the longer coat and let that be your guide. You will find the Body Contour Trim Style, the Long and Short Legged Terrier Trim Style, and the Scruffy and Full Coated Jacket Trim Style on breeds with the wire coats.

To begin our study of the difference between the coat types, we will discuss the broken coat type, which is the most original form of the wire haired coats. There are only two AKC breeds that exhibit the Broken Coat Type, the Ibizan Hound and the Parson Russell Terrier. (*Ibizan Hound 1A; Parson Jack Russell Terrier 4A*)

Broken Coat Type

The Broken Coat Type looks like the Smooth Coat Type, which means that the coat follows the contour of the dog's body. The actual length of the hair on the body can vary from short to medium short,

depending upon the breed. The topcoat is very harsh and brittle. The undercoat remains short and is never profuse.

In some cases this coat type has no undercoat at all, like a short coat type. There is a visible coat growth direction, though nearly no coat growth pattern at all except for around the head, where there can be sparse furnishings forming eye-brows, mustache and beard, with a slight but visible frill and sparse furnishings on the legs and tail. The Broken Coat Type is determined and sheds in a block or band pattern.

Layers

The Broken Coat Type grows in two or three layers. In the case of a coat with just two layers, you will see a short topcoat with no undercoat, with a layer of wire hairs forming the second layer.

Continued on page 50

The Nash Salon Series Continued from page 49



1A – Ibizan Hound

(no undercoat)

Layer #1 - Topcoat

Layer #2 - Wire coat

In the case of a three layered coat you will see undercoat with a topcoat and a third layer on top with the wire hairs. In this case the smooth layer is the same as on a Smooth Coat Type (topcoat + undercoat) but the structure of the topcoat is much harsher.

(has undercoat)

Layer #1 - Undercoat

Layer #2 - Topcoat

Layer #3 - Wire coat



2A – Irish Wolfhound Side View

The Secret: Create a Smooth Coated Jacket Appearance

The secret to styling the Broken Coat Type is to remove just the top (wire) layer to create a smooth coated appearance. When you prepare this coat type for the show ring, you remove the top (wire) layer by using a handstripping technique. After the top layer is removed, the coat will look like the Smooth Coat Type with slight furnishings on the brow and muzzle, legs, and tail. The trimming of these furnishings is optional and breed specific and is accomplished by hand plucking or using the thinning technique to tidy this area. The actual style and hair growth pattern is breed specific.

For the pet trim, the same technique can be utilized. However, if handstripping is not possible, clipping or a combination of handstripping and clipping may be used along with the thinning technique or the coat may be left natural with no trimming.

All technical procedures must be applied with the lay of coat. The Broken Coat Type is maintained by brushing with a soft slicker brush and massaging with a hound glove,

with the lay of coat. Trimming the whiskers is breed specific and optional and is normally not required if the mustache and beard are left.

Scruffy Wire Coat Type

The topcoat on the Scruffy Wire Coat Type has a more open structure than the Tight Wire Coat, and the undercoat can be longer. When the coat is short there is a visible coat growth direction, but when long, even though it still exists, it is less visible. If a coat growth pattern is visible, it has been created by trimming. There is even, determined hair growth all over the body, but because of the mingling of the topcoat and undercoat (which can be of approximately the same length) this coat type has a shaggy appearance. The overall look on this type of coat is somewhat natural or untouched. The longer hair on the face (mustache, beard and eyebrows) is referred to as head furnishings. This coat type also features a jacket and skirt, with furnishings on the back of all four legs.

The Secret: Keep the Jacket Scruffy

The Scruffy Wire Coat Type is the most “hairy” of the wire coat types and also grows in two or three layers. The topcoat is mingled with undercoat which gives this coat type its unique open, scruffy appearance. The wire haired layers are mingled, so when you handstrip this coat type you are removing both the undercoat and topcoat at the same time.

In cases where you remove the complete coat, you will be left with a dog whose coat is quite sparse, showing bald spots from being handstripped. In fact, it is almost impossible to remove just the topcoat and leave the undercoat since the topcoat and undercoat are so mingled. For the show trim, remove the wiry layer by using the hand-

Continued on page 51



3A – Wire Fox Terrier Side View



4A – Parson Jack Russell Terrier

The Nash Salon Series
Continued from page 50

stripping technique. The actual style and hair growth pattern is breed specific.

For the pet trim, clipping, scissoring and/or thinning with some handstripping and carding, or the combination of all techniques, often replaces the handstripping technique. However, to maintain the texture of the coat and the color when maintaining a pet trim, brush and card the jacket area before and after clipping. Use a soft slicker or a pin brush, with the lay of coat, utilizing the line brushing method to keep this coat in excellent condition for both the show and the pet trim. A medium tooth comb is used to check the coat for matting after line brushing.

On a few breeds with this coat type, you will see an overall more groomed and styled appearance, such as the Dandie Dinmont Terrier

in a Short Legged Terrier Trim Style. (*Dandie Dinmont 9A Side View*)

Other breeds with this coat type have a groomed but still scruffy overall appearance, such as the Irish Wolfhound and the Scottish Deerhound in the Scruffy Jacket Trim Style. (*Irish Wolfhound 2A Side View; Scottish Deerhound 5A Side View*)

Exception to the Rule

There are two AKC breeds, the Bouvier des Flandres and the Black Russian Terrier, which exhibit this coat type but require coat removal by artificial means to create a show trim. Technical skills such as clipping, scissoring and thinning are used rather than handstripping and carding for the show and pet trim. (*Bouvier des Flandres 6A Side View; Black Russian Terrier 7A Side View*)

Tight Wire Coat Type

The Tight Wire Coat Type has

Continued on page 52



5A - Scottish Deerhound Side View



6A - Bouvier des Flandres Side View

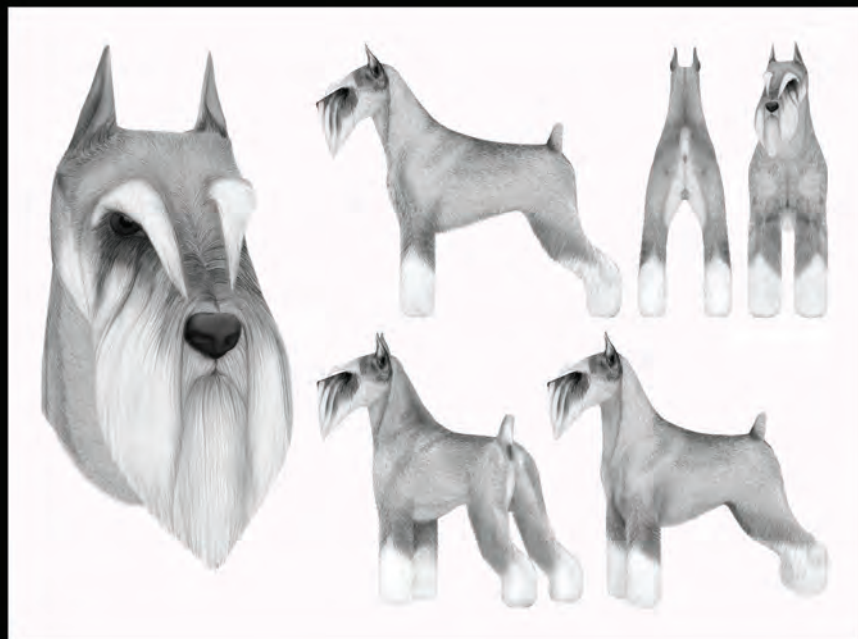


7A - Black Russian Terrier Side View



8A - Drop Coat Side View

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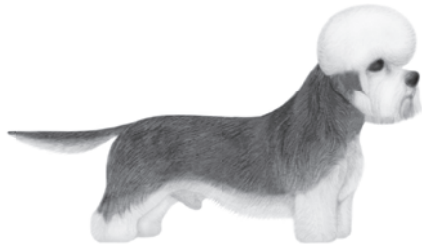


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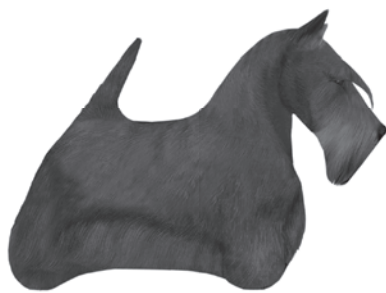
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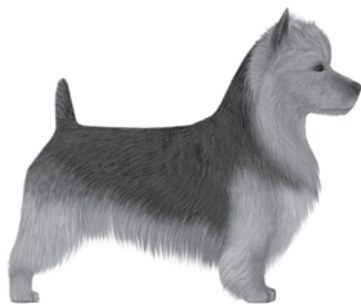
9A – Dandie Dinmont Terrier Side View



10A – Sealyham Terrier Side View



11A – Scottish Terrier Side View



12A – Australian Terrier Side View

The Nash Salon Series Continued from page 51

the same structure of topcoat as the Broken Coat Type, but it is accompanied by more undercoat as well as increased length and density. When the coat is short, a coat growth direction is visible, but when the coat is long, the coat growth direction becomes less clear. There is no visible coat growth pattern, whether the coat is short or long. If a coat growth pattern is visible on a breed with a Tight Wire Coat Type, such as the Wire Fox Terrier, it has been created by trimming. This coat type is considered determined, with an even coat growth all over the body. The density and restricted length of the undercoat and the closed appearance of the topcoat set this coat type apart from the Broken and Scruffy Wire Coat Types.

(Wire Fox Terrier 3A Side View)

The Secret: Keep the Jacket Tight

Keeping the jacket tight is the key to styling this coat type. For the show trim, the Tight Wire Coat is typically handstripped to maintain the proper coat texture and color and all technical skills are applied with the lay of coat, especially when drying the jacket. Remember to stand toward the front of the dog when drying and direct the force of air towards the back. Never stand to

the side or toward the rear of the dog because this will lift the coat on the jacket. For the pet trim the same rules apply, however, a clipping technique can be used rather than a handstripping technique. Use a soft slicker with the lay of coat to keep this coat in excellent condition for both the show and the pet trim.

On breeds with this coat type you will see the signature Long Legged Terrier Trim Style or the Short Legged Terrier Trim Style. The tight jacket and column shaped legs are found on the Airedale, Irish, Lakeland, Welsh and Wire Fox Terrier. You will see the tight jacket with longer skirts and leg furnishings on the short legged terriers such as the Scottish, Sealyham and Australian Terrier. *(Wire Fox Terrier 3A Side View; Scottish Terrier 11A Side View; Sealyham Terrier 10A Side View; Australian Terrier 12A Side View)*

In the next issue, we will discuss the procedure involved in grooming the three coat types.

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The Secret Weapon

That Will Keep Your Business Thriving in Any Economy

by Kathy Hosler



Is your grooming business booming – or just barely existing? Does today's economic news have you worried? If so, don't waste your time worrying, take action. Pull out your *secret weapon* and use it for all it's worth.

Back in the 1970's the economy was bad, even worse than it is today. There were shortages of toilet paper and long lines at gas stations, if you could get gasoline at all. Many in the pet industry panicked and wondered if they would be able to survive.

Instead of joining the panic, one savvy hard-working groomer took matters into her own hands.

Sally Liddick, President of *Barkleigh Productions, Inc.*, found ways to make her business grow and thrive when many others took the *Chicken Little* approach and screamed, "The sky is falling!"

Sally developed a line of products that helped her business grow by leaps and bounds. She was the inventor of *Groom-O-grams*, client re-

minder cards, pet care brochures, and an appointment re-booking system, just to name a few. (Sally's business prospered because she had a secret weapon.)

"I started *Barkleigh* to share with other groomers the things I was doing that brought clients into my salon," said Sally. Through the years, many groomers have seen their incomes skyrocket when they followed Sally's advice and used her *Barkleigh*

Continued on page 54

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sales aids.

In addition to using her line of products, Sally gives suggestions that don't cost anything except your time and effort. "Make a great first impression," says Sally. "Often the first contact you have with a client is on the telephone. Be polite and friendly. Take the time to answer all of their questions. Make sure to tell them about your qualifications and all of the different services that you offer."

"Your attitude plays a critical role in your success," Sally continues. "If you love what you do, it shows in everything you do. Welcome your clients with a smile and greet them warmly when they bring their pet to you for grooming."

Bob Harris, Director of Operations for *Nature's Specialties*, says, "Don't buy into the doom and gloom. When a customer walks in,

“Your business doesn't have to be large to thrive. Some of the most successful grooming establishments are small in size, but big on customer service.”

you and your staff should be as upbeat as possible. You want that customer to look forward to coming into your salon. Make their visit with you the high point of their day." (That's no problem when you use your *secret weapon*).

"Many groomers are great at grooming, but the business side is not their strong suit," Mr. Harris explains. "If your business is slow, try putting up fliers and offering specials like free tooth brushing, a special shampoo, or a spa treatment. Never discount your grooming; instead offer extra services for free."

Mr. Al Davis, of *Davis Manufacturing*, has been in the pet industry since 1969. He says emphatically that if you want your business to thrive, you have to provide customer service that is second to none. (Mr. Davis has used his *secret weapon* for years.)

"Pay more attention to your existing customers and let them know

how much you appreciate them," says Mr. Davis. "They are the lifeblood of your business. Forming lasting relationships with your clients will make it recession proof."

He also suggests that you should form good working relationships with local veterinarians, boarding kennels, and dog trainers. Also, Mr. Davis urges you to use common sense. "If your business is slow, don't buy a fancy new car and put yourself deep in debt."

Marlene Romani, inventor, owner, and CEO of *Clipper Vac Inc.*, shares some very important, but sometimes overlooked, tips to keep your business strong.

"This is the time you should take a serious look at your presentation," says Marlene. "Do your walls need a new coat of paint? Could you use a new sign to attract customers to your salon? Keep the outside of your busi-

Continued on next page

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The Secret Weapon

Continued from page 54

ness attractive and cheerful, and plant flowers for the season.” Then Marlene continues, “Of course, the inside of your salon must be clean and inviting. And, you and your staff should be dressed in professional outfits.” (Marlene’s *secret weapon* has helped her company become one of the most successful in the pet industry.)

OK, so what is this *secret weapon*?

If you haven’t already figured it out... the *secret weapon* is *YOU!* You are the most important ingredient in the recipe for success. It’s up to you to make your business recession proof.

Your business doesn’t have to be large to thrive. Some of the most successful grooming establishments are small in size, but big on customer service. They can give a personal touch and have the unique ability to make every client and their pet feel important.

Don’t make yourself a victim. You can’t just sit around and complain, wondering why your telephone doesn’t ring. You must be willing to work for what you want to achieve. Set goals; then form a plan to achieve them.

If you are not as busy as you would like to be, send out reminder cards and make courtesy calls to your customers. Mailing out monthly newsletters or *Groom-O-grams* is also a good way to keep in touch with them.

Go the extra mile and do special things for your clientele. Offer extended hours for their convenience. If possible, add services that will increase your income and serve the needs of the public. Offer doggie day-care, spa treatments, training lessons, overnight boarding, or pick-up and delivery service. Selling retail items like collars, shampoo, dog food and treats, provides convenience for your customers and added revenue for you.

Get your name out to the public. Hand out business cards and brochures wherever you go. Put your fliers on bulletin boards at supermarkets and other local stores. Hold a pet care clinic at your salon or at a local event, to teach owners how to brush and care for their pets.

Do things that will give you free advertising. Many groomers give a free first groom to pets that have been adopted through a shelter.

Never stop learning. Attend seminars to hone your skills and stay current with the latest trends and techniques. Let your customers know that you are continuing your education to better serve them and their pets.

It is essential that you use the best products and equipment available in your salon. They will reduce wear and tear on your body and save you time. Remember, time translates into money.

The most successful groomers are those who please their clients by making their pet’s grooming experience special. The rapport that you develop with a pet and owner is every bit as important as the quality of your grooming. When you make your clients feel special and appreciated, they will drive past other grooming salons to come to yours. Customer loyalty will keep your business flourishing when others flounder.

Forget all the negativity you hear in the news. *YOU* can have a business that thrives in any economy. Just use your *secret weapon*.

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The Groomer's Roundtable

Roundtable Question:

- Do you use a water softener in your grooming business? If so, how does it help you?

Yes! Yes! Yes! We do use a water softener with a chlorine filter. After we had everything installed, we wondered, "How did we ever do without it?" Dogs coats were coming out sooooo soft. Without the chlorine laden hard water it allowed the awesome products we use to do their job. We saw skin condition's clearing up and huge improvements in coats. As of right now, I do not know of anyone else that uses the water softeners. It was pricey to put in, but it was a decision we made for the betterment of the dogs we do. *Dawn, Doggie Day Spaw, Meridian, Id*

No, I don't use a water softener. Shampoo suds up OK, and I use conditioners on the dogs. *Shirley Clark, Clark's Poodle & Grooming Cato, NY*

You bet, using a water softener helps! I use less water, less product in less time. It saves me at least 10-15 minutes per dog (sm-med size). There is a noticeable difference on the time it takes to wet down the dog and definitely in the rinse-out of product. *Pat M. from WI*

I do use a water softener in my business. We are located in the country and use well water. So a softener is a must. Soap rinses out much faster, and the dogs' coats comb out faster and easier. Also, the coat looks shinier and feels nice to the touch. *Terri Roark, The Doggie Barn, Carroll, Ohio*

YES! I have well water that is extremely hard. On a hardness-scale, where 10 or higher is very hard water, ours measured 31! While hard water cleans, it's more difficult and takes longer to get anything clean. It may require more washes to reach the point of clean. Many times, even when you know it's clean, it still doesn't feel clean. I can always tell when I have let the salt level in my softener get low, by how the dog's hair feels after bathing, the hair will have a "waxy" feel to it when it's wet. It won't have that squeaky clean feel. After drying, it doesn't have as much fluff.

Softened water gives you that clean feel and nice fluffy hair without that residue feel, which in turn

makes for easier scissoring.

With softened water, I use A LOT less shampoo. A little shampoo goes a lot farther in soft water than it will in hard water, so I save a lot on shampoo expense. Hard water is not good for fixtures, nozzles or recirculating bathers. Hard water deposits will build up causing corrosion or blockages of the orifices. Softened water saves me the cost of replacing equipment or calling a plumber. *Terri Ferrier, Doggy Detailers Grooming Salon, Victoria, TX*

I have a water softener in my house and fill up daily with the water from the house, so it is softened water that goes into my van. It has been a few years now, but I noticed a lot less suds the very first day and softer coats on the dogs without a lot of conditioners. I used *Eqyss* (Reader Service Card #6319) as my everyday shampoo, with *Best Shot* (Reader Service Card #6320) as my deep cleaning shampoo. I think the results are worth it! *Heather M., Clifton Park, NY*

Yes, I love it. It helps to keep the dog's coats from getting dry. I do not have to use as much shampoo and it keeps my hands from drying out. *Carrie Hyde, The Spaw, Tustin, CA*

Yes, I do use a water softener with my mobile grooming business because it saves my equipment from problems that the hard water in my area causes. On the animals I groom I can see a difference in their coats also. *Tammy McLaughlin, Spaw Mobile Grooming, Blythe, CA*

Continued on page 58

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The Groomer's Roundtable
Continued from page 56

The vet I work for puts salt in the water. Since coming to work here, my hands split and I have a persistent painful rash on my arms from the water. I see no need for a softener. That's what conditioners are for. Besides it can make the hair limp and useless. *Joni Klaske, Jackson, WY*

I use a water softener at my shop. It helps to keep the white coats from turning orange. Our shop is on a well and the water is very rusty. I know it helps to wash the soaps out much quicker. I rent my softner from *Culligan (Reader Service Card #6321)* and it's very affordable. *Teresa Menne, Mankato, MN*

I do not use a water softener, but I will use distilled water on exceptional sensitive skinned dogs. *Laura Walsh,*

Private Pet Grooming, Grapevine, TX

I do not use a water softener. Actually, I've never tested my well water for hardness but I do have a filter for iron. *Jennifer Fisk, Acadia Woods Kennel, Bar Harbor, ME*

No, water softener... water here in Washington State is great (so far). I do use cream rinse on some poodles or long hair dogs. *Ann Kambarn Kamann Poodles*

A water softener is a must as shampoos work better and the dog's skin is nicer. Skin can dry out with baths without a softener unit. *Sue, The Dogs Choice*

I have well water and have my water softener serviced yearly. Initial testing of my unit indicated that only my PH level was too low. Every area has certain levels that are unhealthy or off, mine is the PH level, and it also keeps me from getting pin holes in my pipes. *Cindy Cummings, K-9 Klipper, Vineland, NJ*

I worked for four years at a shop with a water softener. I never noticed any difference whatsoever in cleaning, rinsing, lathering, etc. I don't think the water is especially hard around here, but the owner of that shop, who was not a groomer, did. I thought the water softener was a waste of time, money and space. It was a very small shop. *Lisa MacDonald*

Continued on next page

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The Groomer's Roundtable
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No. I believe water softeners make the water harder to remove from hair, be it animal or human. *Suellen Cowley, Momence, IL*

Yes, I do use softened water. It helps to clean the dog's hair and skin better and also helps by using less shampoo because it lathers much better. And living where the water is hard with lots of chlorine in the water supply, it's just a must for my clients. *Linda, Linda's Poochmobile, Yuma, AZ*

We don't have a water softener but wish we did. We have to make the shampoo ratio heavier that it says on the label. *Becky England, Kennewick, WA*

I do not use a water softener; with my power washer it is absolutely

unnecessary. *Kelli Gilliss, GROOMINGDALES, Stouffville, Ontario*

I use a rainsoft water softening system. I love it! It cuts down on my shampoo and laundry detergent. It leaves coats cleaner, too. Rainsoft is a more expensive brand, but I do believe any water softening system would do the trick. Remember that they are a write-off for your business! *Andrea Fleeman, Heavenly Pet Grooming & Kennel, Leoma, TN*

I do not use soft water. The area that I live in has fairly clean ground water. We have very little rust. I also use great shampoos and conditioners so I do not feel that a water softener would make a difference. *Sarah Weiss, Countryside K-9, Winamac, IN*

I DO use softened water in my salon! To me, here are some of the advantages: Your plumbing will last longer. Hard water can cause a

build-up of calcium scale and heavy mineral deposits (including magnesium), Your water heater will last longer. Our water heaters already take a heavy amount of use with all of the water we use, so using softened water on both your cold and hot pipes helps keep the build-up in your water heater down, keeping the unit running more efficiently, I use far less shampoo and laundry detergent when using soft water and softened water leaves hair and fur with no tacky or heavy build-up and therefore makes brushing out a coat easier in terms of detangling and drying, which lessens coat damage from tools. *Chris Sertzel*

I do not use a water softener in my grooming business as I run my shop out of my home and it's just me. I don't have the money to install anything like this. *Janene Roussell, Paw-riffic Designs, Lexington, NC*

Continued on page 60

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The Groomer's Roundtable
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No, we do not have a water softener because our water is naturally soft and I feel it does make for softer coats, however, shampoo does not lather as much as with hard water. *Cheryl Eighmey, Hannalore Kennels, Unadilla, NY*

Yes we do, it helps us by keeping the longer-haired dogs from matting up as much and aids in softening the skin and coat at the same time. *Tess Hilderbrand, Model Pets Resort & Spa, Lanett, AL*

My water is city water that is already soft, but the building owner runs it through a softener anyway. I have found my shampoo lasts A LOT longer compared to the last building I was in that had well water. I use *Coat Handler (Reader Service Card #6322)* so there is not

a lot of sudsing but the dogs sure get clean with a minimal amount of soap and no complaints of itching. *Kim Magdic, Kim's Canine Design, Butler, WI*

Yes, I use a water softener in my grooming business. In my area, water "hardness" is so high that it is "off the chart". After installing a water softener, I found out that I used a substantially smaller amount of shampoo. The dogs got cleaner faster and easier using less product. I also find that I have to use less conditioning products as the coat just feels "healthy" when it's clean. I think that using less shampoo causes less stripping of the hair shaft and, therefore, less damage. *Niki Rickett, Custom Clips Grooming Ogdensburg, NY*

Yes on the water softener, it stretches the shampoo usage and

Continued on next page

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The Groomer's Roundtable
Continued from page 60

makes for a fluffier coat. *Mike, Groom Waggin Mobile Pet Grooming*

Yes, I use a water softener. I live in the Granite State, it is almost a must. It helps the shampoo go further so using less product, the pets come out cleaner because any residue rinses cleaner and my hands are less dry being in the water all day. Plus around here the iron is high and the softener helps save the pipes, tubs, sinks and toilets. I wouldn't live without it. *Sandy Seaman, Sandy's Grooming Spa, Kingston, NH*

I do have soft water in the business and it helps the skin to be hydrated and the hair is softer, also it saves on soap because it lathers more so you use less. My

customers all like their dogs after. *Monica, Pet Pet Le Pew Dog Grooming, Spring Valley, CA*

Where we live the water is exceptionally hard. When we put in a water softener four years ago, the customers really noticed! Over and over they remarked on how soft and fluffy their pets coats were. As for us, the shampoo and conditioners rinse out much more easily, and less shampoo is used

to still get great results. *Daryl Conner, Yankee Clipper Pet Grooming and Supplies, Rockport, ME*

Yes I have one. You use less shampoo... more bubbles and like your own personal shower, leaves your skin feeling softer, so I believe it helps keep dogs skin more softer too. *Renate Crews, Chez Renee's Grooming Salon, Colgan, Ontario, Canada*

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INDUSTRY NEWS

SUPERGROOM 2009 FEATURING RYAN'S OPEN HOUSE

SuperGroom 2009 will be held in Mesa, AZ. (Phoenix area) October 8-11. Barkleigh Productions is presenting a 50 booth trade show with grooming competitions and seminars. On Sunday, Ryan's Pet Supplies, a distributor in the pet industry, will host an open house at their facility.

SuperGroom will feature exciting IJA and Groom Team sanctioned competitions with big prizes and various educational seminars featuring acclaimed speakers: Jay Scruggs, Chris Pawlosky, Marea Tully, Judy Breton and Gary Hartwig. Seminars include an IPG Workshop, a four part Nash Salon Series, grooming business lectures and grooming demonstrations by Jay Scruggs and Chris Pawlosky. Gary Wilkes, innovator of clicker training and internationally acclaimed behaviorist and trainer, will host an animal behavior conference on Thursday for groomers and a two-day puppy training and clicker workshop for professional train-

ers on Friday and Saturday.

Make your hotel reservations now at the Phoenix Marriot Mesa. A special room rate of \$109 is available; just tell them you are with SuperGroom. For reservations, call 888-236-2427, the deadline for the special room rate is September 8.

For additional information, visit or call (717)691-3388.

COST OF PET OWNERSHIP

Are you a dog person or a cat person? Which is easier on the wallet? According to industry research firm IBISWorld, the total cost to raise a dog and cat for the full duration of their lives (an estimated 13 years) is \$13,330 and \$8,506, respectively. That means it costs 56.7 percent more to raise man's best friend opposed to a furry feline.

In the first year, a dog owner can expect to pay \$1,966, while a cat owner only expends \$1,318. From there on, the price gap grows to \$947 per year for canines compared

Continued on next page





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Industry News
Continued from page 62

to a mere \$599 for felines. Both animals have significant expenses.

"Although one might think the initial outlay cost for a dog or cat can be high, it really only represents a mere 2.6 percent or 3.5 percent per pet, respectively, for the total cost over the animal's lifetime," explained Toon van Beeck, senior analyst with IBISWorld. "People need to realize that owning a pet is a significant expense, and in the end, the original purchase price of the animal really doesn't factor."

In 2009, there will be about 169 million cats and dogs as pets in the U.S. - this represents an increase of 2.4 percent from 2008. Of these pets, 39 percent of households own a dog and 34 percent own a cat. Despite the problem with overpopulation, 10 percent of dogs and 18 percent of cats are adopted from animal shelters.

**FREE MANAGEMENT CONSULTING
SESSIONS AT BACKER
CHRISTMAS SHOW**

Retailers, distributors and manufacturers can get expert advice on a variety of business-related topics at no charge during H.H.

Backer's Pet Industry Christmas Trade Show, October 2-4, 2009 in Chicago (Rosemont), IL.

Vicki Lynne Morgan, a pet industry veteran and owner of Animal Brands, a manufacturers' representative firm, will consult privately with business owners on Thursday, October 1 and Friday, October 2.

The "Ask the Expert" management sessions, sponsored by PET AGE magazine, are available on a first-come, first-served basis, with priority given to those who sign up in advance.

Since 2001, Morgan has counseled small business owners through the New Jersey Small Business Development Center on topics such as marketing, selling skills, customer experience management, Web site design, sales collateral review, trade shows and more.

"Each session will address specific issues and concerns based on participants' input," said Morgan.

Representatives from up to three companies (max. four people per firm) may participate in each one-hour session. Exhibitors will have first priority for sessions on Thursday; retailers and distributors will have priority for sessions on Friday.

For more information and to sign up, contact David Harvey, trade show coordinator, at 312-578-1818 or e-mail, indicating your preferred session time and areas of concern. Session times available are 11 a.m., 1 p.m., 2

p.m., 3 p.m. and 4 p.m. on Thursday and 9 a.m., 10 a.m., 11 a.m., 2 p.m. and 3 p.m. on Friday.

**NEWEST SUPER STYLING SESSIONS
DVD FEATURES GROOMERS HELPER®**

The continuing series of professional grooming DVDs from Sue Zecco and Jay Scruggs, Super Styling Sessions, released their latest edition featuring Groomers Helper®. The new DVD, Difficult But Not Impossible Pet Grooming, features Sue Zecco successfully grooming a difficult dog while using the Groomers Helper Starter Set. A wide variety of handling techniques are demonstrated that will help keep pets and groomers safe.

According to Sue Zecco and Jay Scruggs, "Puppies, elderly, nervous, fearful, biting, overweight, and frail dogs and cats are the problem children that visit our salons every day." The DVD helps groomers to learn how to read and handle difficult pets.

While the DVD shows how it is possible to groom difficult dogs using Groomers Helper, remember the Groomers Helper is useful with all dogs by reducing their bite radius, preventing them from spinning and eliminating the need to constantly reposition the pet.

For more information, request Reader Service Card #6427.

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NEW PRODUCT NEWS

BARKLEIGH UNVEILS A HOT NEW T-SHIRT!

If you love the Top Ten T-shirt, wait until you see this one! Bright Kelly Green and Hot Pink is the



backdrop for the phrase "Happiness is a Professionally Groomed Pet!" The beloved Barkleigh dancing dog boldly accentuates the phrase, ensuring that anyone who sees the shirt will think their own dog needs a grooming! PLUS, in addition to Black and Pink, the Top Ten T-shirt is now available in Lilac! Both of these fun T-shirt designs are available in sizes S-XXL. Visit Barkleigh's Online Store at or request Reader Service Card #6318.

NEW BOOMERANG COLLAR TAGS OFFER SECURITY FOR PET OWNERS

Everyone knows a collar with information is important. However, a tag will be useless if it falls off or becomes unreadable.

Boomerang Collar Tags aren't typical dangling tags; they are more like a belt buckle for your pet's collar. The tag's design ensures it will withstand whatever your pet puts it through. Boomerang Collar Tags are available in different colors and shapes, using stainless steel, brass, plastic and aluminum. For information, request Reader Service Card #5960.



WAHL CLIPPER CORPORATION - PET DETAILER CORDED TRIMMER

Wahl Animal Division introduces the Pet Detailer Corded Trimmer which provides the power of a clipper in the form of a trimmer. The trimmer's 5" size and 6.7-ounce weight make it extremely light and easy to use for a variety of trimming challenges. The Detailer Corded Trimmer runs at 5700 strokes per minute and the precision



ground #30 blade stays sharp longer with a corrosion inhibitive finish to prevent rust. The product is constructed of durable plastic and chrome housings, and comes with 6 snap-on attachment guide combs. All components of this new trimmer are manufactured in the USA. Request Reader Service Card #6268.

PAWBROTHERS DENTAL GEL

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Paw Brothers has added Dental Gel to their dental product line. Offering tooth brushing services in the grooming shop is a great way to make add-on sales. Paw Brothers Dental Gel uses baking soda to naturally reduce plaque build-up and freshen breath. The gel is mint flavored and also contains Aloe to soothe the gums.



Paw Brothers Dental Gel is made in the USA and is safe for daily use for dogs and cats. Use with Paw Brothers Dual-End Toothbrush or Fingerbrush. For more information, request Reader Service Card #6183.

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Knowing how to respond quickly in an emergency and administer cardiopulmonary resuscitation (CPR), can save the life of a pet in your care.

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or allergy-causing ingredients. The Baking Soda in the formula exfoliates to expose softer, smoother skin while washing away ground-in dirt and unwanted oil. A proven deodorizer, the Baking Soda absorbs and fights odors. The shampoo also contains Colloidal Oatmeal and Aloe Vera to help calm redness and reduce inflammation. Baking Soda & Oatmeal Shampoo can be used with all spray-on and spot-on insecticide products. For more information, request Reader Service Card #6278.

THE ROYAL TREATMENT ITALIAN PET SPA

The Royal Treatment Italian Pet Spa launches 1.05 gallon-sized shampoos and conditioners for groomers. The product not only cleans coats, but moisturizes and soothes sensitive skin while replacing odors with natural fragrances. Imported from Italy and made with Italian Certified Organic Ingredients, these products are made with nature's finest ingredients combined with some of the rarest natural fragrance oils. The result is a unique blend of warm, soft, fresh scents that both, pet and owner will enjoy. The new groomer-sized products in-



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clude: Lavender and Cashmere, Italian Virgin Olive Oil, Peaches and Cream and Vanilla Bean and Macadamia scents. In addition, 6.7 oz. Instant Bath Spritzes, in these same scents, are available for retail to customers to freshen pets between baths. Request Reader Service Card #6314

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Best Shot introduces UltraMAX grooming products, engineered for professional groomers to tackle difficult grooming challenges. UltraMAX Shampoo is a versatile concentrated shampoo that can be diluted to preference up to 50 to 1 for deep cleaning, coarse coats, degreasing, or for general bathing. UltraMAX Advanced Conditioner can be diluted up to 8 to 1, for severely damaged and matted hair. It hydrates and nourishes the coat, closes the cuticle, and features Coat Release for excessive shedding and thick undercoat. UltraMAX Pro Finishing Spray is ready to use, offers superior sheen, coat strengthening, and slip. It protects the coat from heat and chemical styling, will soothe the skin, and eliminates static. Request Reader Service Card #6312.



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PUPPE LOVE COSTUMES

Puppe

Love has added 5 great new costumes to their supply. The Pink Hippo, the Circus Clown, the Enchanted Witch, the K-9 Killer Whale, and the Lady Pirate will offer great Halloween laughs. Some of Puppe Love's other original designs are, Barkenstein, Sir Barks a Lot, Mardi Paws Dragon, Barktoria Secret, Lady Butterfly, the Caterpillar and more. All are available from this 20 year old company with over 50 costumes and accessories to make this Halloween fun for everyone. For more information, request Reader Service Card #6315.



PUPPY PIÑATA

Puppy Piñata releases a new plush dog toy stuffed with natural treats. The Puppy Piñata is an interactive plush dog toy, which comes pre-stuffed with treats. The product stimulates a dog's natural instinct and gives them the satisfaction of working for the treat. The debut toy, a plush dog named Poncho, houses a special pouch pre-stuffed with delicious beef jerky treats. Poncho comes in two sizes: for small-medium and medium-large dogs. All Puppy Piñata treats are infused with healthy glucosamine (promotes joint health) and omega-3 (fish oil) and made in the United States.



A portion of each sale will be donated to the Society for the Prevention of Cruelty to Animals International. Request Reader Service Card #6331.

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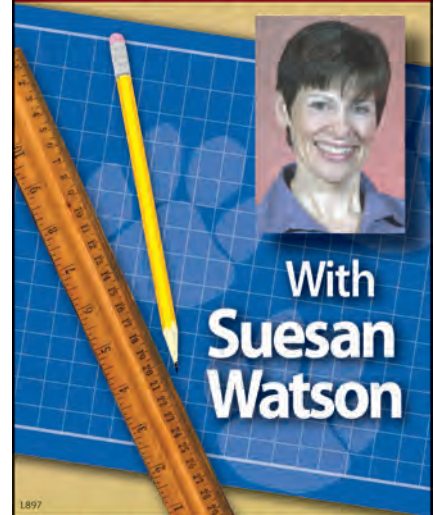
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Groom Expo 2009

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Groom & Kennel Expo 2010

2/11/2010 – 2/14/2010
Pasadena, CA

Alaska Pet Pro Cruise • June 2010

PetQuest 2010

7/22/2010 – 7/25/2010
Ft Mitchell, KY (Cincinnati OH area)

Groom Expo 2010

9/9/2010 – 9/12/2010
Hershey, PA

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R-1



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R-2 (back) Is your pet trying to tell you that he needs to be groomed? If so, please call for an appointment at your earliest convenience, before he finds the scissors! Your Groomer.

R-3 (back) All dogs benefit from regular professional grooming. For your pet's continued good health, please call for an appointment at your earliest convenience. Thank you. Your Groomer.

R-4 (back) Dear _____, I know you like to look your very best, smell your sweetest and feel great! Please remind your "Best Friend" that you are now due for a professional grooming. Thank you. Your Groomer.

R-5 (back) ...to remind you that your pet is due for professional grooming. Please call for an appointment, at your earliest convenience. Thank you. Your Groomer.

R-6 (back) Grooming is a PURR-fectly wonderful experience... when performed regularly. Call now for your pet's next appointment. Your pet will PAWS-ively love you for it! Your Professional Groomer.

R-7 (back) Just a reminder that your pet is scheduled for a professional grooming on: _____ at _____. If it's im-PAWS-ible to keep this appointment, please call at once. Thank you.

R-9 (back) It's been Paws-ively wonderful serving you and your pet. Hope to see you again soon!

M-1 (back) ...but just can't find "hide nor hair" of your pet. Is your pet okay? Have you moved? Was your pet's last grooming satisfactory? You are important to us and we'd like to hear from you. Please call at your earliest convenience. Thanks.

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#666	Custom Logo	\$19.95
#667	Custom Layout	\$25.00

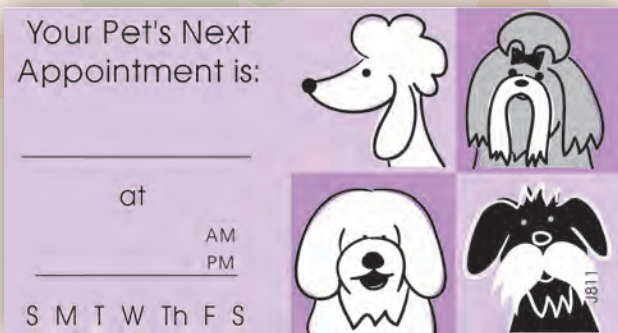
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REQUEST READER SERVICE #4616

Pet Appointment Kards



These adorable dogs are printed on quality 2"x3-1/2" card stock. Great for grooming salons, kennels and veterinarians. Buy only the quantity you need!



Bathtub 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



Kanine Kookie Cutters

Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

Poodle, Cocker, Scottie, Terrier, Collie, Setter, Mutt, Kitty, Large Bone, Small Bone, and Hydrant



- #710 Kookie Cutters – 2 Bones + Hydrant \$8.50
- #711 Kookie Cutters – 7 Dogs + Kitty \$19.95
- #712 Kookie Cutters – Complete Set \$27.95
- Kookie Cutters – Individual (Indicate #) \$3.95

Display Holder



This black metal holder will put your Groom-O-Grams, and Sympathy cards, at your client's fingertips for maximum appeal. Special built-in "angle" feature for best viewing and response. Buy several to place at Vets, Kennels, Pet Shops, etc. Keeps your Groom-O-Grams and Sympathy Cards neat and easy to remove.

Attractive header cards for Sympathy Cards will promote sales. For peg-board or counter top use. Width is adjustable from 2-1/2" to 7."

- #685 Display Holder \$5.95
- #686 Display Holder for GroomOgrams \$5.95
- #687 Display Holder for Sympathy Cards \$5.95
- #688 5 Display Holders \$26.95
- #689 10 Display Holders \$49.95

Gift Certificate Great for Pet Shops, Groomers, Kennels, Trainers and more!

These elegant parchment certificates, bordered with paws, are "just paw-fect" for gift-giving. Great for pet shops, Groomers, Veterinarians and Kennels. A nice way to show appreciation for referral customers, too. Rubber stamp your business name in the corner. Stub attached for your records. Certificates come with beautiful matching envelopes.



Gift Certificate (#GC)

- #603 10 Gift Certificates/Envelopes \$9.95
- #604 25 Gift Certificates/Envelopes \$22.00
- #605 50 Gift Certificates/Envelopes \$40.00
- #606 100 Gift Certificates/Envelopes \$75.00
- #607 500 Gift Certificates/Envelopes \$299.00
- #608 1000 Gift Certificates/Envelopes \$500.00

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REQUEST READER SERVICE #4616

Pet Care Series Brochures



"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.



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!

Brushing (#PS-2)

#631	20 Pet Care Series - Brushing	\$9.95
#632	50 Pet Care Series - Brushing	\$18.50
#633	100 Pet Care Series - Brushing	\$29.95
#634	500 Pet Care Series - Brushing	\$99.00
#635	1000 Pet Care Series - Brushing	\$180.00

Smoothie (#PS-3)

#1844	20 Pet Care Series - Smoothie	\$9.95
#1842	50 Pet Care Series - Smoothie	\$18.50
#1843	100 Pet Care Series - Smoothie	\$29.95
#1845	500 Pet Care Series - Smoothie	\$99.00
#1846	1000 Pet Care Series - Smoothie	\$180.00

Puppy's First Grooming (#PS-4)

#1853	20 Pet Care Series - Puppy's	\$9.95
#1852	50 Pet Care Series - Puppy's	\$18.50
#1854	100 Pet Care Series - Puppy's	\$29.95
#1855	500 Pet Care Series - Puppy's	\$99.00
#1856	1000 Pet Care Series - Puppy's	\$180.00

Flea (#PS-5)

#6013	20 Pet Care Series - Flea	\$9.95
#6014	50 Pet Care Series - Flea	\$18.50
#6015	100 Pet Care Series - Flea	\$29.95
#6016	500 Pet Care Series - Flea	\$99.00
#6017	1000 Pet Care Series - Flea	\$180.00

Kenn-L-Kards and Run Kards

At Last! The Most Advanced Boarding Kennel System Ever Devised!

After extensive research, we've designed a 5" x 8" client record card with all the information the Kennel Operator needs! **Kenn-L-Kards** contains fantastic Kennel, Medical and Grooming Profiles. This easy check system eliminates tedious handwriting. **Speeds your record keeping!** Extender Kards double your record space...just attach to the back of a full Kenn-L-Kard.

3" x 5" Run-Kard is completed at each visit and attached to the run. Contains all the up-to-date information you need about the pet. The back contains a boarding release for your protection, which is signed and dated by the owner. You'll wonder how you ever lived without them!

5" x 8" Kenn-L-Kard (BKK)

#589	100 Boarding Kenn-L-Kards	\$13.75
#590	500 Boarding Kenn-L-Kards	\$59.95
#591	1000 Boarding Kenn-L-Kards	\$99.00
#592	2500 Boarding Kenn-L-Kards	\$215.00
#593	5000 Boarding Kenn-L-Kards	\$350.00

5" x 8" Kenn-L-Kard Extenders (BKX)

#901	100 Boarding Kenn-L-Kards Extenders	\$13.75
#902	500 Boarding Kenn-L-Kards Extenders	\$59.95
#903	1000 Boarding Kenn-L-Kards Extenders	\$99.00
#904	2500 Boarding Kenn-L-Kards Extenders	\$215.00
#905	5000 Boarding Kenn-L-Kards Extenders	\$350.00

3" x 5" Run-Kard (BRK)

#594	100 Boarding Run-Kards	\$10.50
#595	500 Boarding Run-Kards	\$39.75
#596	1000 Boarding Run-Kards	\$62.95
#597	2500 Boarding Run-Kards	\$125.00
#598	5000 Boarding Run-Kards	\$200.00

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" 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
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... and More!

Only One Sampler Per Business!

#677	1 Super Sampler Pack	\$9.95
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REQUEST READER SERVICE #4616

Minit Moneymaker Programs!



Judy Bremer-Taxman says,
"These Products will
boost your bottom line!"

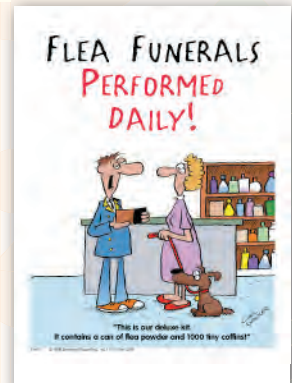
Counter Signs!

- Increase Tips!
- Sell Products!
- Offer Services!

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!"



#5008	Carding Minit Moneymaker	\$19.95
#5004	Canine Toothbrushing Minit Moneymaker	\$19.95
#5007	Shed Control Minit Moneymaker	\$19.95
#5005	Puppy Potty Training Minit Moneymaker	\$19.95
#5009	Tip Sign Komputer Reminder Card	\$15.95
#5011	Flea Funeral Komputer Reminder Card	\$15.95

Each packet provides a new money-making program, instructions on how to begin, PLUS an 8.5" x 11.5" colorful display sign for your counter or wall. Some programs include handouts for photocopying!

#6043	Poster/Frame	\$59
#6044	Poster & Tip Sign Special (Reg. \$74)	\$69

Happy Camper Card

Kennel Operators... Was the Pet a "Happy Camper?" Or was he a "Little Devil... but had a great time!"

Now, like a Camp Counselor, you can grade each pet in your care from an A+ to an F. A time-saving checklist will tell your client that his pet ate well, had fleas or ticks, should see a veterinarian and more.

Lots of room for your own personal comments, too. It's a personalized way to thank your boarding clients. Plus, it's a promotional tool, too! Pet owners show it to their friends! Comes in green only.

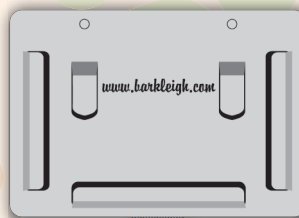


KENNEL CAMPER CARD (#KCC)

#906	20 Kennel Camper Cards	\$6.95
#907	50 Kennel Camper Cards	\$13.95
#908	100 Kennel Camper Cards	\$25.95
#909	500 Kennel Camper Cards	\$99.00
#910	1000 Kennel Camper Cards	\$159.95

Kage Kard Karrier

3" X 5" or 5" X 8"



This sturdy aluminum card holder will keep pet information right where you need it. Two popular sizes: Holds 3 x 5" Boarding Run Cards or Klip Kards, and 5 x 8" Giant Klip Kards or Kennel Cards.

Clip on easily to cage or crate. Has holes to wall mount near grooming table or tub. Also has collar and leash holder. Practically indestructible, won't rattle and holds information cards securely.

#1951	Kage Kard Holder 3"x5"	\$5.95
#1952	5 Kage Kard Holders 3x5	\$27.95
#1953	10 Kage Kard Holders 3x5	\$49.95
#1954	Kage Kard Holder 5"x8"	\$7.95
#1955	5 Kage Kard Holders 5x8	\$37.50
#1956	10 Kage Kard Holders 5x8	\$69.95

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REQUEST READER SERVICE #4616

"TOP 10" PRODUCTS

New!

"Top 10" T-Shirts and Smocks!



Only \$19.95
2XL - \$21.95

Smock Special
Only \$24.95

Purple, Black, Pink
S, M, L, XL, 2XL, 3XL

TOP TEN REASONS WHY IT COSTS MORE TO GET YOUR PET GROOMED THAN YOUR OWN HAIRCUT!

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

Free Bag
with any \$50 Order!
at Groom Expo



Huge
20" x 16" Size

Fun Poster for Your Salon!

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

This cute framed poster will stop all those remarks and replace them with a chuckle!

3 Sizes!

- 8.5 X 11 Clear Stand-up Frame Included #6059 **\$19.95**
- 11 X 17 Clear Stand-up Frame Included #6058 **\$29.95**
- 24 X 36 Poster (No Frame) #6060 **\$39.95**
- 24 X 36 Poster Framed #6043 **\$59.00**

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

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

Barkleigh Productions Inc.
970 W. Trindle Road
Mechanicsburg PA 17055
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REQUEST READER SERVICE #6411



SUESAN WATSON
Certified Master Groomer

"Everyone needs Wahl, just try it once and you'll soon say, "How did I ever live without this clipper".



LISA LEADY
Certified Master Groomer

"Using quality products is one key to being successful, using Wahl helps me be more efficient."



JUDI CANTU
Certified Groomer

"My Wahl delivers the power I need to get through tough jobs all the while keeping my blade & clipper cool to the touch."



DANELLE GERMAN
Certified Feline Master Groomer

"Customers can request some pretty creative designs on their pets. Thankfully Wahl allows me to safely and efficiently clip cat hair."



ANNETTE QUICK
Certified Master Groomer

I love the new Wahl Stainless Steel Snap-On Combs. They cut through the coat more like a blade than the plastic combs. They make my life easier by minimizing my scissor work and giving me a great finish!



JAY SCRUGGS
Certified Master Groomer

"Wahl has the most versatile clippers."



SUE ZECCO
Certified Master Groomer

"I've used Wahl products for years and Wahl continues to deliver outstanding product and service."

WAHL
xtreme
Stylists

Travel to a Professional Pet Trade Show and stop by the Wahl booth to view and try out Wahl's quality product line.



**WAHL'S XTREME TEAM TAKES ADVANTAGE OF PERFECTION!
DO YOU HAVE WHAT IT TAKES TO BE THE BEST?**



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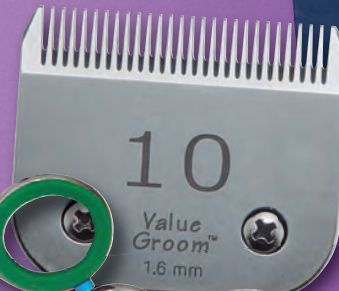
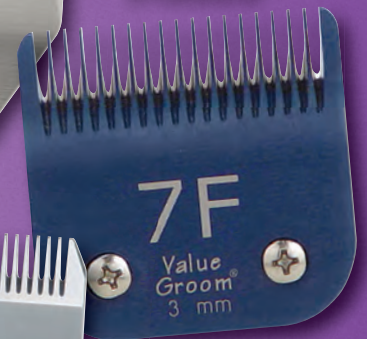
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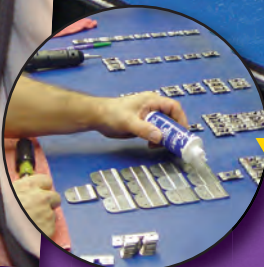
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**See Us In
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Featuring Ryan's
Open House.**

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These Prices Good Thru June 30, 2009
REQUEST READER SERVICE CARD #6413

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