

Groomer To
"THE GROOMING INDUSTRY'S TRADE MAGAZINE"
Groomer

VOL. 29 ED. 5 • JULY/AUG 2010

www.GROOMERTOGROOMER.com

the Kalstone
Cane
Collection



Groom Expo
Coming Soon!



NEW!

**The Most
Innovative
Clipper Ever!**

• Includes CeramicEdge[®] # 10 Blade

• **Super Duty**
clipper for complete
animal grooming

Item #65410

EXCEL[™] FIVE-SPEED

5-Speed, Detachable Blade Clipper

- Powerful, rotary motor clipper for complete animal grooming
- 5-speed clipping – use lower speeds for cooler running and clipping around sensitive areas, and higher speeds for prettier coat finish and clipping body coat
- Includes CeramicEdge[®] #10 blade

• 5 speeds – for all of your toughest grooming jobs



1.800.558.9441 • www.andis.com

If you have a **passion** for pets. **It's time** you considered PetSmart.

Join our talented Services team at PetSmart, the leading provider for the lifetime needs of pets and Pet Parents.

- **Salon Managers**
- **PetStylists**
- **Professional Bathers**
- **Pet Trainers**

And, we believe hard work deserves great benefits:

- health, dental & vision
- 401 k/RRSP savings plan
- large, developed client base
- store discount
- company-paid training
- full and part-time positions



PETSMART

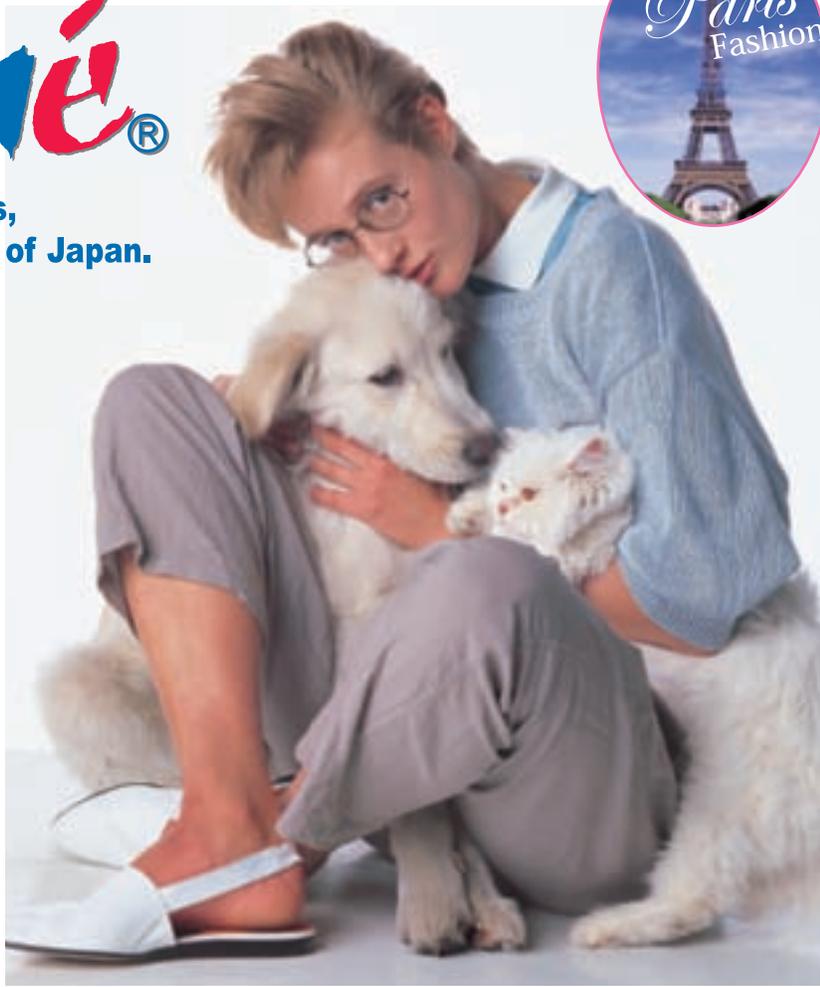
Apply online at
www.petsmartjobs.com

Equal Opportunity Employer
M/F/D/V.
We screen for drugs.



Pet Esthé®

"Pet Esthé" is an esthetic brand for pets, combining the spirit of Paris and the innovation of Japan.



Pet Esthé's goal is to rejuvenate your pet.
 There are four elements to pet rejuvenation. These are: improving the coat, improving the skin, improving the coat color, and the mutual healing of both pet and human. Our rejuvenation philosophy involves all four.

Your salon can become a fashionable, leading-edge esthetic salon!!

Pet Industry's First

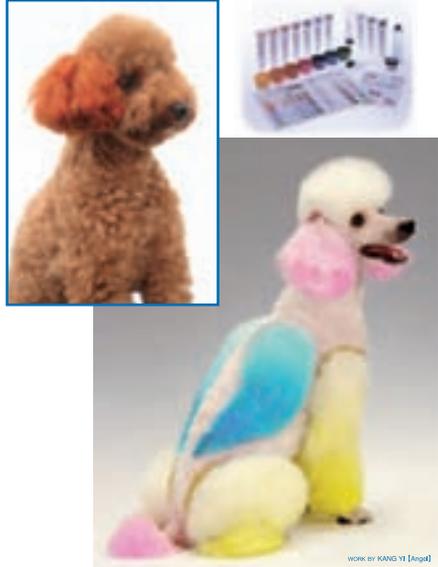


The product will restore the colors of aged dogs' coats to youthful ones

Before	After
Rejuvenates discolored hair 	
Restores gray hair to its original state. 	
Enhances breed uniqueness 	
Aging dogs regain youthfulness 	

Pet Esthé® Vivid Color

Highlighting the charm of your pets
 Vivid Color extends and intensifies the coloring world
 The Pet Esthé Vivid Color system is able to generate limitless color shades by changing the combination ratio of seven Vivid colors and four Medium Colors.



Aromatic Spa (Aromatic Bath) — Relaxation with Pet Esthé Aromatic Bath Salts



Thalassotherapy — Thalassotherapy for pets



Our Pet Esthé product series was introduced in the World News page of The Times, the British newspaper.

Aromatherapy — Aroma effect + Massage effect



It is an esthetic treatment for pets in which aromatic oil and massaging are applied at the same time. Your pet is massaged with your choice of aromatic oil and coat-strengthening aromatherapy massage gel. Your pet's stress will be relieved, and the coat will be improved.

Seeking U.S. Distribution

sales@petesthe.com
 READER SERVICE CARD #7106

www.petesthe.com

Pet Esthé de Paris FRANCE
 MERRY DO MERRY DO BEAUTY PRODUCTS CO., LTD.
 2-23-24, HYAKUNIN-CHO, SHINJUKU-KU, TOKYO JAPAN

TOKYO · PARIS

Pet Esthé® is a registered trademark of Merry Do Beauty Products Co., Ltd. MADE IN JAPAN

Natural Ingredients. Healthy Pets.



Naturally Green
TROPICLEAN



For more information
please visit our new website at
www.tropiclean.net



Treat your customers
to a new scent
every month!

'Scent'
of the
Month



Special Introductory Offer.
Call Today!
800-542-7387

SPA
LAVISH YOUR PET

Easy Teeth ~~Brushing~~
No brushing necessary

No brushing
 necessary.

Naturally Green
TROPICLEAN™
**fresh
 breath™**
made easy!

Cleaner teeth and fresher breath –
without brushing!

- Helps fight periodontal disease – the #1 disease among dogs and cats
- 80% of dogs show signs of periodontal disease by the age of 3*

If you've ever thought about offering an oral care service... *Now the choice is easy!*

Call now for a limited time introductory offer...

Two Easy Steps



When the pet arrives:
 Begins working immediately

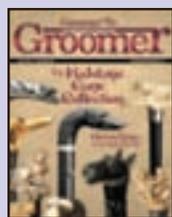


When the pet goes home:
 Instant Fresh Breath

Naturally Green
TROPICLEAN™ 800.542.7387 www.tropiclean.net

Groomer To Groomer

6	What's Good for Whose Business?
14	Driving Ms. Daisy
18	Cat Grooming
24	The Groomer's Roundtable
30	Treats, a Favor or a Danger?
34	The Kalstone Cane Collection
38	Sally's Success Tips
39	Touch of Color
40	Easy Money: Retailing Grooming Products
43	PetQuest
44	Groom Expo 2010
46	Atlanta Pet Fair Review
47	Letter to the Editor
48	Airedale Grooming
49	Joanne's AhHa's
49	New Product News
51	Classifieds
53	Calendar of Events



COVER

Photos provided by Larry Kalstone and AKC.
Designed by Lucas Colton

EDITORIAL STAFF

PUBLISHER	Sally Liddick sally@barkleigh.com
EDITOR	Todd Shelly todd@barkleigh.com
ASSISTANT EDITOR	Gwen Shelly gwen@barkleigh.com
MANAGING EDITOR	Deb Becker dbecker@barkleigh.com
VP OF CREATIVE SERVICES	Emily Willis emily@barkleigh.com
GRAPHIC DESIGNERS	Lucas Colton lucas@barkleigh.com Lance Williams lance@barkleigh.com Cindy Agoncillo cindy@barkleigh.com
VP OF MARKETING AND SALES	Todd Shelly todd@barkleigh.com
BUSINESS MANAGER	Adam Lohr adam@barkleigh.com
ADVERTISING CONSULTANT	Maggie Gellers maggie@barkleigh.com
ADVERTISING SECRETARY	Sherri Shadle sherri@barkleigh.com
PRODUCTION MANAGER	Martha Lucas martha@barkleigh.com
ACCOUNTS MANAGER	Joyce Hoverter joyce@barkleigh.com

COLUMNISTS

Teri DiMarino
Dr. Boyd Harrell
Kathy Hosler
Vivian Nash
Gary Wilkes
Bonnie Wonders

Copyright May 2010. Groomer to Groomer is published nine times yearly in Jan/Feb; March; April/May; June; July/August; Sept; Oct; and Nov/Dec by Barkleigh Production, Inc. 970 West Trindle Road, Mechanicsburg PA 17055. Postmaster: Send change of address to Groomer to Groomer c/o Barkleigh Productions, Inc., 970 West Trindle Road, Mechanicsburg PA 17055. Annual U.S. subscription rate \$25. Outside U.S. \$79. year, surface rates. Groomer to Groomer is free to current Barkleigh Productions, Inc. customers. No part of this publication may be reproduced without written permission of the publisher. Editorial offices: 970 West Trindle Road, Mechanicsburg PA 17055. (717) 691-3388 FAX (717) 691-3381 Email: info@barkleigh.com

Off the Top of My Head by Todd Shelly

New Features for an Old Favorite



When we first put *Groomer to Groomer* magazine on-line in a digital format, I was immediately hit with many people questioning whether we were trying to transition away from a print magazine. The answer is an emphatic NO. *Groomer to Groomer* will always be printed and mailed as a free subscription to qualified pet professionals.

Recent research indicates that the method that people use to get information is split almost perfectly three ways between those that only read print, those that only want digital and those that read both. I took an informal poll between Adam (our business manager), Emily (our creative dept. manager) and myself. Emily prefers print only. Adam practically never reads print. And, I use both. So our very small, statistically insignificant sample mirrored that research.

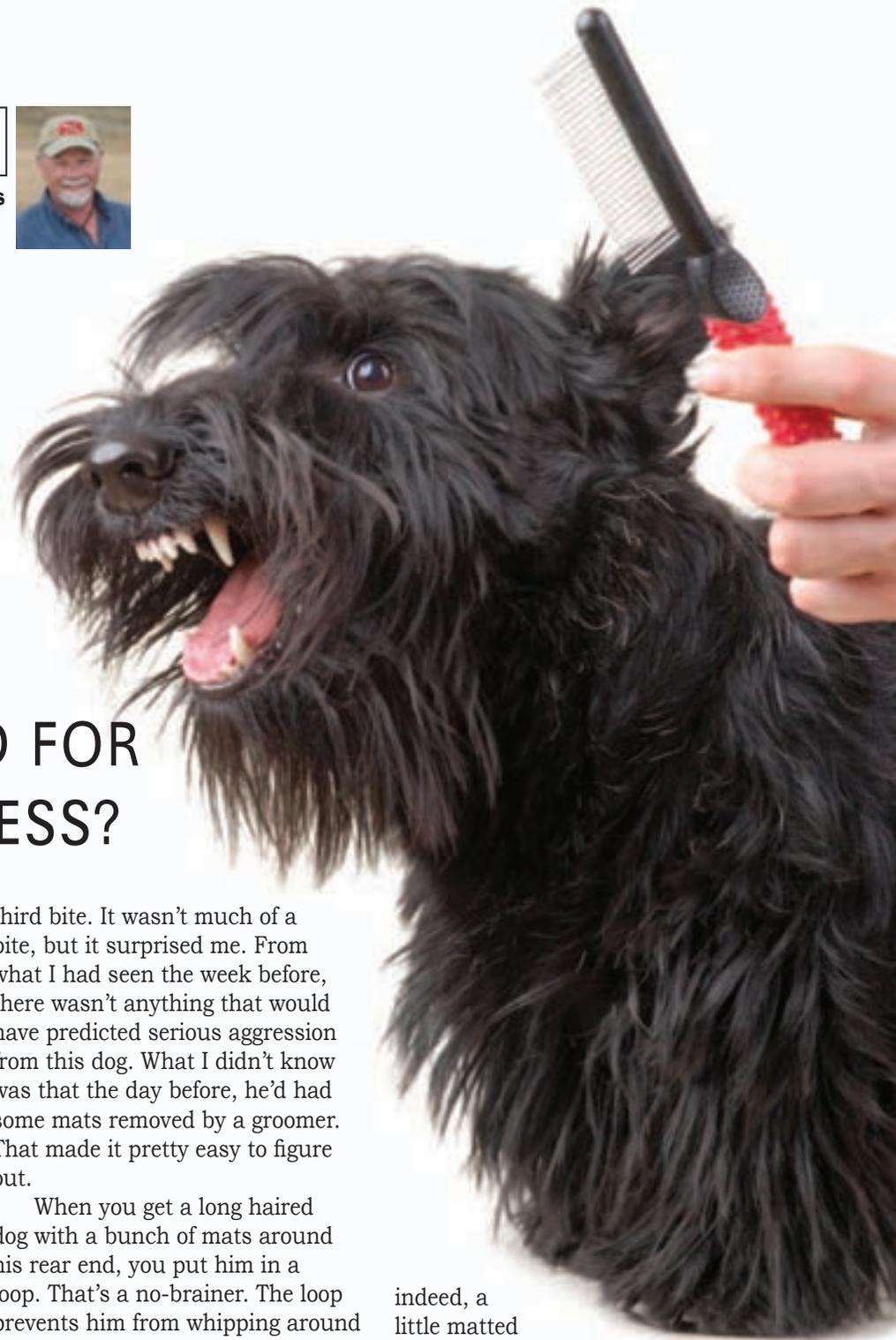
According to those numbers, one third of our readers may miss out on some exciting things that we are starting to do to make the digital version of *Groomer to Groomer* more interactive. We experimented with linking a few videos to stories in the June issue of *Groomer to Groomer*. That has been well received and has worked smoothly up to this point. We are now going to add more content to future versions of the digital version.

Our plan is to add additional articles, relevant videos, more pictures and anything else that would enhance the magazine. Starting with this issue, the digital version will have a symbol that indicates that there is more information available online. Eventually, we would like to include that symbol in the print version, so you will know what additional coverage is available when you go on-line.

If you are only interested in reading the print version of *Groomer to Groomer*, you will continue to get the same content that has made us the premiere magazine in the pet care industry. In fact, we will strive to continually make it better. However, if you are able to view the online version, you will have more valuable and entertaining content available to you and, like me, I hope you enjoy both. As always, I would like your feedback and suggestions.


todd@barkleigh.com





WHAT'S GOOD FOR WHOSE BUSINESS?

Recently, I had a reunion with a client from about 20 years ago. When I met Alex, she had a Chow Chow that was on the aggressive side. I fixed it. Now, she has two Maltese – neither one aggressive. When I met the Malteses, the year-old male barked a bit and appeared a little fearful. No problem. I work with fearful dogs as a regular part of my business. I didn't take the time to cuddle up to him on the first visit, as I was working with her other dog.

About a week later I returned and the male Maltese seemed a bit more serious about his fearful, greeting barks. I noted the increase, but didn't really consider it important. I sat on the ground to be less threatening and asked Alex to pick him up and pass him to me. As I held him on either side of his body, he whipped his head around – first left, then right. He bit me on the hand. In more than 30 years of working with dogs, that is only my

third bite. It wasn't much of a bite, but it surprised me. From what I had seen the week before, there wasn't anything that would have predicted serious aggression from this dog. What I didn't know was that the day before, he'd had some mats removed by a groomer. That made it pretty easy to figure out.

When you get a long haired dog with a bunch of mats around his rear end, you put him in a loop. That's a no-brainer. The loop prevents him from whipping around and taking off a piece of a hand or face as you concentrate on the mats. He can whip around all he wants and all it really does is spin his rear end. All you have to do is grab his tail or his hips, center him on the table and keep cutting. Again, a no-brainer. That's what happened to my Maltese.

The day before he bit me, he spent about two hours with a particularly impatient groomer. He was,

indeed, a little matted in his rear end. He didn't want to have his hair pulled, painfully. I can't say that I blame him, but we all know that grooming isn't a democracy. In order to get the job done safely and promptly, the groomer used a loop and pushed ahead with the job. In that short period of time he learned two things – be suspicious of strangers and if you are not on a loop, keep trying to

Continued on page 8

Introducing Groomers Spa

By
PET[®]
Silk

formula for the professional groomer only.

Four new value priced grooming products formulated to transform your grooming shop into a day spa resort.



Hawaiian Plumeria
Anti-Static & Anti-Shedding



Jamaican Grapefruit
Deodorizing & Refreshing



Mediterranean Pomegranate
Clarifying & Detoxifying



French Wild Raspberry
Detangling & De-Matting



Ultimate Grooming Products
for more information call today

1.800.619.1333 • www.petsilk.com

READER SERVICE CARD #7107

bite until your teeth make contact with human hands. Gee, thanks a million.

Dogs that are aggressive during grooming or veterinary exams are good for my business. I know how to teach a dog to put up with just about anything. The real problem is that this same situation is bad for a groomer's business – if you're the groomer who caused it. While the first grooming may succeed, it leaves seeds for some potentially bad things, just around the corner. Here is a typical scenario...

You groom the dog speedily and, for you, safely. It requires a little extra restraint, but all things considered, not as bad as it could have been. The dog doesn't bite you, but learns everything Alex's Maltese figured out. You send the dog home with cute little bows in his hair and looking beautiful. A couple days later, someone other than a behaviorist handles the dog the way they

WHAM. BITE. OUCH. BLOOD.

The most likely comment from the owner is, "Gee, he's never done that before."

always have. That person has no idea the dog was restrained while someone pulled the mats out of his ears or clipped the mats from his hind end. Wham. Bite. Ouch. Blood. The most likely comment from the owner is, "Gee, he's never done that before."

We both know that's not exactly true, but as far as the owner knows, *Fluffy* has never lifted a lip in his life. If it's a family friend or relative, there might not be a problem beyond a band-aid. If the bite requires medical treatment the doctor is required to report it to local animal control. The dog is quarantined. That's good for the doctor's business and the animal

control agency's business.

A few weeks later, *Fluffy* needs to be groomed again. He's fine in the car, but when he gets to the salon, he shows some hesitation. The owner again pulls out the most common comment – "Gee, he's never done that before." If there are multiple groomers, it's possible that he will not automatically get paranoid if a different groomer handles him. He may pitch a tiny fit at the loop, but may let you blow and clip him just fine – as long as no one tries to touch his rear end.

Here's where it gets really interesting. If he starts getting prickly at any point in the grooming,

Continued on page 10

NEW A STORM is nothing without THUNDER and LIGHTNING

BOTH FEATURE

- 5 LED Lights For More Visibility
- 18' Cord For More Versatility
- 2,000-10,000 S.P.M.
- Weights Just 9oz. and Only 6" Short
- Ergonomic Design Helps Prevent Wrist Injury
- Made in the U.S.A.
- 5 Year Limited Motor Warranty
- Patented Cutting Stroke delivers the Smoothest Cut.
- Patented & Patents Pending.

VARIABLE SPEED! 10 SPEEDS Model# 72310102

NEW THUNDER

TWO SPEED! Model# 52110101

LAUBE LIGHTNING

CORDLESS AND VAR. SPEED UP-GRADABLE

LAUBE

Phone # (805) 240-1300 or www.laubeco.com

TRANSFORM

DOUBLE
INDUSTRIES

"Fuzzy" before Double K
Generator Shampoo
and Challengeir 2000 Dryer

"Fuzzy" after Grooming by
Holly Lowery Richmond N.C.
Groomingdale's Pet Salon



**QUALITY
PRODUCTS
FOR
ADVANCED
ANIMAL
CARE**

Your Bottom Line

**CHALLENGAIR™
2000XL**

**Satisfaction
Guaranteed**



- 124 CFM Motor
- 6' Crush-Proof Hose

**CHALLENGAIR™
AIRMAX**

**2-year
Warranty**



- Two - 123 CFM Motors
- 6' Crush-Proof Hose

**CHALLENGAIR™
EXTREME**



- Two - 124 CFM Motors
- 10' Crush-Proof Hose

CHALLENGAIR™ Dryers are the Most Effective, Durable, Reliable and Versatile.
Available in 2 spd (115 or 230 volt), Variable spd (115 volt), Blue or Black Body.

Hairific
Hounds
grooming
confest

Sign Up Soon!!!

Applications and Information:
www.doublekindustries.com

GREAT PRIZES!!!

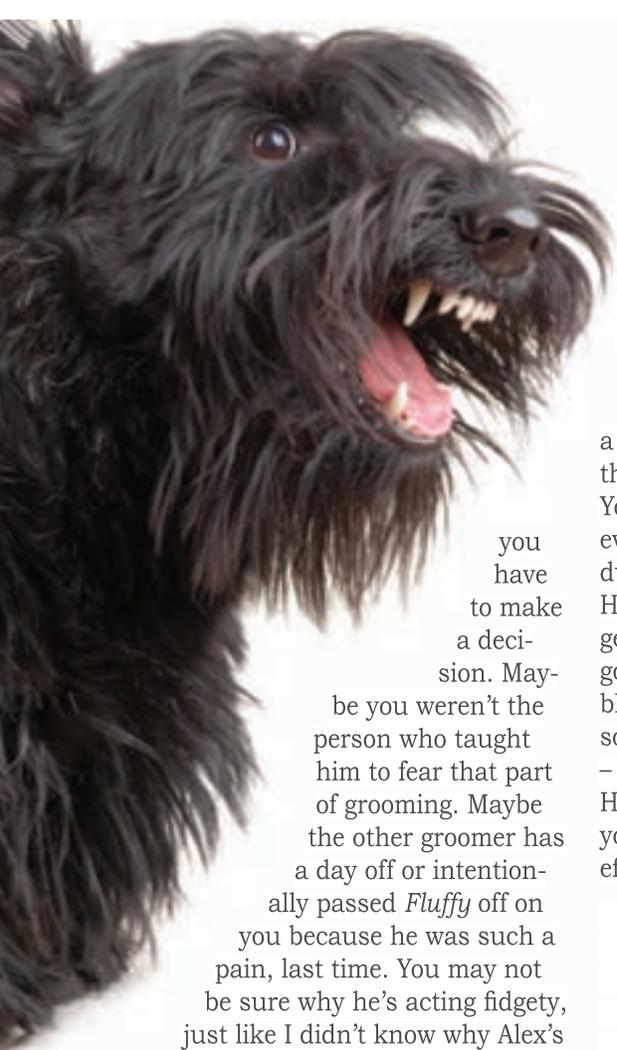
GREAT FUN!!!

An Opportunity to
present your
Art and Professionalism.
Win Cash and
Valuable Prizes.

The
Professional
**GROOMER'S
EDGE™**



**Premium Shampoos,
Conditioners and Cologne**



TRY TO HAVE AN EXTRA CHARGE ON YOUR PRICE SHEET THAT REFLECTS THE EXTRA HANDLING TIME NEEDED FOR PRICKLY ANIMALS.

you have to make a decision. Maybe you weren't the person who taught him to fear that part of grooming. Maybe the other groomer has a day off or intentionally passed *Fluffy* off on you because he was such a pain, last time. You may not be sure why he's acting fidgety, just like I didn't know why Alex's Maltese was suddenly more intense than before. If you decide to handle *Fluffy* with the same methods that caused him to overreact to simple grooming, you've probably caused a serious problem.

Now he has no doubt that groomers shouldn't be trusted. The next time someone tries to put him in a loop, get ready for some teeth. One thing dogs do very well is identify what caused problems and how to preempt bad situations with some kind of threat or aggression. With each repetition of rough handling, *Fluffy* is going to start acting nasty sooner in the sequence. Pretty soon, he will fight the owner about getting out of the car at your salon. Even a really clueless dog owner is eventually going to figure out that someone at your salon did something that has changed her little *Fluffy* into a miniature hell-hound. That's good for some other groomer's business.

There is no doubt that normal grooming can be uncomfortable for

a dog. Likewise, there is no doubt that time is money in a good salon. You can't spend forever trying to get every dog comfortable with procedures that frankly aren't pleasant. However, focusing exclusively on getting today's schedule done is good in the short term and possibly bad in the long run. Short term solutions can lead to losing clients – and that's bad for your business. Here are some thoughts about how you can balance safe handling with efficient grooming.

- If it's a new client, try to find out any grooming history or handling issues that may require extra handling for a good outcome. Try to have an extra charge on your price sheet that reflects the extra handling time needed for prickly animals. Try to describe it in a positive fashion, such as "TLC time."

You want to make this kind of extra service sound emotionally neutral. That allows you to try simple things first without having to spell out to the client that their dog is aggressive. Many owners are startled and a bit shocked that their little angel really isn't that perfect. If you hit them with the plain truth, right off the bat, you may scare or offend them right out of your salon. Yes, that would be an illogical, overly emotional reaction. It won't help you to tell them that, either.

- If you have an existing client whose dog is suddenly extremely reactive, try to find out the extent of the problem

and why. Veterinarians often have to perform painful procedures that may cause a dog to suddenly become difficult to groom. There is nothing wrong with calling a vet to ask if they have observed the same behavior at their clinic.

- Resist the temptation to push ahead before you've evaluated the problem. While you are only as good as your last grooming, what you do now may influence whether you ever groom that dog again. Clients need to be cherished in order to keep them for many years.
- Calling a client to alert them to a problem is better than simply pushing ahead to get the dog done on time. Client input is always a good thing for your business. Give them the choice of how you wish to proceed. It's a good idea to have extra "handling" fees built into your price list so that when you suggest a longer grooming time the client doesn't think they are being milked.
- Try to make it clear that you are considering the long-term care of the dog. "Yes, I can get him done by three, but I am concerned that it may make him afraid of grooming in the future" is pretty hard to argue with. The client hears your concern for *Fluffy* and most likely will either reschedule for a more leisurely appointment later or allow you to postpone the pick-up time to later in the day. Either way, you look like

Continued on page 12

CONAIRPRO® **CANINE** FX™



Groomers - the innovation and features you have been asking for are here with Canine FX!

PGR96CFX

NEW Brushless Motor Clipper

- 45 lbs. + of torque giving you the power to cut through any hair type
 - Weighs 50% less than comparable powered clippers
 - Highest quality ground steel blades give superior cutting performance
 - 10 year motor warranty
-



Cord/Cordless Rechargeable Trimmer

- Power and convenience in one lightweight unit
- 40 minutes run time on a full charge
- Detachable self-sharpening stainless steel blade
- Powerful and quiet

the dog lover that you are and the client will realize that the dog's welfare is more important to you than simply making a fee.

- If the dog has a specific problem, like pulling mats, you can actually have the owner help desensitize the dog. They aren't going to be able to solve the problem fully, but any interaction that can help you in between grooming is better than nothing. Try this.

Tell them to give a little tug on the mat and then shove a treat in *Fluffy's* mouth. This form of Pavlovian conditioning can associate the tugging of a mat with the reduction in heart-rate, blood pressure and respiration that accompanies the dog's reaction to food. In effect, the food acts as a gentle tranquilizer. The same can be done for a dog who hates

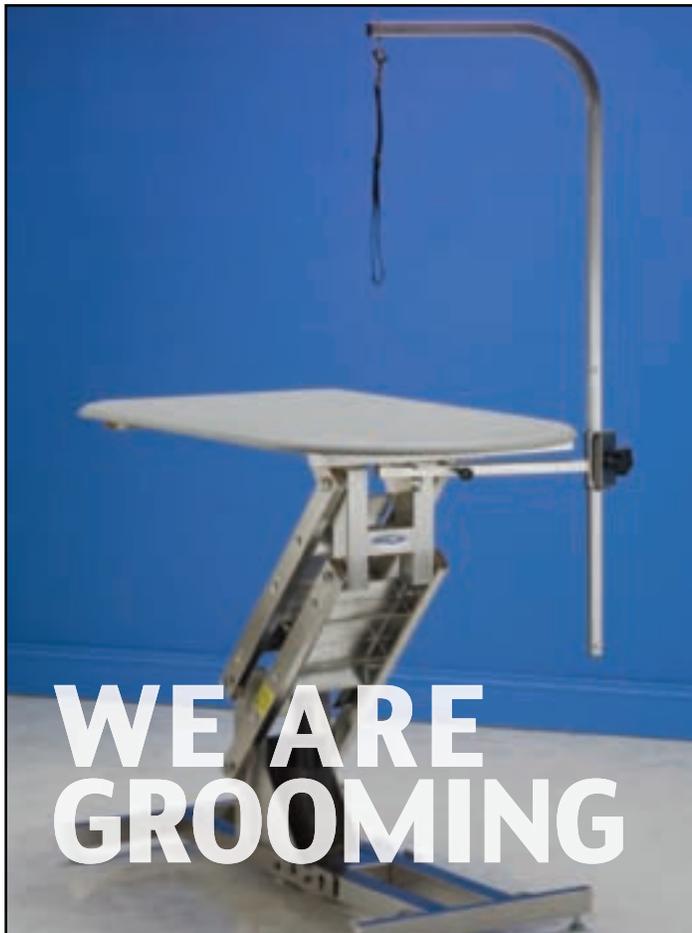
blow-dryers, the sound of clippers and other specific salon things that cause the dog to overreact.

- Any time you can get the owner to help you with the actual grooming it strengthens the bond between you, the dog and the owner. Some dogs are more relaxed when they are near their owner and calm down in their presence. Some get even more fearful. The only way to know which is which is to try it. Again, always make it a sincere request for help... "Sammy was very nervous today when you were gone. Would you consider staying for awhile to see if that calms him down." If nothing else, the owner gets to see that though you did nothing harsh, the dog overreacted.
- Always push toward the

TELL THEM TO GIVE A LITTLE TUG ON THE MAT AND THEN SHOVE A TREAT IN FLUFFY'S MOUTH.

idea that this is a mutual, cooperative effort to make the dog's life better. Obviously, if that wasn't true, you wouldn't be a groomer. Just make sure the owner senses your concern and affection when you discuss the problem.

- Find someone who is really good with aggressive dogs that you can trust to solve these types of problems. If it is a matter of declining to groom the dog or finding a trainer who can fix it, you can guess which solution helps the most. ❖



WE ARE GROOMING



For over 83 years, Shor-Line has been an industry innovator. We pride ourselves on our commitment to quality and superior products. We are only as good as the products we sell. We are our products.



SHOR-LINE

Call today! 888.551.4061

Visit www.shor-line.com/grooming_g2g for product specific information.



Become a fan on Facebook and follow us on Twitter.

SAVE ON SUMMER ESSENTIALS

Everyday PetEdge values make savings a breeze

See over 30

FREE!

offers in our catalog
and at PetEdge.com.

Hurry, ends
8/27/10.



Eye Care
**AS LOW AS
\$2.49**



Dental Care
**AS LOW AS
\$2.87**



Blades
**AS LOW AS
\$12.49**

FREE!

16 oz Alcohol-Free
ProEar with the
purchase of a gallon
of Regular
ProEar



Natural Flea & Tick and
ProDerm Shampoos
**AS LOW AS
\$34.99**
per gallon

PetEdge®

DEDICATED TO BUILDING YOUR PET CARE BUSINESS®

FREE CATALOG VISIT PETEDGE.COM OR CALL 800-738-3343

MENTION DEPT. 367

MOREonline
shop 12,000 products
www.petedge.com

SIGNup for email
specials
www.petedge.com/email





Driving Ms. Daisy

by Emily Rupe

It had been “One of THOSE days!” The day was completely booked and the weather was less than favorable. Cold; the sky was gray and the air saturated with unpleasant moisture. It was akin to the Adams family’s sauna. Drying dogs had been a

nightmare. All of my appointments had been lengthier due to the delays caused by the weather. Luckily only one appointment was left to complete. Too bad it was on the opposite end of town and home.

I leaped into the cockpit of Ms.

Daisy (my beloved grooming van) and prepared for the trek to the next house. It was going to be an hour long journey through tourist drivers and toll roads. As customary, I plugged my iPod into the radio adaptor, took a swig of some Diet Mountain Dew and blasted the tunes in order to unwind and restore some energy. The weather had procured daydreams of comfy pjs and hot cocoa in my head and I needed to get some of my spunk back.

For this drive I had chosen a medley of 80’s classics by the likes of *Phil Collins*, *Journey*, *REO Speedwagon* and *George Michael*. I love music and since I was alone in the pilot seat, the singing flowed and grooving out started. Knowing all the songs by heart, I belted the lyrics like I was center stage in *Carnegie Hall*; complete with choreography.

It must have been a great show for my fellow expressway drivers. My dancing skills make Elaine from *Seinfeld* look like Baryshnikov. Basically, there was a grooming van rolling down the highway and at the helm was a short, plump driver, with dog fur in her hair singing *Take It on the Run* and having what appeared to be a mild seizure.

As I neared my destination I pulled over at a gas station to use

Continued on page 16

Quality Designs That Work

Demonstrate a higher level of care:
Animals can feel it. Clients can see it!



Durable, Easy to Clean
Hands-Free Drying
Safety Features

SNYDER
MFG. CO

800/422-1932 www.snydermfg.com

The Leader in Laminated Animal Care Enclosures

READER SERVICE CARD #7113

“Running one of the largest kennels in the Northeast and a booming grooming business, I depend on Metro® Air Force® dryers... I wouldn't even consider any other brand!”

Elli Lygnos, Troy's Trims and Treats, Englewood, NJ

“Forced-air dryers are the most important investment a groomer makes. Nothing else has as great an effect on the efficiency of your business. I discovered the advantages of Metro® Air Force® dryers as a student at the New York School of Grooming, so when I started my own businesses, that's the brand I chose. They are, by far, the most powerful, reliable, longest lasting dryers on the market. In fact, the original Air Force® dryer I started out with is still functioning perfectly!”

“Today we use ten Air Force® dryers and three Metro® vacuums. The all-steel, American-made quality is a big factor, but equally important is the bend-over-backwards personalized service Metro® provides—something you won't get from any other brand!”



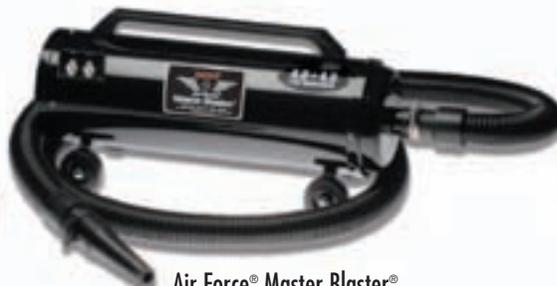
Elli's original Air Force® Master Blaster® still works perfectly after ten years of hard professional operation!

More grooming salons around the world depend on Metro® Air Force® dryers than any other brand. Models available for every application.

Contact your distributor, professional supplier, or call **1-800-822-1602 • www.dogdryer.com**



Air Force® Commander®



Air Force® Master Blaster®



Air Force® Blaster®

METRO® Family Owned Since 1939

Metropolitan Vacuum Cleaner Co., Inc., One Ramapo Avenue., P.O. Box 149 Suffern, NY 10901 • Fax 845-357-1640

The configurations and coloring of Air Force® Commander® and Blaster® brand pet dryers are protected by US Registered Trademark 3,552,787.

READER SERVICE CARD #7114



the restroom and grab a cold caffeine fix. I still had the energy and glow from my rock session and walked right in with a grin from ear to ear. Bladder emptied and thirst quenched, I prepare to take *Ms. Daisy* to our next client. Before I could shut my door and put her in reverse, a thin, elderly man, very reminiscent of *Mr. Rogers* tapped on my window.

"Sorry to bother you ma'm, but I'd been watching you on the expressway and here at the petrol station. You look like you really are a joyful person who loves what you're doing. I have a little dog that might need your help. Do you have any business cards?"

Initial reaction was pure horror that someone had been watching this groomer rock out. I was surprised he didn't inquire if I perhaps forgot to take my meds. Then mentally I thanked God that he only saw and could now hear the whole concert. His questions on price and

I belted the lyrics like I was center stage in Carnegie Hall; complete with choreography. 

services were answered cheerfully. Then I handed him my card and contact information. A few stranglers asked for some cards as well. Before I finally put the van in reverse and headed to my next stop a revelation hit me.

These potential clients had not seen my actual work, nor had any referral been given to them. What had drawn them in was not my state of the art van or elaborate set up. My attitude had been the attention getter. Just seeing someone with a smile on their face and being friendly, had lured them into a sense that this is a groomer who is probably going to take good care of their beloved pet.

Grooming is a mentally and physically demanding job. All of us

have days when our mood is less than cheery. However, after the gas station episode I've become more aware of how I appear to the public. Had I been donning a scowl and cold presence, I doubt I would have passed out so many business cards. In fact, I may have hindered my image.

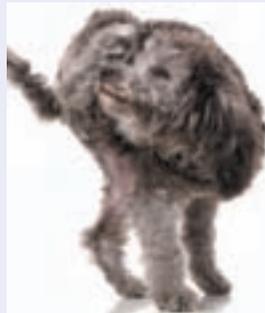
Let's remember that most mobile groomers drive giant billboards with our names and numbers proudly displayed. While running errands or taking rest stops, I still find myself stopped and inquired about frequently. Even on those days where I'm running on empty, holding myself in an approachable and friendly manner is key. *You* have to be inviting, to invite more business. ❖



Better Than a Hot Oil Treatment!



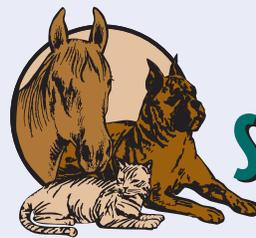
STOP THE ITCHING!



Nature's Specialties Skin Care Solutions aids in the relief of:

- Dry Skin • Itching
- Hot Spots • Eczema

Medicated Bath & Remoisturizer



NATURE'S SPECIALTIES®

The Natural Choice of Professional Groomers® Since 1986

Call for a distributor near you: (800) 551-7627

www.NaturesSpecialtiesMFG.com

Free Catalog

See our website for a full line of tubs, kennels, cat condos & tables.

Rotating Ramp
Bathing Tubs

US Patent #6,516,752



Adjustable Height Bathing Tub



Grooming Tables



Before

After



Cat Condos



Luxury Kennels



Grooming Cages

READER SERVICE CARD #7116

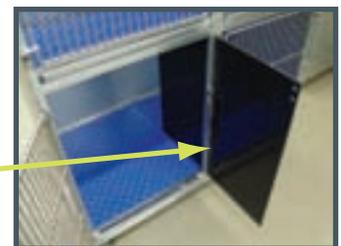


Raised Flooring

Waste Tray

Slam Latch

Divider Panel



www.directanimal.com | 940.433.2173

DIRECT
ANIMAL PRODUCTS
A Division of Tristar Metals, Inc



CAT GROOMING

is not as difficult as one might think. Whenever I tell someone that I groom cats for a living, I inevitably get “the look”. First a slight look of disbelief, then their eyes go to my arms, I suppose looking for scars,

bite marks, and scratches. To their disappointment, I’m looking good. Now that they think I am some sort of cat whisperer, I have them! What I am here to tell you is that anyone who loves cats and has the right mindset and environment can

BY ADRIENNE KAWAMURA

groom cats. If you want to do it, you can.

My first advice is to understand the mind of a cat. Let’s face it, dogs have masters, cats have staff. A dog will work hard in most cases to

Continued on next page



The National Show for Pet Retailers™
September 14 -16, 2010
Mandalay Bay Convention Center
Las Vegas, Nevada

With more than **\$45,000 of prize money** at stake, the Groomer SuperShow features six GroomTeam USA, Inc. and United Showmanagers Alliance **sanctioned contests**, the **Rescue Rodeo Contest**, \$45,000 in prize money and top-notch pet **grooming seminars** presented by **Oster Theatre**. It’s where new techniques, time-saving innovations and creative inspiration run wild!

Mark your calendar and start making plans.
www.superzoo.org

Every pet should be a work of art



QUADRUPED PET CARE

Contact us for **FREE SAMPLES** of our natural

ALL IN ONE YUCCA TEARLESS SHAMPOO, a general purpose, Flea & Tick, medicated,
anti-itch, whitening and conditioning shampoo

&

ALL IN ONE YUCCA LEAVE-IN CONDITIONER, DE-MATting UNDERCOAT REMOVER and DRYING AID

GET FREE SAMPLES NOW ONLINE AT:

http://quadrupedpetcare.com/sample_request_adam.php

or by telephone at: 1-800-638-1135

*AVAILABLE TO VERIFIABLE PET INDUSTRY PROFESSIONALS ONLY

www.quadrupedpetcare.com

READER SERVICE CARD #7118

please you. A cat will work hard to get you to do what they want you to do, and this does not always include grooming. This is especially true if this cat has never been groomed before.

So, how do we convince the king of the jungle to do what we want? Because cats are extremely sensitive creatures and don't adjust to change well, that is anything out of their ordinary routine, we need to create an inviting environment for them. In our salon it is very quiet.

If you are trying to groom cats and dogs together I give you credit, but it is not the equation for success. Pick an off day or special hours to set aside for your feline clients. Keep the room very quiet, perhaps playing relaxing music, burning aromatherapy candles and keeping voices at a low level. Dogs love the party atmosphere and all the excitement. Most cats do not.

When a cat first comes in don't rush to get the cat out. Let kitty

sit for awhile; adjust to the new surroundings, smells and sounds. You would be amazed after 10 minutes how a cat's energy settles down. If this is a cat you do not know, check this cat's body language. Is it scared under a blanket? Is it complacent and curious about you? Is it aggressive, hissing when approached, and not intimidated by the situation? This is valuable information you need to know before handling this cat.

Take the cat out gently. If I am unsure I never just stick my hand in and feed it to the cat. According to what I have learned in workshops with animal communicators, it is best to approach a cat with a closed fist and not an open hand. An open hand is a threat to a cat. It appears as an attack and may act out in defense. If in doubt I will gently grab the scruff of the neck. Instead of trying to drag the cat out of its carrier, I will stand the carrier up on its rear like a trash can, and gently

**DOGS LOVE THE PARTY
ATMOSPHERE AND
ALL THE EXCITEMENT.
MOST CATS DO NOT.**

pull the cat out. This way gravity is in your favor, and it is harder for the cat to cling on with all four sets of nails.

I prefer to sit the cat on my lap to begin the grooming process, but this is personal preference. I feel cats are less threatened and perhaps a bit more secure on my lap. This way I can easily sum up this cat. If I feel a rigid cat, or see body language I don't like, I now know what I am dealing with. Sometimes a cat will start out tense and then you can feel the body relax. At our salon we use cat muzzles quite

Continued on page 22

*Specialized Insurance
for the Pet Industry Since 1986*

S GOVERNOR

INSURANCE AGENCY, INC.

- **Pet Grooming Salons**
- **Mobile Grooming Salons**
- **Kennels / Daycares**
- **Trainers**
- **Pet Stores / Boutiques**
- **Veterinarians / Mobiles**

- **Manufacturers / Distributors**
- **Humane Shelters / Rescues**
- **Pet Health Insurance**
- * **Auto & Home Insurance**

**ASK ABOUT OUR SPECIAL DISCOUNTS
NEGOTIATED SPECIFICALLY FOR
THE PET INDUSTRY.*

1-877-PET-GROOMER
(738-4766)

1-866-KENNEL INSURANCE
(536-6354)

Fax 888.539.0524

www.GOVERNORINS.COM

P.O. Box 770
972 Youngstown-Kingsville Rd. SE,
Vienna, OH 44473



Pet Care Services
Association
MEMBER









GroomertoGroomer.com

READER SERVICE CARD #7130

PETLIFT®

Manufacturers of the Finest Animal Health Care Equipment

*Celebrating 35 Years
in Business*

Introducing the all new Aqua Quest Walk in Bath



**A total stainless Tub. Fabricated of
heavy 16 gauge 304 stainless.
Accommodates breeds up to 300lbs!**

Standard equipment:

- New & convenient roll-out portable ramp
- Four animal restraint eye hooks
- Drain basket strainer
- Four bolt down adjustable feet

Optional equipment:

- New animal restraint track system
- Faucet, spayer, hose & hose hook
- Hair traps
- Vacuum breakers
- Floor racks
- Booster rack
- Stainless steel 32 oz. Bottle rack



TUBS - GROOMING TABLES - WET TABLES - POSTS - CAGES - DRYERS - PLUMBING - ACCESSORIES

MADE IN THE U.S.A.

Pet Lift Equipment Corporation
6340 17th Street Circle East
Sarasota FL, 34243

Toll Free :: **1-888-388-1159**

www.petlift.com

PETLIFT®
EQUIPMENT CORP.

VETERINARY
DIVISION



**VETLIFT
MEDICAL**

READER SERVICE CARD #7120



often. Sometimes even when a cat is not a threat to us, they actually feel safer with the muzzle. This is done on horses at times when put in a trailer. It is not inhumane, and in fact more humane to do this to some cats. You will see them in-

stantly get calm. Your objective is to do the best job you can do with the least stress to the cat and to you.

At our salon we produce a product called *Calm Kitty* (Request Reader Service Card #7097), a combination of flower essences in

drops or mist formula to help calm the cats down that are having a hard time. In my experience grooming cats, I have only seen a few cats lash out for no reason. If I ever get bitten or scratched, which is rare, it is usually my fault. Most cats think you are trying to hurt them and they are acting out in defense.

Never underestimate the capacity of a cat to understand when you talk to him. We sometimes take the time to let them know we are trying to help them and are not here to hurt them. I will also encourage them, telling them what a good job they are doing. Trust me, it works. A cat has a memory like an elephant. They never forget anything. A dog is very forgiving. A cat can hold a memory, including a grudge for years. I have had cats come in to my salon that haven't been there in a year, look around, look at me, take a deep sigh and they know where they are. We try to create the best experience we can for them. On the other hand, I can tell when one of my, not so loyal, clients has gone to another groomer with their cat. The cat seems very stressed out, when the last time it wasn't. And the owner has no idea that I know.

Although as groomers we have a physical job, there is a spiritual side to animals that can't be ignored. Tuning in to the animal is sometimes half the battle. If I am stressed, I will take flower essences as well, take a minute, say a prayer, or whatever it takes to get me at my best for my clients.

I look forward to talking to you again soon about the wonderful art of cat grooming! ❖

Adrienne Kawamura is the founder and owner of City Kitty, a full-service grooming salon for cats in Edmonds, WA. City Kitty is a licensed franchise. Adrienne is a former exhibitor of National winning Persian cats with CFA, and a Certified Master Feline Groomer and member in good standing with the NCGIA.

Visit www.citykittygrooming.com



Envirogroom
Professional Pet Products
Seattle, WA
Phone: 206-354-2248

**We are sure you will enjoy
Envirogroom Professional Products
because of their high quality and value!**

- Wheat and Gluten Free (Industry first)
- Paraben Free
- pH Balanced
- Non Toxic/Biodegradeable
- Vitamin and Protein Fortified
- Always gentle and mild for sensitive skin
- Easy mix 50:1 and 32:1 Concentrates available in gallon and 12 oz retail packaging
- Safe to use direct (without diluting)
- Premium quality
- Exceptional Value
- The best formulated shampoo for bathing systems

Available in gallon and 12oz sizes 50:1 and 32:1 Concentrates

For **FREE** Samples, call **877-630-3013**
Order online at Naturalpetshampoo.net

www. **Envirogroom** .com

READER SERVICE CARD #7121



BIO-GROOM

5

GALLONS FOR THE PRICE OF

4

GREAT VALUE - GREAT RESULTS!

We make it simple. You pay for 4 and get 5!



BIO-GROOM

BIO-DERM LABORATORIES, INC. • P.O. BOX 8070 • LONGVIEW, TX 75607

For more information about the entire line of professional grooming products please visit www.biogroom.com or call 800.762.0232

READER SERVICE CARD #7122

The Groomer's Roundtable



Roundtable Question:

- What is the one product you can't live without?

SPA Blueberry Vanilla Facial Scrub! (Reader Service Card #7046)
Joy Bonehill, Barking Lot, San Francisco, CA

Bought the new inner-tube type e-collar for biting dogs, works well. *Cindy Cummings, K-9 Klipper, Vineland, NJ*

NuHemp's Shampoo/Conditioner lines - people can buy for in-between baths at home

too. People like it because it is natural with no sulphates or DEA's etc. (Reader Service Card #7048)
Wendle Patrick, T.O.G.S. for dogs, Bridgewater, Canada

The Stuff conditioner and detangler used best when dog is wet. I have not found any dogs that have had any reaction to it, even ones with allergies. (Reader Service Card #7049)
Krystal Isings, Doggy Wash, Buckeye, AZ

I just got hooked on *Natural Groomer* shampoos. Love them! They rinse easily and dry quickly. (Reader Service Card #7050) Of course, I love my *Clipper Vac*, too and can't live without it. (Reader Service Card #7051)
Julia Kurdt, Shampooochies, Charlotte CT HSE, VA

The *SPA Lavish Blueberry Vanilla Facials* are a big hit in my business. (Reader Service Card #7046)
Jennifer Glassford, Puppy's Breath Pet Grooming, New Liskeard, Canada

I love *Envirogroom* shampoo and conditioners. (Reader Service Card #7052)
Tina Standing, Dog Grooming By Tina, Saint John, Canada

We just got the brand new *Double K Force Dryer*. It is awesome! (Reader Service Card #7053)
Charlina Graham, Grand Paws, Grooming, Kokomo, IN

The product I cannot live without!! *Espana* products. All natural silk protein shampoo line. The detangle spray is very versatile and actually works with no build-up. The shampoo leaves the coat clean and managable. LOVE IT, LOVE IT, LOVE IT! (Reader Service Card #7054)
Anna Hawks, Animal House Pet Styling, Saint Paul, MN

Affordable Cages

Dryers

- Dry 1 large or 2 smaller dogs
- Hands-free drying allows for increased revenue
- Calm, safe and quiet drying
- Efficient drying time

Cages

- Easy to clean
- Variety of sizes and configurations
- Quiet, comfortable and warm
- Ready-to-assemble, or fully assembled
- Durable



Call for a quote, catalog or visit us online to view our complete product line.



clarkcages.com
1-800-461-9972

READER SERVICE CARD #7123

Continued on next page

Bark 2 Basics Skin Remedy Shampoo. (Reader Service Card #7055) Laryssa Pugh, Hound N' Mouser, Creston, Canada

I love my Hanvey Taxi Vacs, and my Hanvey Wall Hung Dryer. These have really improved grooming time, and we highly recommend them to anyone who is thinking about purchasing something like these products. (Reader Service Card #7056) Suzanne Hentschel, Posh Paws Pet Salon, Macomb, MI

Quickbooks cash register. Sandra Solis, Puppy Palace Etc., Laredo, TX

The Solution by Groomers Edge. It is a spray on leave-in conditioning dematting solution that saves an amazing amount of time during dematting. (Reader Service Card #7057) Terrie Crawford, TLC Pet Grooming, Hamilton, Canada

The Fresh Breath Made Easy by Tropiclean. (Reader Service Card #7058) I have also been using the Oatmeal Shampoo and Detangling Conditioner from Bark 2 Basics. The Oatmeal does not irritate my sensitive pets and exfoliates well. The detangling is amazing on mats and leaves the coat healthy and shiny. (Reader Service Card #7055) Linda Thornley, The Grooming Oasis, North Providence, RI

Continued on next page

Incorporate
for as little as **\$99**

Visit www.incorporate.com
or call 800-453-9596

— THE —
COMPANY
CORPORATION™

INCORPORATING WHAT'S RIGHT FOR YOU

READER SERVICE CARD #7124

THE PERFECT FACIAL



Foam on, Rinse off!

FACIAL CLEANSER AVAILABLE IN GALLON REFILLS

ESPREE®

for more information:
www.espree.com

READER SERVICE CARD #7125

Aromatherapy machine. People love my salon because it smells clean! *Colleen Hainsworth, Angel Paws Dog Grooming & Spa, Branford, CT*

Eqyss Micro-Tek shampoo, LOVE it because it works great to help itchy dogs. (Reader Service Card #7059) *Chris Christensen Razor Shaper Shear*, really neat tool. Also really like the stripping stone sticks they offer. (Reader Service Card #7060) *Carol Harvey, Loracs Mobile Pet Spa, Aubrey, TX*

I love the mink oil, I put it in a spray bottle and spray the dogs right after their bath, then I dry them, and customers tell me it really helps with the dry winter skin. *Brenda Palmer, The Shaggy Dog, Miller Place, NY*

Chris Christensen Boar Hair Brush. It's so nice, I use it on my

four-legged family members, clean it and use it on my own hair, it's like satin. (Reader Service Card #7061) *Julie Bacon, Pampered Pooch Salon & Spa, Barrie, Canada*

I bought some *Les Poochs* brushes and love the way they work. My brush-outs have become faster. (Reader Service Card #7062) *Susan Potts, Spotts Grooming Parlor, Painesville, OH*

The *Furminator* rocks. (Reader Service Card #7063) *Jacki McNally, Hairy Hobby Dog Grooming, Rosetown, Canada*

Appalachian Secrets works really well for allergy skinned dogs with oily, itchy skin. (Reader Service Card #7064) *Nicole Kane, Dog Days Delight, Cape Coral, FL*

I like the form fitting groomer's jacket from *Ryan's Pet Supply*.

(Reader Service Card #7065) *Lori Zozulia, Loris Canine Massage & Spa, Wood - Ridge, NJ*

I love the chunking shears that I bought a few months ago. It sure has been a nice addition to our salon. Saves a lot of time when fast blending is needed! *Peggy Severson, CS Dog Grooming, Eagle River, AK*

EZ-Groom's fairly new hypo-allergenic shampoo has been a hit with sensitive dogs. (Reader Service Card #7066) *Susan Cooper, Susie's Dog Grooming LLC, New Haven, CT*

Walk in shower! Actually, the product *Naturals-Revitalize Shampoo* rocks! It is by far my favorite shampoo. *Naturals Leave-in Spray Conditioner* is awesome too. (Reader Service Card #7066) *Yvonne Mathews, You Dirty Dog, Snohomish, WA*

A few years ago I started using some of the new trimmers. I can't groom without them. I also changed my finishing spray to *Fluff Out*. (Reader Service Card #7067) Love it. Some of the newer style brushes are nice too. *Cheryl Rogers, Chyann's Pet Care And Styling, Monument, CO*

The *Clipper Vac*. It's new for me. I have been grooming for 30 years and thought it was frivolous and silly. I should have gotten it sooner. It's a used mini one, so it is on my wish list to get a new full size one that will accommodate all the stations. (Reader Service Card #7051) *Jackie French, Jackie's Doggy Stylists, Fort Worth, TX*

I have used *Soft n Silky* by *Four Paws* (Reader Service Card #7095) and the dual rake by *Knight Pet* (Reader Service Card #7103). I love both of these products. Can't keep either in stock. *Elizabeth Carroll, Bubbles & Brushes Pet Grooming, Napoleon, MI*

Continued on next page

TUBS • TABLES • CAGES • ACCESSORIES

Groomer's Best 605-582-3013
www.groomersbest.com

Quality Products at Affordable Prices

FOOT HYDRAULIC TABLE
• Dimensions: 24" x 36"
• Also Available in 42" Top
• Height Ranges from 19" to 31"
\$499 only

STANDARD TUB
• Dimensions: 48" x 24" x 57"
• Also Available in 36" & 58"
• Solid 20 ga., 304 Stainless Steel
\$639 only

WALK-THROUGH TUB
• Dimensions: 48" x 24" x 57"
• Also Available in 36" & 58"
• Available With or Without Door
• Solid 20 ga., 304 Stainless Steel
\$995 only

CALL FOR A FREE BROCHURE OR A DISTRIBUTOR NEAR YOU!

READER SERVICE CARD #7126

My *Forever Stainless* bathing sink. Love it! Worth every penny. (Reader Service Card #7068) *Adrienne Kawamura, City Kitty, Edmonds, WA*

Aftershave, which I didn't know existed for dogs until my Poodle, *Holly*, started going crazy after groomings! Her breeder immediately suggested trying some, which has really helped! *Diane Norris, Diane's Pet Grooming, West Allis, WI*

Andis Vibrating Shed Tool. (Reader Service Card #7069) *Laura Schwarting, Four Paws Spa & Bakery, Bixby, OK*

I have been using *Happy Hoodies!* To cover the dogs ears while drying. Very helpful! (Reader Service Card #7070) *Joyce Jennette, Joyce's Groom N Go, Clinton, PA*

I love *Natures Specialties* new *Plumtastic* as a skin moisturizer (Reader Service Card #7071).

I love my new *Aesculap Fav 5* clippers (Reader Service Card #7072). They are awesome. I swear I could clip a buffalo with these and they would not heat up. *Anne Amodon, Attention To D-Tails Pet Grooming Salon, Skowhegan, ME*

Blueberry Facial Scrub. *Lee Mitchell, Grub & GroomLa Crescenta, CA*

Love the *Wahl* stainless combs!!!! (Reader Service Card #7073) *Suzanne Wilke, Bark Avenue Grooming & Daycare, Omaha, NE*

Glamour Glitter from *ShowSeason* is working pretty well. Owners like it because it is not permanent. I like it because it also doubles as a

cute eyeshadow if you mix it with a little *Vaseline.* (Reader Service Card #7074) *Vanessa Low, Dog Tag Inc., Fox Lake, IL*

Love our *Groomer's Helper* (Reader Service Card #7075), also love *Wahl SS Clip-On Combs* (Reader Service Card #7073). Facial Shampoo's so we can get dogs very clean around the eyes and nose. I spent \$20,000 and put in new *Snyder Cages* and dryers this year. Love how clean and quiet they are. (Reader Service Card #7076) *Denise McDonald, Maser's Academy Of Fine Grooming Kenmore, WA*

Andis Deshedder (Medium and Large). They work great. (Reader Service Card #7078) Also, my new *Greyhound Comb* with all fine teeth, I really like it. *Verna Crawford, Who's Your Groomer? Highland, CA*

Continued on next page

ENJOY THE POWER of the new

FAV⁵

AESCULAP[®]
a division of **BRAUN**



A-VE09026

- Now for detachable blades!
- Most powerful pet clipper!
- Unmatched cutting performance!
- Extreme reliability - up to 10 years warranty!
- Premium quality product "Made in Germany"!

NEW:
Works with
all type of
detachable blades.

To order or for more information please contact:

www.GermanRedClipper.com or just call **800-447-1957** (toll-free)

READER SERVICE CARD #7127

Angel Eyes, I have very few Bichon clients now with bad tear stains. (Reader Service Card # 7079) Emily Myatt, Animal Magic Pet Grooming Salon, Gold Coast, Australia

Love the Geib Buttercut Blades. (Reader Service Card # 7080) Tina Straza, Pet Pals Dog & Cat Grooming, Pacific Grove, CA

New sidewalk sign (people notice it and come in!) Kathleen Weber, Top Dog Pet Spa LLC., Marinette, WI

Although they are not "new", no salon should be without a bathing system. It will pay for itself in just one or two hairy dogs a day. Plus, I feel it's more sanitary and speedier than filling little bottles all day

long. I recently purchased another system, Bathmaster Pro (Reader Service Card # 7084). I haven't installed it yet, but I think it will be the best so far. I finally bought some "extra firm" curved slicker brushes and it has speeded up brush out on those big, hairy dogs. I used to only use soft slickers for fear of hurting the dogs, but with care (don't scratch their skin!) you will save a lot of time grooming. Karen Shraeder, Barks & Bubbles Grooming Salon, Honeoye Falls, NY

Isle of Dogs #51 conditioner. (Reader Service Card # 7081) Paula Malory, Five Star Pet Salon, Bradenton, FL

The Bow-wow Bling. It is easy to apply, affordable and adorable. My clients really like it. (Reader Service Card # 7082) Julie Anderson, Rover Makeovers, Cambridge, WI

We have joined Tropiclean's Scent of the Month Club. My self service customers really like the new scents every month. (Reader Service Card # 7083) Tina Thrapp, Sud - Z - Paws LLC, Sheboygan, WI

Personal Training DVD's for Groomers



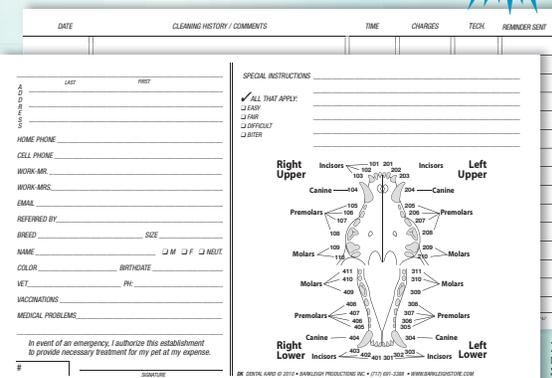
www.superstylingessions.com

READER SERVICE CARD #7128

Dental Kards NEW!

NEW 5" x 8" Dental Kard features a large detailed diagram for notation of cavities, sensitive areas and more.

The back provides space for date, cleaning history, charges, technician and reminder sent date.



#6352	100 Dental Kards	\$13.75
#6353	500 Dental Kards	\$59.95
#6354	1000 Dental Kards	\$99.00

Available online at
www.BarkleighStore.com

Barkleigh Productions, Inc. • 717-691-3388 • info@barkleigh.com

READER SERVICE CARD #7176

I love the new muzzle for Pugs and Shih Tzus. The face mask. Its mesh, so I do not worry about breathing and it does not slip off easily. Cookie Doughten, All Pet Grooming, Oceanside, NY

I totally stand behind the Plaq-clnz product. The gel we sell for the client to take home is flying out the doors (Reader Service Card # 7085). Along with the different holistic dog and cat food. Angela McMurray, Bow Wow Boutique, Crystal River, FL

Best Shot's Ultra Max! In over 55 yrs. of grooming, I've never used anything to compare to this. We are amazed at what it does with knot-

Continued on next page

ted, matted, or just plain thick, dirty coats of all types. We also use the matching condition and spray. You don't even need to use cologne! (Reader Service Card #7086)
Betty Ryan, Ms. Betty's Little Paws, Winchester, VA

The *Andis Deshedder*, the teeth don't bend and it removes coat better than any other product (Reader Service Card #7078). *Chris Christensen's Coat Link Coat Dressing* eliminates frizz, drop coats lay prettier and leaves no residue (Reader Service Card #7087). Also, the *Geib 23 Tooth Blenders*, they are great for difficult scissored coats and blending over finish work (Reader Service Card #7088).
Kendra Otto, The Barker Shop, Oswego, IL

I love the *Coat Handler* products, they are great on matted

coats (Reader Service Card #7089)
 And the *Skin Remedy* shampoo from *Bark to Basics*...wow! Those dogs with skin issues really benefit from this product (Reader Service Card #7055).
Ileana Noguera, Lather Up Pups, Wilmington, DE

I love *Matts Out* by *Davis*. I bought it at the *Hershey, PA, Groom Expo* and have been hooked ever since! I use it for matted breeds before the rinse in the tub. It also helps remove hair from *Goldens, Chows, etc.* and it makes brushing easier! (Reader Service Card #7090)
Paula Dagostino, Upscale Pet Grooming, North Myrtle Beach, SC

Capstar (Reader Service Card #7091) and *SoftClaws* (Reader Service Card #7092).
Sara Pitts, PetSmart, Griffin, GA

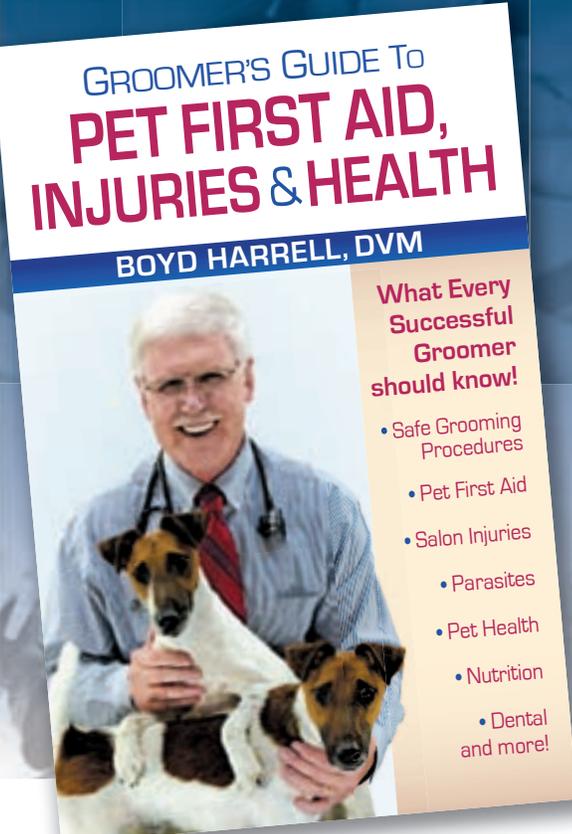
Our *Wag'n Tails Mobile Units!!!!*

(Reader Service Card #7093)
Susanne Johnson, Passion Fur Pets, Rancho Cucamonga, CA

I have found a wonderful product called *Best In Show*. It is a spray that I have been selling to my customers who have problems with dogs who lick or have hotspots. The first product I have found that has really worked. I have bought a lot of products and this is the first I really believe in.
Joann Camilli, Fancy Tails, Dracut, MA

Poof Magical Deodorizer by *Pet Head* (Reader Service Card #7094).
Melinda Wolff, The Pines Pet Pampering, Joshua, TX

Aloe Hydrating Mist by *Espree Animal Products*... What a product it is! (Reader Service Card #7096)
Chuck Floyd, Chuck's Pet Grooming, Easley, SC ♣



**GROOMER'S GUIDE TO
 PET FIRST AID,
 INJURIES & HEALTH**
 BOYD HARRELL, DVM

What Every Successful Groomer should know!

- Safe Grooming Procedures
- Pet First Aid
- Salon Injuries
- Parasites
- Pet Health
- Nutrition
- Dental and more!

The only Comprehensive Guide for Groomers!

BARKLEIGH TV
 CLICK HERE FOR DR. BOYD HARRELL TALKS ABOUT FLEAS

order now
\$19.95
 + Free Shipping

This 272 Page Book is a Must Have Reference for Your Grooming Salon!

21 easy-to-read chapters covering: Skin Disorders, Ears, Hot Spots, Allergies, Fleas and Ticks, Toenail and Foot Pad problems, Anal Sacs, Infections, Nutrition, Geriatric Dogs, Vaccinations and reactions, Dental and much more.

By Groomer to Groomer columnist, Veterinarian
Dr. Boyd Harrell, DVM

Available at www.barkleighstore.com

W1766

By Groomer to Groomer columnist, Veterinarian
Dr. Boyd Harrell, DVM

Barkleigh Productions Inc.
 970 West Trindle Rd.
 Mechanicsburg, PA 17055
 (717) 691-3388
 info@barkleigh.com



Treats, a Favor or a Danger?

By Dr. Boyd Harrell

Almost every dog owner gives their pet treats of some sort at one time or another, and no wonder - pets love them and they love us for giving treats to them. Some treats are safer than others and how safe they are does not necessarily correlate with how much a pet likes them. Let's take a look at the pros and cons of some common dog treats.

Bones:

Bones are one of the more common treats pet owners like to give dogs. However, bones may be very unsafe. Here are some reasons why:

Broken Teeth - The combination of the tremendous biting force that dogs are capable of and the hardness of bones often leads to broken teeth. These broken teeth

may go unnoticed at first, as is common with the large upper fourth premolar because it is not readily visible without pulling the dog's lips back. However, this type of an injury exposes the nerve canal and often leads to an abscess and loss of tooth, translating into pain for the pet and an expense for the owner.

Jaw Entrapment - Marrow bones have the possibility of encircling the lower jaw, an uncomfortable situation that often requires a trip to the veterinarian to have the bone removed. Longer bones and especially ribs and bird bones can

Continued on next page

Life is about choices.

Viva La Dog Spa.
Quality pet products with a French accent.



VIVA LA DOG SPA.
Pamper your pets with a complete line of pet products having that international flair. *Merci.*

Viva La Dog Spa.
The right choice.



Cardinal pet care

MAKERS OF QUALITY PET CARE PRODUCTS • 1-800-433-PETS
WWW.VIVALADOGSPA.COM

wellanimalinstitute.com

Learn
Anesthesia FREE
Teeth Cleaning For Dogs and Cats.

Vet Supervised!

Enhance Your Current Animal Business!



Dr. Turie Norman, DVM
Director of Well Animal Institute

Cindy Lloyd
(303) 514-0076
Certified Animal Practitioner
Info@wellanimalinstitute.com
J1190

READER SERVICE CARD #7131

READER SERVICE CARD #7134

be sheared off and become lodged transversely in the roof of the mouth again causing pain and a trip to the veterinarian.

Constipation - bone fragments can be very sharp and cause damage to the lining of the intestine. This can cause a change in the motility of the bowel and a great deal of pain as the sharp fragments are passed and sometimes requires a visit to the veterinarian.

Lodged Bones - Bones may become lodged in the mouth, throat, windpipe, esophagus, stomach, or in either the small or large intestine. If the bone penetrates the intestinal tract, peritonitis, a life threatening infection can result. Very expensive surgery and supportive care is needed for these cases.

Rawhides:

Though rawhides are softer than bones some of them can be hard enough to fracture a tooth which is ironic because rawhides are often given to help keep tartar off the teeth. Here are some other dangers of rawhides.

Broken Teeth - Just like bones, rawhides can be hard enough to cause a fractured tooth.

Obstruction - Dogs that really like rawhides may chew on them until a smaller piece is broken off and is voraciously swallowed. These pieces can become lodged in the throat and choke the dog or they may become lodged in some

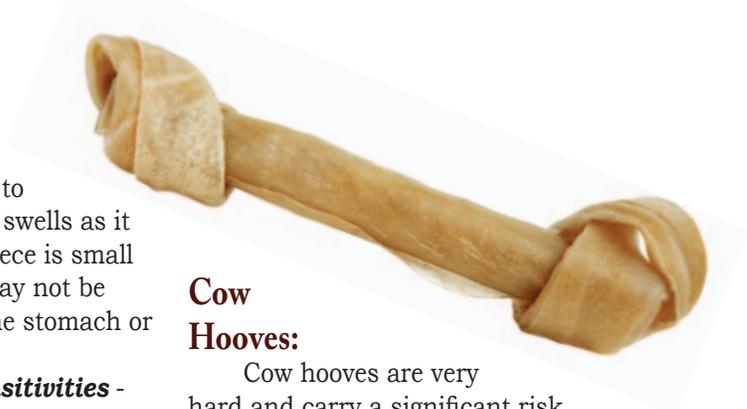
part of the intestinal tract requiring surgery to remove them. Rawhide swells as it gets wet, so even if a piece is small enough to swallow it may not be able to pass through the stomach or intestine.

Allergies and Sensitivities - Some dogs can develop an allergy or sensitivity to rawhide leading to intestinal upset.

Salmonella Poisoning - There have been substantiated reports of rawhides being contaminated with Salmonella, a bacteria that can cause a severe food poisoning. Pets are more resistant to Salmonella than people and it is often family members that become ill when they handle rawhides moistened by chewing.

Pig's Ears:

The same dangers associated with rawhide pertain to pig's ears as well. Pig's ears are usually covered with a thin coating of fat to make them tastier. Aggressive chewers are even more likely to gulp down a large chunk of pig ear that can become lodged in the throat or intestine.



Cow

Hooves:

Cow hooves are very hard and carry a significant risk of causing a broken tooth. Pieces chewed and broken off may have sharp edges to irritate or penetrate the bowel. Foreign materials can penetrate the cow's foot before slaughter (such as nails or wires) which can damage teeth and penetrate the intestinal tract. Manufacturers have gotten better at screening for these contaminants, but a few still sneak into the retail market.

Nylabones and Gumabones:

Nylabones are hard enough to break teeth and can cause an obstruction if swallowed. *Gumabones* are softer and pose less risk to the teeth.

Greenies and Similar Treats:

The *Greenies* treats have been

Continued on next page

Wheat Free • Corn Free • Soy Free • Vegetarian

Just Like You Baked Them Yourself... But without all the fuss!

Made In the USA

Simply Good For Dogs!

Bulk or Bagged Available

www.pawduketreats.com • 630-882-8558

READER SERVICE CARD #7129

Use Kudzu™ on your clippers, hair dryers, flat irons and many more applications to provide **PEACE**.

BEFORE **AFTER**

Prevents tangles, provides Electrical cord management, is Abrasion resistant, allows you to Color coordinate your tools, and Eliminates frustration.

Only \$9.99

AVAILABLE IN 10 COLORS

Order Today: www.kudzucord.com

C1736

READER SERVICE CARD #7135

Groomer to Groomer.com

reformulated to reduce the likelihood of causing an intestinal obstruction when large pieces are swallowed, but any hard slowly digestible treat is a potential risk. The more a dog likes them the higher the risk of swallowing a large piece.

Baked Treats:

Choking and aspiration are the two most likely risks with hard baked treats. Baked treats that are dry and break into small pieces when bitten into can cause choking as the small pieces are inhaled while larger pieces can get caught in the throat.

Cotton Rope Chews:

Rope style chews have caused very few problems, the most likely is to have a strand of rope cut into the gum or become lodged between two teeth in turn causing the dog discomfort and to paw at the mouth. Long tangled strands separated from the rope can get trapped in the stomach or intestine creating both a health risk and surgery risk.

Does that mean that I shouldn't give my dog any of the things listed



above you ask?

No.

What all of this means is that as an informed pet professional you can make educated choices for yourself and good recommendations to your friends and customers. Be sure the treat is properly sized for the pet. Make a test run by giving your dog a treat while you are there to see how aggressively the dog goes after the treat. When rawhides, pig ears, etc. are chewed down to a size nearly small enough to swallow take them away and start fresh with another one. Customize the treat to the dog's size, taste, texture preference and chewing aggressiveness. Wash your hands after handling pig ears, rawhides and hooves to mini-

mize the possibility of infecting yourself with unfriendly bacteria. ❖



Dr. Harrell is a former multi-veterinary practice owner and current business coach to the pet industry and pet health advisor for Oxyfresh Worldwide. He also presently serves as Medical Director for the SPCA Animal Medical Center in central Florida. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at Boyd@PetProsBusinessCoaching.com or by calling 863-248-4257.



PROFESSIONAL LINE OF GROOMING TABLES



W1727



LowLift™ Electric
12" to 36" Adj. Height



GT-20H



Low Boy® Electric
6" to 42" Adj. Height

order online at
www.ascotgrooming.com

Contact **Ascot** Toll Free: **877-294-1604** • **Info@ascotproducts.com**

Happy Hoodie



Happy Hoodie protects and calms pets during the force drying process!

See the difference it makes at:
www.happyhoodie.com

Developed for Groomers by Groomers
928.978.4959
visit our website for our list of distributors

READER SERVICE CARD #7136

READER SERVICE CARD #7137

Groomer cleans up with easy money!

By Janis O'Neill

*Jan's Grooming
Breeder/Owner*

Fantasy Yorkshire Terriers for 20+ years.

As a pet groomer, I'm just like other business owners that continually look for ways to create new sources of revenue without having to invest hard earned money or precious time. Not long ago I found a fantastic program from NuVet Labs that perfectly fits the bill. As the owner of a grooming business I don't have a lot of time to give, so for me the best programs are the ones that are simple, easy, and won't take up time that I need for my clients. NuVet's program works like a charm and best of all I didn't have to invest one penny to get started, or even have to sell anything to make the money. All I have to do is talk to my clients about NuVet, hand out some flyers or brochures, and have them contact the company if they want to make a purchase or have any additional questions. In exchange, NuVet pays me up to 50% of the retail price of their product each and every time the customer orders.

NuVet spent 8 years to develop the best nutritional supplements around. They use only the purest of human grade ingredients and manufacture their products in a GMP (Good Manufacturing Practices) pharmaceutical lab approved by the FDA for human product production. That kind of dedication to their products, and the animals that take them, is literally unheard of in this industry. Their products are the best on the market for dogs and cats that suffer from skin and coat problems, allergies, arthritis, and joint conditions, and so much more. I have full confidence in their nutritional supplements so when I talk about the product, and NuVet, I honestly believe I'm doing the right

Earn additional income with no out of pocket expense!

Pet Groomers! Get in on this new passive income program from NuVet Labs!

- Help your client's pet's health and receive up to 50% of retail sales - with Little Work and No Investment.
- Thousands of America's top groomers, vets, breeders, and kennel owners are already earning income from this program - you can too.
 - No cost to you, not even for shipping!
- Minimal effort to earn extra money. Just hand out flyers and talk about NuVet to your customers. That's it!
 - No inventory or sales tax to deal with.
 - Each time your customer orders from NuVet you get money.
 - **BOOST THE HEALTH OF YOUR CLIENT'S PETS WHILE BOOSTING YOUR INCOME!**

NuVet Plus® - Revolutionary Natural Product

An All Natural Remedy for:
Scratching, Itching, Hot Spots, Allergies, Skin & Coat Problems, Arthritis, Premature Aging, Digestive Issues, Cataracts, Heart Disease, Low Energy Levels and General Health.

- Exceeds Good Manufacturing Practices (GMP) as defined by the FDA for humans.
- 8 years to develop this revolutionary product.
- Over 14 years as one of the best nutritional supplements in the pet industry.
 - No Sugars or Fillers
- Absolute Money Back Guarantee!

“I searched for a product that would provide good results for my clients. NuVet Plus is a phenomenal supplement that really works. The residuals are terrific too!”

Marcia Kaiser,
Owner
The Petstop,
Litchfield Park, AZ
petstopgrooming.com



“NuVet ... is one product that does all that it claims to do. Incredible!”

David Teta, Owner
Ruff Kuts, Inc.
Olive Branch, MS
ruffkuts.com



Try it yourself FREE!

800-474-7044



NuVet Labs®

www.nuvet.com

For more info - Call Now

thing for my clients.

I'm proud to count myself as one of the thousands of groomers, vets, and breeders that are providing the very best in pet nutrition while earning good, additional, income. The best part is all I have to do is talk about a product that I actually believe in! I couldn't ask for a more

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

To learn more about the Groomer's Program call NuVet Labs at 1-800-474-7044. Request Reader Service Card # 6683

The Kalstone Cane Collection

Shirlee Kalstone is beloved in the grooming industry. She is the founder of Intergroom, and many of us have cut "our grooming teeth" on her grooming books over the years. She is a prolific writer, grooming judge and educator, international traveler and ambassador to the grooming world abroad. But she has a very interesting side that may not be known to most of us.

She and her husband, Larry, have been prolific collectors of canine memorabilia, notably antique canes. The Kalstone Collection of canes, has come under the watchful eye of the AKC in New York. They are the recipient of this priceless collection of art, and are displaying it for posterity in their New York offices for everyone to see.

What intrigued you about your hobby of collecting canes?

Larry and I are pack rats. Over a period of thirty-five years, we have collected many different categories of antique dog and cat items: oil paintings, watercolors and lithographs, porcelains, silver, bronzes and books ... lots of books. Even now, we're so overloaded there is no wall space to hang pictures and hardly any surface on which to sit a porcelain figure or bronze.

So, when we bought our first

cane (see below), we thought it would be nice to collect them, too. At the time that we acquired our first piece, there were very few cane dealers in the United States, and of those, practically none of them had any antique walking sticks with dog or cat heads. Fortunately, we were going overseas to pet product trade shows, as well as dog shows and grooming events, because Larry owned *Ring 5* and I was producing *Intergroom*.

Our travels took us mostly to England, France and other European

countries where there were dealers who actually specialized in selling antique walking sticks. Any time we'd go to these events, we'd always take a few extra days to go antique hunting.

At first, we'd come home with one or two canes, but pretty soon we were bringing back 8 or 10 at a time. The premier walking stick dealer in the world is Laurence Jantzen, a woman who has a shop across the street from the *Louvre Museum* in Paris. She's become a close friend.



Do you and Larry share the same passion for the canes?

Absolutely, yes. That's probably why we have so many. He can't say no when we see a really nice one, and neither can I.

What was your first cane and how did you get it?

As you can read in the enclosed photocopy of an article that appeared in *Pure Bred Dogs*, *The AKC Gazette* in 1994 and in the book *Living with Dogs*, we started collecting walking sticks by chance.

It happened about thirty-five years ago at the *Westminster Dog Show*. Larry always had a *Ring 5* booth in those days and one of the people who came to see us was the renowned Walter Reznikoff, a former Terrier handler.

Walter was a dapper gentleman who occasionally sold dog antiques. In addition to handling Terriers for the show ring, he used to manage the dog accessories department at *Abercrombie & Fitch*. In those days, *Abercrombie* was probably the most popular retail store for outfitting America's sporting elite (and every

President from Theodore Roosevelt until Ronald Reagan is said to have been outfitted in some capacity). Walter was so knowledgeable that he used to care for the Pugs that belonged to the *Duke* and *Duchess of Windsor* when they were in New York.

Anyway, Walter always carried a cane because he walked with a slight limp ... an accident that ended his Terrier handling career. On that particular day, he was carrying a Whip-pet-headed stick that Larry fell in love with (because we were breeding and showing Whippets at the time). He asked if Walter would sell him the cane; Walter said yes and we've been collecting them ever since. Shortly after that, Walter showed us two other 19th century canes which we ended up buying. One with the head of a Pointer carved in ivory and the other an ivory Bulldog head atop a slim ladies cane. Back then, canes were an important part of fashion for men as well as women.

How many canes are in the collection?

Over 250, all are from the eighteenth, nineteenth and early twentieth centuries, with dog and cat heads made of wood, ivory, silver, jade, mother-of-pearl, crystal, rhino horn, a few American folk art, one carved from the ivory of an ancient woolly mammoth, one carved from a narwhal tusk and a trompe l'oeil cane with greyhound head that looks like an umbrella but is actually all carved from wood.

We also have several antique parasols with dog and cat-head handles. Larry and I always bought sticks with breeds that could be easily recognized ... in other words, nothing stylized ... because we felt that they were testaments to what

Continued on next page



the dogs actually looked like at the time the canes were made.

Did you enjoy the canes in your home?

Yes, very much. We always displayed them in the living room in racks. One of them, a brass and wood rack, came from a nineteenth century gentlemen's club in London. Actually, we still do use that rack for the canes.

Are some of the canes more special than others? Which ones and why?

We have several canes that are historically important. One of them, known as a "systems stick" (a cane that functions as something other than just a cane and often has hidden compartments). This one was custom-made for the 19th century famous British dog show judge, Colonel J. P. North.

It's a Greyhound-headed stick that conceals a measuring stick which unfolds from its side ... no doubt used by North to measure Greyhounds when he was judging them in the show ring. Colonel North owned the celebrated Greyhound, *Fullerton*, who in 1892 won the

Waterloo Cup, the most prestigious coursing match in England (actually *Fullerton* won the cup four years in a row).

We also have "systems sticks" that are guns: a *Remington* and a *Dumontier* (French made), a few percussion gun sticks, a cane that holds a cigar, another one that is a match-safe, a dog with a vibrating tongue and a few that move their eyes and/or ears. We own the Japanese *Foo Dog* stick that President Theodore Roosevelt carried with him to help end the Russo-Japanese war in 1904, for which he won the *Nobel Peace Prize*.

I would imagine the hunt for special canes was amazing: Any interesting stories?

As the AKC article says, finding canes can be very serendipitous. Larry and I like to watch the TV show *Antiques Road Show*, which constantly reminds collectors that you never know where or when you're going to find a "treasure." We had a cane that was done by Louis Comfort Tiffany. It's a sterling head of a Greyhound. We found it at an antiques show in Chicago at the Expo Center. We were actually at a pet products

trade show being held at the same location. I snuck through a barrier that I wasn't supposed to go through so that I could get to the antiques side, and lo and behold, here was this silver cane that nobody had noticed because it needed polishing. Larry went to look at it and then we bought it.

Another time, we found a 19th century heavy silver Bulldog with ruby eyes that bore the mark of a *Fabergé* silversmith. When you press the dog's lower jaw, it opens, the tongue comes out and you see an anatomically correct mouth. It's just amazing what artisans did in past centuries ... the details are incredible.

Why did you choose to donate them?

We donated over 100 of the dog sticks to the *American Kennel Club*. The AKC's offices in New York are filled with beautiful old paintings, drawings and bronzes depicting many different breeds, magnificent old dog show trophies and other canine memorabilia. They also have an incomparable collection of dog books. But they did not have any canes, so they are very happy to have them. Larry and I feel that there was no better place for the best sticks in our collection to be displayed ... particularly long after we are both gone.

Continued on next page



Life is about choices.

**Step 1
To a Clean,
Well-Groomed
Dog**

CRAZY DOG.
Professional Shampoos
Clean, Condition & Smell Wonderful
So you can fuss over your clients.

Crazy Dog.
The right choice.



MAKERS OF QUALITY PET CARE PRODUCTS • 1-800-433-PETS
WWW.CARDINALPET.COM • WWW.CRAZYPET.COM

Cardinal pet care

READER SERVICE CARD #7132

What will happen to the canes now that they are at the AKC?

They are displayed in their own glass case (with a bronze plaque titled "Walking the Dog: The Lawrence and Shirlee Kalstone Collection,") immediately before you go into the Library. This is their permanent home.

Is the rest of your collection still displayed in your apartment?

Yes, we still have several dog canes displayed in the English rack described beforehand. I haven't talked much about the cats, but we have lots of them in ivory, wood, silver, etc., and many of them do interesting things, like roll their eyes, stick out their tongues, move their ears and/or wave their tails when you press a little button at the base of the head. Cat sticks are very difficult to find. There was a woman named Catherine Dike from Switzerland (now deceased) who wrote numerous books

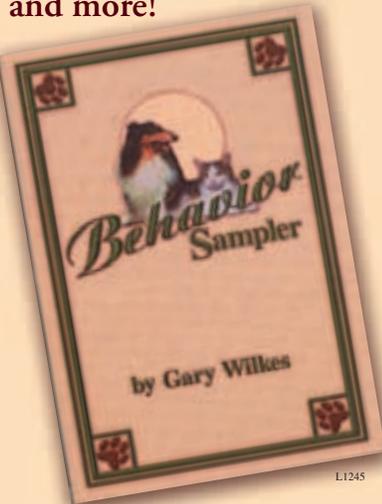
about walking sticks and was known as the doyenne of cane collecting. She came to see our collection once and told us that we had more cat canes than anyone else in the world.

I understand you and Larry have had some accolades in the antiques and publishing world. What are they?

A long and informative article

about our collection first appeared in *Pure-Bred Dogs: The American Kennel Gazette* in 1994. *Art & Antiques* magazine listed us as one of "The Top 100 Collectors in America" in 1996. Our collection was the subject of a beautifully illustrated chapter in the book *Living with Dogs*, published by *Clarkson Potter* 1999 and we've had several mentions in the *Antiques Weekly* newspaper. ❖

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



A collection of more than 60 articles about dog and cat behavior from Gary's award winning articles told in an engaging, simple and easy-to-read fashion.
237 pages - \$16.95

www.clickandtreat.com

READER SERVICE CARD #7139

GroomerTALK
MobileGroomerTALK SM

Join Our State-of-the-Art Online Groomer Community
Free Buy & Sell & Job Ads
Message, Articles, Blogs
Audio, Video, Chat, Talk Radio
Thousands Visit Weekly



PetGroomer.com
Grooming's #1 Buy & Sell Spot • Mobile Vehicle Ads • Help Wanted Ads • Business for Sale Ads
Groomer Buyer's Guide • Galleries & Trivia Fun • Schools & Home Study • Over 5,000 Pages

Find A Groomer Inc. PO Box 2489 Yelm, WA 98597 360-446-5348 findagroomer@earthlink.net

READER SERVICE CARD #7173

Step into the spotlight with our NEW COMPETITION grooming shear!



The New Double Shark Medalist

- Cobalt enhanced blades
- Nylon glide strip at the back of the blade
- VG-10 Japanese Hitachi Steel
- Ball bearing system in the pivot and swivel area
- Razor sharp edges

30 Day Money Back Guarantee
Unlimited Lifetime Warranty

Sug. Price \$1199.95
Intro. Price \$599.95

AVAILABLE AUGUST 2010

Available in Swivel and Non-Swivel 8" & 9" Straight - Right Hand Only

Limited quantities available ~ Pre-order your pair today!

SHARKFINSHARS.COM

SHARK FIN PROFESSIONAL SHEARS "it's all about control!"

Look for us at these upcoming shows:
All American Groom, IL
Groom Expo, PA / Super Zoo, NV

Find us on Facebook

READER SERVICE CARD #7140

GroomertoGroomer.com

Sally's SUCCESS TIPS



by Sally Liddick

I have a pet peeve. It is people that use cutting edge technology and cannot type. It seems such a dichotomy to use a piece of equipment that works at lightning speed while pecking out a word at a snail's pace.

One thing I do not expect, is that all groomers can type. Groomers are great at artistic endeavors, not typing. Keyboards aren't always a part of a groomer's day, but as technology moves forward... so is the need for the skill of typing.

Can I give you a history lesson on keyboards. Did you know there are at least two keyboards? One is the QWERTY and the other is the Dvorak. The QWERTY is the standard one that you see on all computers. So named because the first letters across the top line are QWERTY. It is a very slow keyboard. The home row keys are intended to slow the typist down.

Many years ago, probably in the early 1900s when typewriters were invented, each letter was located on a long stem that had to fall back into a tray each time a letter was typed. If

a typist got too fast, one letter would trip up the other as it returned. Manufacturers had to slow typing down so they placed the letters on the home row in a way that would make typing sluggish, hence allowing the keys to work without getting hung up on each other.

The Dvorak keyboard was designed for lightning speed on lightning equipment and oddly enough, to reduce carpal tunnel injury. The home row keys are ones that include most of the letters in most of the words. No need to frequently go to the upper or lower rows. The speed is exceptional on this keyboard. Too bad for Mr. Dvorak. His intelligent keyboard never caught on. And we are stuck with the QWERTY, the dinosaur of keyboards.

In college, I had the good fortune of having a great typing teacher. We were never permitted to look at the keyboard. Though unrewarding at first, my typing skills eventually emerged without me looking at my fingers. This served me well in my medical secretarial job after college,

where typing was an eight hour deal. I became incredibly fast. Then came grooming for 15 years. However I continued to write and eventually became editor of my magazines. The dormant skill returned.

But now I have another problem. I have severe carpal tunnel in both hands, and arthritis in my fingers. Surgery helped the right-hand somewhat, but my hands will never be what they were. What to do? I need to write, but my typing became a tangle of mistakes. Something I had loved doing became drudgery. I thought there has to be another way. What about voice recognition software?

I got on *Google*, and lo and behold, there was a highly rated program called *Dragon Naturally Speaking* (www.nuance.com.) It had great reviews and wasn't expensive. I bought it and fell in love. It was very intuitive. Very little learning curve. Now it's the only way I type, and it's way faster than my typing ever was before.

I bought headphones with a microphone, and I type all day without carpal tunnel problems. This program has a modified version for the *iPhone*, as well. The phonetically challenged will love it. It is certainly an answer to cryptic, text messaging that is rampant today.

If you buy *Dragon*, and like it, let me know. I have a couple tips I can share with you that make it work even better. I normally don't promote a program, (I can't even buy stock in it), but this one is way too good to miss. And it is perfect for the casual typist like most groomers are. ♣

Good luck. And happy typing.
Sally@Barkleigh.com

PS. I know some of you have books and articles just begging to get written. This program can release the hidden writer in you.

BREATHE HEALTHY®
HI-TECH "Fun to Wear" GROOMER'S MASKS

Protection For Allergies, Pet Dander, Hair, Dust, Parasites & much more.

Antimicrobial Aegis® Microbe Shield® is permanent and continues killing microorganisms even with repeated washings.

WWW.BreatheHealthy.com

READER SERVICE CARD #7141

Touch of Color

by Dawn Omboy



In the busy salon we need to be able to do our jobs as efficiently as possible. There are many tools of the trade to help us achieve our results in less time. Learning to use them to maximize our results, and our bottom line, while putting smiles on the faces of our clients, is something we all want to do.

One such tool for me is my *Bathing Beauty* power bathing system from *Hanvey Specialty Engineering* (Reader Service Card #7043). With this handy tool not only do I not have to worry about the right amount of water pressure, but I can apply even all over color to my dogs in a matter of minutes as compared to an hour or more when done by hand with applicator brushes. Another big plus to this method is the fact that not only does it save you time, but product as well; saving you time and money.

I am very excited that, *Brook*, my young standard poodle is going to be in the upcoming book by Tim Flach, (www.timflach.com) who was at *Groom Expo* in Hershey last year to photograph the creative dogs for his latest project *DOG/GOD* that is due out this September. Among the dogs featured will be Sami Stanley's anatomy dog, Lori Craig's magnificent Lion and others. *Brook* was there as a demo dog but was so pretty in pink Tim decided to use her as well.

Brook's look was an easy one to create. I mixed 2 jars of *ShowSeason's Queen of Color Pink Petunia* hair dye for dogs (Reader Service Card #7044) with about 2 gallons of warm water in my bathing tub. I then dispensed the color solution evenly over my already clean dog for about 10 minutes using my bathing system, taking care not to color her unclipped face that I wanted to remain white. She was then rinsed and

fluff dried.

I then clipped her feet and face leaving the white, a nice contrast to the soft pink of her fluffy puppy coat. Her top knot was tied up and complimented with a silk flower. The "Cotton Candy" look was finished off with cotton candy cologne. The whole look only took a couple of hours. ❖

Email your tips and suggestions to *Queen of Color*
dawn1@petstore.cc. Creative supplies www.klippers.com

Feel the magic!

magic color

magic crystal

Available at Ryan's Pet Supplies

MEGAMAZON FOR PETS

Think natural!
Save a tree!
Use Megamazon!

All natural line
made with
Amazon berries

ALSO IN GALLON SIZE

Commercial info at: (510) 577-0310 - www.mgbwestcoast.com

READER SERVICE CARD #7142

By Bryan Raassi

In today's challenging economic climate, grooming businesses must find creative ways to maintain and re-energize their client base while capitalizing on new trends in the industry.

One recent trend is the increasing amount of pet owners who are grooming their own pets in between professional grooming sessions. As a wholesaler of professional grooming products, *American Pet Pro* has experienced this trend first hand by seeing a significant increase in the demand for professional pet products by pet owners.

One way pet groomers can capitalize on this trend is by retailing grooming supplies to their customers. Items such as retail sizes of shampoos, conditioners, and colognes, grooming tools as well as ear, eye and dental products can be a great add-on to the sale, as well as keep the pets clean and well-maintained in between professional grooming sessions.

Adding a retail operation to your business, however, is a process and requires both an investment of time



Retailing Grooming Products

and capital. Here are some ideas that can help you add a profitable retail section to your grooming salon.

- *Listen to your customers* and generate a list of products and product categories that your customers are inquiring about. Talk with your suppliers

about retail sizes of products you currently use in the grooming salon and ones that are working well in other salons in your area. Carefully select a mix of products that fit well with the needs of your customers.

- *Select a clean, organized and well-lit space* in your salon to display your retail products. The grooming area of salons can get messy and disorganized. Separate your retail section from your grooming section and keep it spotless at all times. Merchandising is a very important element of any retail operation and must be done well in order to maximize exposure to your products and attract interest from your customers.

- *Know your products.* Product knowledge is the most important component of any sale. Make sure you are familiar with the ingredients

Are your clients ready for **LOTS MORE DOG FUNSM**?



AKC
Canine
PartnersSM



Check out AKC's new program for mixed-breeds and dogs not eligible for AKC registration.

www.akccaninepartners.org

For more information about ways the program can benefit your customers and your business: akccaninepartners@akc.org; 919-816-3723 or **visit the AKC booth at Groom Expo 2010 in Hershey, PA!**



READER SERVICE CARD #7143

Continued on next page

and the proper use of your products. Most suppliers and manufacturers offer detailed information as well as support and training on the uses and applications of their products.

- *Educate your customers.* Take the time to explain and show your customers how to use products that you are offering for sale. Teach them the proper way to dilute a shampoo or hold a grooming tool. This will enable the customer to get the most out of the product and will ensure their satisfaction and continued patronage both to your retail and grooming operations.
- *Monitor your retail sales* and make adjustments to your product mix as needed. After some time, you will see that some products will do better and some will not perform as well as anticipated. Fine-tune and grow your product mix by eliminating ones that sit on the shelves and introduce new items and expand the lines that are performing well.

The fact is, pet groomers provide a very valuable service to pet owners. Most pet owners do not

have the training and experience nor the skills and techniques, let alone the patience required to professionally groom their pets. However, as recent trends indicate, more and more pet owners are stretching their money and the amount of time between grooming appointments. By offering an attractive retail section of grooming products, grooming businesses can capitalize on this

trend and offer savings and convenience to their customers while promoting the health and livelihood of their pets.

For more information about retailing pet grooming products or ways we can help you set up a retail sections call us today: (800) 543-9480 www.americanpetpro.com.

For more information Request Reader Service Card #7175.

Grooming made easier!



Rescue Remedy Pet can be used during grooming for an immediate calming effect in any stressful situation. For use before:

- 🐾 Nail clipping
- 🐾 Ear Cleaning
- 🐾 Brushing & bathing
- 🐾 Separation from owner

RESCUE REMEDY PET

Contact David K
1-800-314-BACH x140
DavidK@nelsons.net

mention code **GTG06**
for 10% off your next order!

A grooming necessity trusted for over 70 years in 66 countries
visit us at www.rescueremedy.com/pets

READER SERVICE CARD #7144

Kennel Connection

Ready for a state-of-the-art windows-based software program to organize your business? Tired of flipping through index cards looking for a pet's information? Spending hours every night balancing the books after the day's boarding and grooming activities? Does your wall calendar need a vacation? **Kennel Connection** can retire that old calendar and make all of your other tasks quicker and easier instantly with a simple click of your mouse!

Sold by module:
Boarding / Grooming / Day Care / Training / Petsitting

Now Featuring
Mobile Grooming!

Additional features:

- Credit Card Processing
- QuickBooks™ DirectLink
- Online Reservations
- POS Hardware
- Complete Inventory Control
- Month-at-a-Glance Calendar



Call us **TOLL FREE**
888-486-4343

KennelConnection.com

Download a **FREE** full working demo today!

READER SERVICE CARD #7146

EQUISSAGE®

the nation's leading trainer of professional animal massage therapists ...

NOW OFFERS A HOME STUDY CERTIFICATE PROGRAM IN

CANINE MASSAGE THERAPY (CMT)

THE EQUISSAGE PROGRAM IN CANINE MASSAGE THERAPY

professionally schools the student in the theory and benefits of massage, massage strokes, technique and sequence, canine anatomy, dog handling, and marketing your own canine massage practice.



For a free brochure call:
(800) 843-0224

or write: **EQUISSAGE®** P.O. Box 447, Round Hill, VA 20142
Visit our web site: www.equissage.com • E-Mail: info@equissage.com



READER SERVICE CARD #7145

Click Stix™
click pens

50 for \$35
100 for \$55
250 for \$125
500 for \$220

\$25 set-up charge

price includes one color imprint

5 colors available!

Paw Key Tag
flexible plastic

125 for \$86.25
250 for \$122.50
500 for \$245.00
1000 for \$490.00

\$35 set-up charge

Business Cards

Magnet (economy)	Paper (2-sided)
100 for \$65	250 for \$85
250 for \$99	500 for \$125
500 for \$160	1000 for \$200
1000 for \$275	

No set-up charge for first proof. Choose from over 80 stock backgrounds or we'll design a card just for you!

Collar Clips
flexible plastic tag with durable clip

14 colors available!

250 for \$142.50
500 for \$260
1000 for \$470

\$35 set-up charge Price includes one color imprint.

Animals INK
www.AnimalsINK.com
317-496-8467 info@AnimalsINK.com

READER SERVICE CARD #7147

Use the **Reader Service Card** for a **Quick Response** from **Advertisers!**

SYMPATHY CARD

REACH OUT TO GRIEVING CLIENTS

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

(INSIDE)

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

(S3) Ivory Sympathy Cards w/ Envelopes

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

Barkleigh Productions | www.barkleighstore.com | (717) 691-3388 | info@barkleigh.com

W1412

READER SERVICE CARD #7174

GROOM & KENNEL EXPO

February 10-13, 2011

PASADENA CONVENTION CENTER, PASADENA CALIFORNIA

NEARLY **100** BOOTHS

www.Barkleigh.com

Barkleigh Productions, Inc.
970 W.Trindle Rd
Mechanicsburg PA 17055
(717) 691-3388 • info@barkleigh.com

www.GroomAndKennelExpo.com

READER SERVICE CARD #7161

PetQuest



CLICK HERE FOR
PETQUEST 2 MIN
OVERVIEW



PetQuest 2010 will be held **July 22 – 25** at **The Drawbridge Inn** in Fort Mitchell, KY. (Outside Cincinnati, OH.) This event will feature educational seminars, grooming competitions and a pet care professional trade show.

PetQuest 2010 will be home to the following *IJA* and *GroomTeam* sanctioned breed class grooming competitions: *Tropiclean – Poodles, Groomers Mall – All Other Purebreeds, Electric Cleaner – Terriers and More, Sporting Breeds* and *Salon/Freestyle*. *Andis* is sponsoring *Best In Show* and awarding large cash prizes to the winners in all three levels! Plus, new this year, the *Barkleigh Creative Grooming Contest* will be held on Sunday.

The event will include grooming seminars and demonstrations by top stylists and industry leaders. Tim Prior, of the *Nash Academy*, will present the *Nash Salon Series* and Rick Gordon, also of *Nash*, will offer a *Canine CPR* class. Sherri Shinsky, star of *Groomer Has It Season 2*, will offer *Canine Massage: Thinking Outside the Box*.

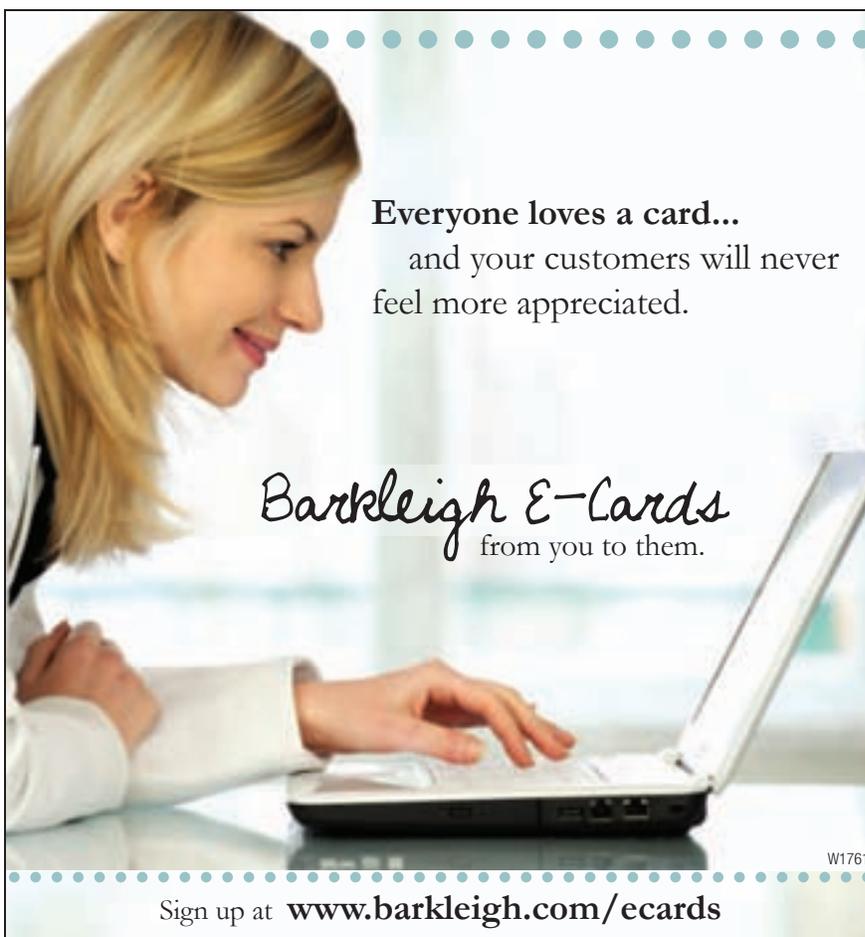
Ellen Ehrlich will be featured in a *Mobile Grooming Success* seminar. Amy Brown, co-founder of the *National Association of Professional Creative Groomers (NAPCG)*, will present a creative grooming seminar.

Linda Easton will offer *Breed Profiles and IPG Certification Workshop*. Kimberly Raisanen will host *Styles for Today's Feline*. Christine Speerin will present a *Color Workshop*. Kendra Otto will instruct on the *Secrets of Sporting and Wire Coated Breeds*. Marlene Romani, of *Clipper Vac*, will present *What Makes a Successful Business*. Also, award winning groomers, Olga Zabelinskaya and Michelle Breen, will present live grooming demonstrations that you won't want to miss!

Over 60 pet industry exhibitors will be in attendance, making this event a sure way to view and learn about new products and services

available to pet care professionals. Many of the exhibitors will offer discounts and show specials, ensuring this weekend is the perfect time to stock up on supplies! A huge silent auction benefiting *Gifts of Love International* will add even more fun to your weekend shopping experience!

For more information, please see the program book at www.barkleigh.com.



Everyone loves a card...
and your customers will never
feel more appreciated.

Barkleigh E-Cards
from you to them.

W1761

Sign up at www.barkleigh.com/ecards

READER SERVICE CARD #7149

CLICK HERE FOR GROOM EXPO REVIEW



Gearing up to be the Best Show Ever!

Groom Expo 2010 is just around the corner! The *Hershey Lodge and Convention Center* in Hershey, Pennsylvania will bring together thousands of pet professionals under one roof **September 9-12!**

Last year, the huge three day trade show welcomed nearly 4,300 pet professionals and offered almost 180 exhibitor booths, grooming contests and dozens of educational seminars, by 40+ speakers, on grooming, animal behavior, boarding, mobile grooming, retail, naturals, breeding, training and pet daycare. This year we will feature all your favorites and even more!

The following are just some of the educational seminars being offered are: *Mixed Breed Magic and Making Money on the Big Dogs* by Jay Scruggs; *Drop-Coated Breeds and Mobile Etiquette*, *Secrets of Force Air Drying* and *Melissa's Best Time-Saving Tips* by Melissa Verplank; *Doggie Repair Kit- How to Fix a Client's Pet* and *Safe Handling Techniques* by Gary Wilkes; *Animal Behavior*; *Brusher Bather Certificate Program* and *All in a Days Groom* by Teri DiMarino; *Cattitude...Cat Grooming Made Easy* by Adrienne Kawamura; *First Aid for Pet Pros*, *Solutions for a Stressful Pet Pro* and *Geriatric Pets* by Dr. Boyd Harrell; *Breed Profiles and IPG Certification Workshop* by Hayley Keyes and Linda Easton; *Go Mobile and Succeed* by Ellen Ehrlich; *Designed to Prosper* by Susan and Richard Cleveland and much more!

New this year, Creative Grooming Seminars by leading creative groomers, Angela Kumpe, Lori Craig and Amy Brown. *Clipper Care Clinics* featuring all of the clipper companies will instruct you on repair and maintenance.

Groom Expo will present *Live Grooming Demonstrations* by award

winning GroomOlympians; Irina Pinkusevic, Olga Zabelinskaya, Michelle Breen, Carol Morgan, Julie Pantages and Amy Triezenberg. Meet *Groomer to Groomer* writers: Teri DiMarino, Gary Wilkes, Vivian Nash, Joanne Russell, Dawn Omboy, Kathy Hosler, Dr. Boyd Harrell and more.

Groom Expo 2010 will be home to exciting grooming competitions with generous cash awards, such as; *Nature's Specialties Winner's Circle Tournament*, *PetSmart GroomOlympics*, *TropiClean Salon/Freestyle*, *Lambert Kay Sporting Breed*, *Andis Poodle Tournament*, *Terrier Tournament* and *All Other PureBreeds Tournament*.

The whole weekend will be packed with extra events for fun and the opportunity to meet and mingle with fellow pet professionals, at the BIG opening night party *The Wild, Wild West*.

Special package plans ranging from V.I.P (all four days admission to most sessions, all meals and

spectator admission to all grooming contests) to packages for Thursday/ Friday, or Saturday and Sunday.

You won't want to miss all the great items up for bidding at the *Gifts of Love Silent Auction*. Thousands of unique and practical pet themed gifts will be featured daily from Friday through Sunday.

The *Mobile Round-up* is an opportunity to stroll through Mobile Grooming Vans. You can even bring your own to show off and receive a FREE Basic admission.

A *Puppy Playground* is available to view the activity of demo and contest dogs and observe new socializing techniques learned at seminars.

Mark your calendars now for this event! For a program book, contact Barkleigh Productions at (717) 691-3388 or go to www.groomexpo.com.

For video footage of last year's show, go to www.BarkleighTV.com.

GroomOlympians SERIES

Sunday, September 12th
at Groom Expo

Learn from
International Champions!

See...	Kendra Otto*
Olga Zabelinskaya	Amy Triezenberg
Julie Pantages	Michelle Breen
Irina Pinkusevich	Carol Hoover

World's Top Competitive Groomers
teach you Hands-On Skills.
See all their Tricks and Time Savers...
and the beautiful results!

*Kendra Otto will perform demo on thurs.

Barkleigh Productions • (717) 691-3388 • www.GroomExpo.com



W1747

GROOM EXPO

SEPTEMBER
9-12, 2010

Hershey Lodge &
Convention Center
Hershey, PA

EXCITING SEMINARS

- Grooming
- Boarding
- Pet Day Care
- Animal Behavior
- Retailing
- Health
- Training
- Mobile Grooming

Over
170
Booths!



Dog groomed by Lori Craig
Photo by Animal Photography

L1640

Barkleigh Productions, Inc.
(717) 691-3388 • info@barkleigh.com
www.GroomExpo.com

READER SERVICE CARD #7150

Atlanta Pet Fair Review

The *Atlanta Pet Fair* (APF) was held recently with over 1,700 attendees. A total of 87 exhibitors occupied 138 booths this year.

The event featured some top speakers presenting lectures on management, stylist, prep tech, and mobile topics. The event was also home to numerous grooming competitions.

The *Gala Awards* was held Saturday evening. *Best In Show*, sponsored by *Andis Co.*, awarded Irina Pinkusevich. *1st Timer*, sponsored by *Hanvey Specialty Engineering*, awarded Miki Takagi. *Best All Around Stylist*, sponsored by *Wahl Clipper Co.*, awarded Irina Pinkusevich.

The new *Abstract Design*

Runway Competition featured beautifully styled creations and well dressed competitors strutting their stuff on the runway. Judges Chris Pawlosky and Kathy Rose chose three placements, plus best first time creative entry. The audience chose the *People's Choice* winner. Kathleen Putman, who has made a come-back after a serious auto accident several years ago, walked down the runway taking 3rd Place and tying for the *People's Choice* award with Amy Treizenberg!

The show also offered a new competition class, called the *Rescue Rodeo*. Forty-one groomers competed with dogs provided by shelters and rescue groups. Winning



Photo by Brian Rickard

(L-R) Judge Julie Ostoski, *Best in Show* winner: Irina Pinkusevich and Judge Marea Tully

competitors shared their prize money with each perspective shelter or rescue group. Plus, *Crazy Super Model Dog* and *Creative Fun Match* entries were raffled off, with funds going to *Rescue Rodeo* animal groups.

For more information, request Reader Service Card #7100.

Animal Photography

We create portraits your customers will Love!

www.animalphotography.com

Completely Self-Contained Professional Studio.
Over 100 Props, backgrounds and colors for your customers to choose from.
Portrait Packages are delivered in 3 days!

(727)804-6555

We are NOW accepting new clients for 2009!

READER SERVICE CARD #7152

FREE E-Magazines

Sign Up at www.Barkleigh.com

READER SERVICE CARD #7153

W1584

LETTER TO THE EDITOR

Dear Groomer to Groomer Editor,

We feel compelled to correct a factual error that appeared in the April/May issue of *Groomer to Groomer*. As a professional cat grooming association the PCGAA feels it is necessary to set the record straight.

In the article about creative cat grooming, the author quoted Danelle German as saying that “cat hair grows from the tip out”. The author goes on to say, “This means whatever color is applied to the root of the hair, will remain at the root and never grow outward.” This is simply not true. Feline fur grows from the hair follicle outward, just as other mammalian species. It also grows at a rate similar to human hair, dog hair, and other mammals.

Cat hair grows in three stages:

an active growth stage, *anagen*, a resting stage, *catagen*, and a shedding/replacement stage, *telogen*. One reason that color can seem to take forever to grow out of cat fur is that some breeds of cats, have lengthy resting phases, lasting several weeks to several months. If the cat is colored during a lengthy inactive phase of hair growth, the color will not grow out until the shedding and new growth occurs.

Feline hair growth and shedding appears to have a seasonal connection. Less growth occurs in the dead of winter than in the spring or fall.

Thank you,
Barbara Bird, Daryl Conner, Kim Raisanen of the Board of Directors, Professional Cat Groomers Association of America (PCGAA)

CANINE CPR DVD



Canine CPR
Course approved
by the Illinois
State Board of
Education

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

Instruction includes:

- Definition of cardiopulmonary arrest
- Assessment of the dog
- Preparing the dog for CPR
- Demonstration of breathing and compression techniques
- CPR techniques for one or two people
- Benefits of learning canine CPR

Veterinarian, Melanie Mocos, D.V.M., discusses practical issues of canine CPR and provides a thorough, step-by-step demonstration of the techniques.

#1340 CPR - DVD \$27.95

ORDER ONLINE:

www.BARKLEIGHSTORE.com

BARKLEIGH PRODUCTIONS, INC.

(717) 691-3388

C1712

READER SERVICE CARD #7148



See the newest visual info for the Pet Pro. We have Barkleigh Show Coverage, News, Interviews, Facility Tours, Groomer Video Tips, Company Profiles, and More!

NEWLY ADDED:

Creative Grooming from GROOM EXPO

Groomer News and Notes

Puppy Mill Rescue by Jon Bannon

Education from GROOM EXPO

www.BarkleighTV.com

W1627



Airedale Grooming

The Airedale Terrier haircut has always been one of my favorite trims. Over the years, I have found groomers have problems with certain areas. The three main ones that I will address are: the hips, the shoulders and the underline.

The Hips

The clipped area from the back to the hips should be a smooth and straight A-line, from the top of the hip to the bottom of the toes. The back and body of the Airedale is usually a #5F and the legs are hand-scissored from the clipped area into the furnishings (leg hair).

Groomers sometimes leave the hips too high forming “pants” similar in appearance to a “Town and Country” style on a Poodle, leaving lines and no blending. The transition from the clipped back to the hips should flow seamlessly with no lines.



The Shoulders

Using a #7F blade, the shoulders should appear flat when viewed from the front and side and as a straight line. There should be a straight line from the head to the front on the toe. There is a natural dent at the elbow that should have hair left in it so that when finishing with scissors, the hair can be scissored for a straight and clean line.

Some groomers tend to leave the shoulder too high creating “shoulder pads.” This makes the dog



look heavy in the front and breaks the straight clean line that we are looking for.

The Underline

The underline should be an extension of the clipped body coat, not a skirt. The line should angle up from the tuck up, down towards the elbow. If the dog is leggy, more hair could be left. If the dog is low-legged, remove more hair to leave a balanced and square look.

Leaving too much hair on the underline will make it appear as a skirt. Skirts are for low-legged terriers!



Joanne's AhHa's:



Joanne Russell

Off to the Show You Go!

So often, I am amazed when I ask a groomer if they are going to the next grooming show, and they say "Oh no, I don't have the money or time to leave my business that long." Huh?!

Sure it's a little easier being mobile because I can just not schedule for the days I am gone. But you would be surprised how the customers respond when they see a sign in a salon that says, "We will be closed (these dates) while we attend a higher education seminar in Pennsylvania. We will be bringing back the newest products and ideas to improve our services to you and your pets. Please make sure you schedule your appointment for either the week before or after these dates. Thank you."

They will surely see your enthusiasm and pride for your profession. And... just think, if you groom only one or two extra dogs a day you will more than pay for this time off.

PROVERBIAL WISDOM

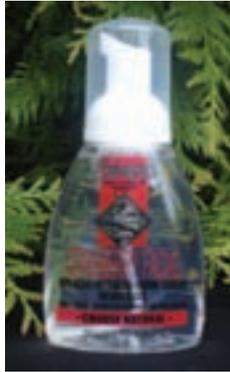
Yanking a dog's ears is no more foolish than interfering in an argument that isn't any of your business.

Proverbs 26:17, The Living Bible

NEW PRODUCT NEWS

EnviroGroom Cranberry Facial

EnviroGroom's new Cranberry Facial was developed for pet professionals as a gentle and mild head and face cleanser. The product is formulated to clean and deodorize and is safe for dogs, cats, puppies and kittens. Cranberry Facial consists of plant derived cleansers with Aloe, Vitamin E and Cranberry Extract. Available in 9 oz and gallon refill sizes. For more information, request Reader Service Card # 6930.



Paw Brothers MatMagic Tangle Remover and Coat Conditioner

Paw Brothers MatMagic reduces dematting time and makes wet or dry combing a snap. The non-toxic, pH balanced, conditioning formula works great on long and short coats. This product works great in conjunction with a groomer's favorite dematting tool. MatMagic not only makes mats and tangles disappear, it also repairs damaged coats, reduces static and repels dirt. MatMagic is available ready to use in a 16 ounce spray bottle, and in a 16 ounce 16:1 concentrated formula. This product was formerly sold as Abra-Ca-Dab-Ra Tangle Remover. For more information request Reader Service Card # 7041.



Happytails launches Flea the Scene

Flea the Scene is a 3-in-1 spray that will take the sting out of flea season while soothing and protecting canine companions. The proprietary insect repellent, a powerful blend of plant extracts, repels the enemy for up to four hours, making hikes and vacations comfortable again. Flea the Scene also soothes irritated skin with Indian Frankincense and aloe vera while providing all-natural sun protection (dog's get sunburned too). Flea the Scene contains no pesticides or poisons so it's gentle on dog's delicate skin. For more information, request Reader Service Card # 7102.



Barkleigh E-reminder cards are now available online



After years of designing and trying different web delivery services, Barkleigh can now offer you a huge money-saving reminder card system. It's the Barkleigh E-cards working reminder cards. E standing for electronic.

Continued on next page



advertising bargain you can't get anywhere else.

Now for a small yearly amount, you can have a choice of many different and new reminder cards that will fly like lightning to your clients, and change your appointment book dramatically within the next few days. There are even a couple free

e-mail cards online at the *Barkleigh E-cards* site.

Just start getting those e-mail addresses. You only have to enter them once and they're there for future reminders. Be sure to put your phone number in the comments area so they can call you right away.

To link up to the fast-paced reminder system for groomers. Go to <http://www.barkleigh.com/ecards/>.

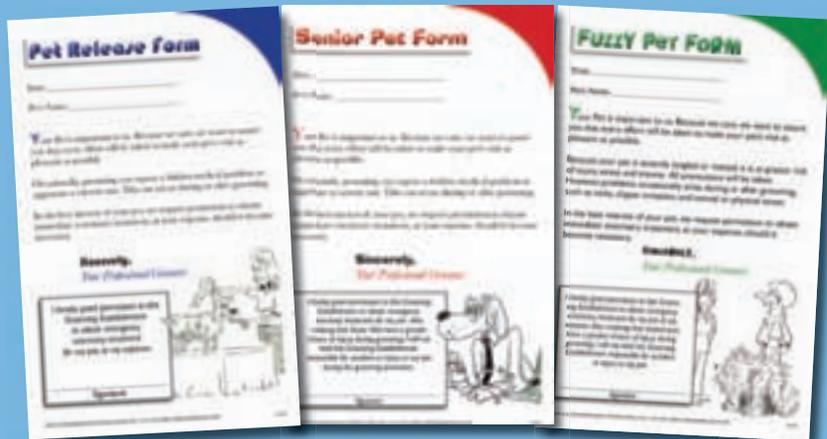
In this busy world is there anyone who gets to an appointment without a reminder? But snail mail (the U.S. Postal Service) is becoming so expensive that one wonders if they should use it.

Unfortunately groomers have become very lackadaisical about reminding their clients that it's time to re-groom. They sit back and fret at the lost revenue but don't try the one proven system that gets clients back in the salon... a targeted reminder program.

One of the biggest benefits of using a reminder system are the immediate results you get from it. Whether snail mail or e-mail, the reward is a quickly booked appointment. As a matter of fact 100 reminder cards will net a 50% response from your clients. That is an

NEW PET RELEASE FORMS & TIP SIGNS!

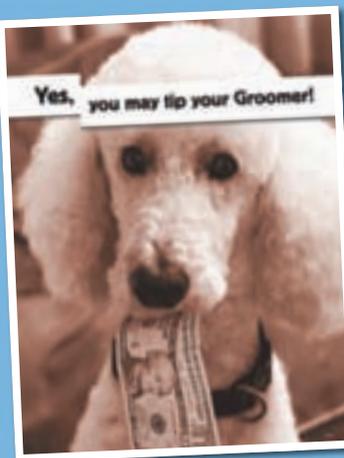
These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR2 - General

SP2 - Senior

FP2 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

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

Cardinal

N

CRYSTAL GROOMING ACHIEVEMENT AWARDS



Cardinal Crystal winner Olga Zabelinskaya is the 2009 American Groomer of the Year and recipient of the Congeniality Award.

www.cardinalpet.com

READER SERVICE CARD #7133

Order Online at www.Barkleigh.com or by phone (717) 691-3388

READER SERVICE CARD #7154

W1360

CLASSIFIEDS

**Call (717) 691-3388 ext 210
to place a Classified.**

Rates: 25 words or less – \$50.00.
Each additional word – \$2.00 each.
Classified ads must be prepaid.
Call for issue deadlines.
Agency Discounts Do Not Apply.

Blades & Sharpening

Frank Rowe & Son – “Our Only Business” est. 1973. Animal Clipper Sharpening, Sales & Service. Your #1 Place to Buy Professional Dog Grooming Supplies. Blade & Scissor Sharpening: \$6. ARCO Blade Sharpening: \$7. Maintenance & Repair of Andis Clippers: \$20+ parts. “Fast” 4-5 day service. Terms: CC, check, & COD (fees apply). PA Residents add 6%. www.FrankRoweAndSon.com 309-G Hockersville Road, Hershey, PA 17033 (717) 533-4426.

EACH blade examined personally, sharpened to perfection, demagnetized and tested. Sockets and springs adjusted, blades individually sealed, READY TO USE. Sole proprietor w/ 20+ years experience. FACTORY-TRAINED to sharpen shears/blades. Customized tip sheet included w/ order - PROMPT RETURN. Clipper Blades \$5, Shears \$7, S/H \$7. PA residents add 7%. John’s Sharpening, 1213 Middle St., Pittsburgh, PA 15212-4838. (412) 321-1522 JKosakowsky@hotmail.com.

“One Of America’s Favorite Sharpeners” Sharpener that is also a groomer. Website has free videos and articles on blade and clipper care. Blades \$4.00, Regular grooming shears \$4.00. ARCO blades \$6.00, Clipper

SAL’S BLADE SHOP

GREAT PRICES on
Heritage Scissors and Thinners
Groomers Edge Shampoos
Madan Coat Kings,
Strippers and Shears!

Authorized Distributor for
ANDIS COMPANY

Clippers, Clipper Blades and Parts
Scissor Sharpening and Clipper Repairs
www.salsbladeshop.com

4065 Millersport Hwy. • Amherst, NY 14228
(716) 689-0623

READER SERVICE CARD #7155

maintenance (free labor + parts). Mail-in services has 48 hour turnaround, on-site serves the entire gulf coast. Website has all information. All blades, all shears, clipper repair. Est. 1995. Northern Tails Sharpening, Mobile Alabama. Call 251-232-5353 www.northerntails.com.

Bows & Accessories

Wholesale designer bandanas. Rolled-edged. Per Dozen prices: \$6.00 – Sm.; \$8.00 – Med.; \$15.00 – Lg.; Gigantic selection. Call Now! (301) 746-4327.

Four different sizes, lots of beautiful prints and solids. Holidays available. St. Patrick’s, Easter and July 4th are coming. Order early for best selection. Elchar Dog Bows (800) 972-5857. www.elcharbows.com.

GroomingBows.com/ 200 Models to choose from. Quality in mind. 100% hand made. Satisfaction Guaranteed. Call: Edgar 305-945-8903.

Business Opportunity

Earn \$100.00 per hour. Easily learn to sharpen expensive dog grooming scissors and clippers. As soon as tomorrow you’re making money. Training and equipment. (408) 439-9161.

We guarantee you will easily increase your monthly income dramatically! No investment required. Once in a lifetime opportunity. Toll free (800) 474-7044.

Natural Dog Health
Double Your Income—Earn a one year diploma in natural health. Study nutrition, homeopathy, herbs, vitamins, etc. Expand your clientele base/become a health consultant/be



READER SERVICE CARD #7156

certified by ACAN & offer quality supplements not sold in stores. Learn how to succeed in this booming new field. Low cost—reasonable monthly payments/no interest. Act now! Toll Fee: 1-800-803-2988 (US & Canada); www.kcnh.org

EARN YOUR ANIMAL BEHAVIOR DEGREE ONLINE. Add animal behavior consulting to your business. Associate and bachelor degrees. Dog training, counseling, animal science. 12-week online semesters. Local internships. Low cost student loans. American College of Applied Science. 800-403-DEGREE. www.amcollege.us. FLEd CIE license 3145.

Little grooming shop in the beautiful Methow Valley of WA. Outdoor persons paradise! Shop is a turnkey business. Nicest clients you’ll ever meet. \$12,000 (509) 997-4626

Make up to \$3,000 a day. Established mobile pet photography studio for sale. No experience necessary. Work part or full-time, days, nights or weekends. \$55,000 1-866-Petclix or info@petclix.com.

Groomer Wanted

Make Money! While grooming in sunny Coral Springs, Florida. Must have experience scissoring all breeds. Call Judi (The Yuppy Puppy). (954) 753-7647.

Part-time Groomer Needed Immediately for clinic located in Braselton, GA off I-85 Exit 126. Flexible schedule 2-3 days/week. Call 770-868-1349 for interview.

Classified Ads Get Results!



READER SERVICE CARD #7157

GROOMER SYSTEM

APPOINTMENT & INCOME TRACKING BOOK



- Space for Time in and Out
- Client's Name and Phone Number
- Pet's Name and Breed
- Coding Block for Type of Service
- Space for Remarks
- Calendar
- Service Code Directory Makes Entry Quick
- Daily, Weekly, and Monthly Income Sheets
- Start Anytime during the Year... This Book Never Ends!

This loose-leaf Binder System permits an unlimited number of daily appointments. It comes with 150 Daily Appointment Sheets, 52 Weekly Reports, 12 Monthly Reports, 4 Quarterly/Yearly Reports separated by monthly/report dividers, as well. Each groomer can have his/her own book or everyone can work out of one... by adding extra pages. Satisfaction Guaranteed!

#6053 Complete Groomer System \$59.95

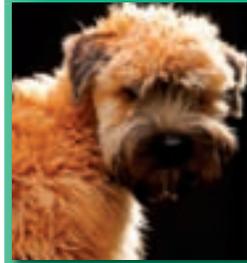
Order Online at www.Barkleigh.com or Call (717) 691-3388

W1402

READER SERVICE CARD #7158

MIXED BREED MAKEOVERS

By Marea Tully



Taped
Live at
**GROOM
EXPO**



Marea will use the latest Andis grooming equipment to turn a mixed breed into something special. Find ways to groom a Poodle, so it does not look like a "Poodle" (for those clients who bought the wrong breed); and how to give cute pet trims to other purebred dogs. Marea will discuss many different types of mixed breeds and what can be done to enhance their appearance.

#1418 - \$49.95

Order online at
www.barkleigh.com
or call (717) 691-3388

W1413

READER SERVICE CARD #7159

New Book from Barkleigh!

Grooming Puppies

A Professional Groomer's Guide
By **Kathy McGee**

Chapters Include:

The New Puppy Phone Call
Introductory Visit
First Appointment
Client Quotes
Sending Home
Tips to Remember
Companion Booklets,
and Educational Marketing Tools

Book Available at
www.BarkleighStore.com

W1623

Regularly
\$12.95

Just \$9.95



FREE SHIPPING!

Barkleigh Productions, Inc. • 970 W. Trindle Rd. Mechanicsburg
PA, 17055 • (717) 691-3388 • info@barkleigh.com

READER SERVICE CARD #7160

CALENDAR OF EVENTS

CALIFORNIA

GROOM AND KENNEL EXPO

2/10/2011 – 2/13/2011
Pasadena, CA
(717) 691-3388
info@barkleigh.com
www.groomandkennelexpo.com

FLORIDA

PET PRO CRUISE

Mexico, Costa Rica and Panama
1/15/2011 – 1/23/2011
Fort Lauderdale, FL
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

NDGAA "Fun in the Sun" Seminar

10/29/2010 – 10/31/2010
Orlando, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

GEORGIA

Atlanta Pet Fair

3/3/2011 – 3/6/2011
Atlanta, GA
(770) 908-9857
atlantapetfair@yahoo.com
www.atlantapetfair.com

ILLINOIS

All American Grooming Show

8/12/2010 – 8/15/2010
Chicago, IL
(847) 364-4547
aagrmgshow@wowway.com
www.aagrmgshow.com

Backer's Pet Industry Christmas Trade Show and Educational Conference

10/8/2010 – 10/10/2010
Chicago, IL
(312) 663-4040
hhbacker@hhbacker.com

KENTUCKY

PETQUEST 2010

7/22/2010 – 7/25/2010
Ft Mitchell (Cincinnati, OH area), KY
(717) 691-3388
info@barkleigh.com
www.pqgroom.com

MISSOURI

Groom Classic

4/29/2011 – 5/1/2011
Kansas City, MO
(800) 705-5175
groomclassic@comcast.net
www.groomclassic.com

NEVADA

SuperZoo

9/14/2010 – 9/16/2010
Las Vegas, NV
www.superzoo.org

NEW JERSEY

Intergroom

4/15/2011 – 4/17/2011
Secaucus, NJ
(781) 326-3376
intergroom@msn.com

NEW YORK

Pet Fashion Week

8/21/2010 – 8/22/2010
New York, NY
(401) 331-5073
www.petfashionweek.com

PENNSYLVANIA

GROOM EXPO 2010

9/9/2010 – 9/12/2010
Hershey, PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

RHODE ISLAND

NEPGP 30th Anniversary Fall Fest

11/5/2010 – 11/7/2010
Warwick, RI
(508) 799-5236
lindacc@nepgp.com
www.nepgp.com

WISCONSIN

WAPPS Pet Stylists Invitational

9/26/2010
Madison, WI
(608) 795-9837
wisconsinpetstylists@gmail.com

To list your event, send it to
adam@barkleigh.com



2011 Calendar

Pet Pro Cruise

Western Caribbean
1/15/2011 – 1/23/2011

Groom & Kennel Expo 2011

2/10/2011 – 2/13/2011
Pasadena, CA

PetQuest 2011

7/21/2011 – 7/24/2011
Ft Mitchell, KY
(Cincinnati Area)

Groom Expo 2011

9/8/2011 – 9/11/2011
Hershey, PA

Barkleigh Productions, Inc.

(717) 691-3388
Fax (717) 691-3381
www.barkleigh.com
www.groomexpo.com

CANADA

Canadian National Pet Industry Trade Show

9/19/2010 – 9/20/2010
Mississauga, Ontario CA

Go West! SuperNatural Groom Fest

11/07/2010 – 11/08/2010
Surrey, BC CA
www.animalhavengrooming.com

Canada Grooms

11/20/2010 – 11/22/2010
Oakville, Ontario CA
1-800-268-3716
info@petsupplyhouse.com
www.canadagrooms.com

CREATIVE GROOMING SEMINARS

September 10-11th, 2010
at Groom Expo

Learn Creative Tips from Top Creative Groomers
Angela Kumpe, Lori Craig and Amy Brown!

Barkleigh Productions • (717) 691-3388 • www.GroomExpo.com

W1745

READER SERVICE CARD #7177

SAVE BIG ON EMAIL SPECIALS!

Give us your current e-mail address to receive special savings on Barkleigh Products!

Receive E-Mail Product Specials Every Month!

INFO@BARKLEIGH.COM • WWW.BARKLEIGH.COM

BARKLEIGH PET PRO

CRUISE

JANUARY 15-23, 2011

MEXICO COSTA RICA PANAMA

FOR MORE INFORMATION
GO TO WWW.BARKLEIGHEVENTS.COM OR CALL LUCY AT (800) 677-7506

READER SERVICE CARD #7162

To Clean or Not to Clean?

Taking the Mystery Out of Ear Cleaning

Learn Methods and Techniques of Proper Ear Cleaning!

Featuring
Dr. Boyd Harrel, DVM

Taped Live at GROOM EXPO

Barkleigh Productions, Inc
970 W. Trindle Rd
Mechanicsburg PA 17055
(717) 691-3388 • Fax: (717) 691-3381
Order online at www.barkleigh.com

R1598

READER SERVICE CARD #7163

START A DOG DAYCARE BUSINESS...

Add lucrative daycare services to your kennel, grooming salon or clinic?

DVD #6001 - \$69.95

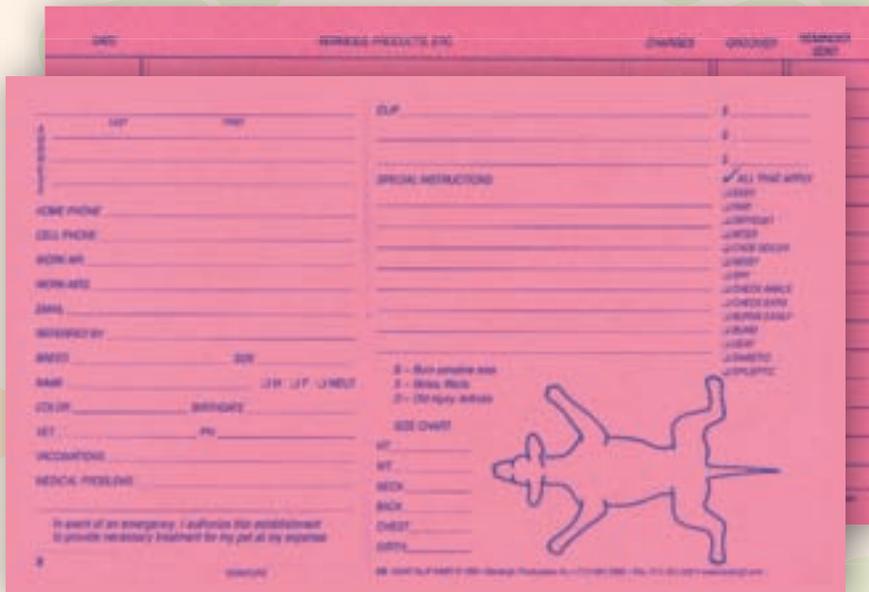
W1728

Order On-Line at
www.BarkleighStore.com
Barkleigh Productions, Inc. • (717) 691-3388
info@barkleigh.com • www.barkleigh.com

READER SERVICE CARD #7164

Klip Kards *Client Index & Extender Cards*

Extenders staple to your filled Klip Kard and add more record space!



Giant Klip Kard

Our most popular card! 5" x 8" Klip Kard features a dog diagram for notation of old injuries, warts and sensitive areas. Sketch the clip right on the card. Emergency permission included, plus a size chart for easy sales reference. Includes Pet Profile checklist with lots of space on the back for date, charges, services, groomer and reminder sent date.

Giant Klip Kard – White • 5" x 8"

- #500 100 Giant Klip Kards \$13.75
- #501 500 Giant Klip Kards \$59.95
- #502 1000 Giant Klip Kards \$99.00

Giant Klip Kard – Colored • 5" x 8"

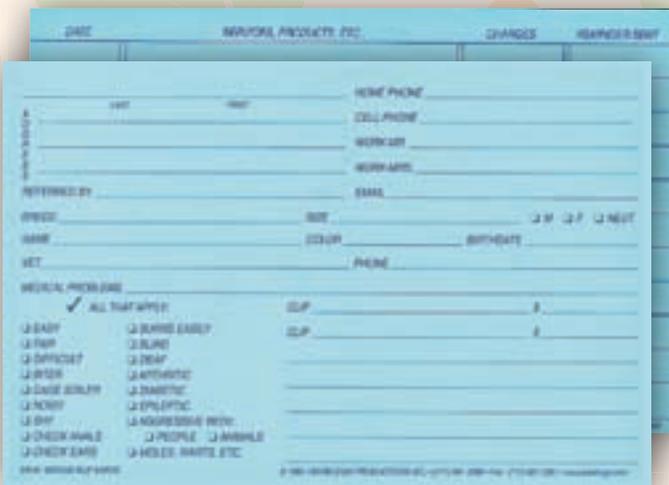
Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green

- #503 100 Giant Color Klip Kards \$15.75
- #504 500 Giant Color Klip Kards \$69.95
- #505 1000 Giant Color Klip Kards \$109.00

Giant Klip Kard Extenders • 5" x 8" – White

- #506 100 Giant Klip Kards Extenders \$13.75

Available Colors



Medium Klip Kard

This 4"x 6" card offers space for pet description and medical problems, referral, birth date, vet phone and clip description. Popular Pet Profile checklist denotes a number of conditions about a pet. Back has columns for date, services, charges and reminder date.

Available Colors



Medium Klip Kard – White • 4" x 6"

- #507 100 Medium Klip Kards \$11.95
- #508 500 Medium Klip Kards \$46.00
- #509 1000 Medium Klip Kards \$75.00

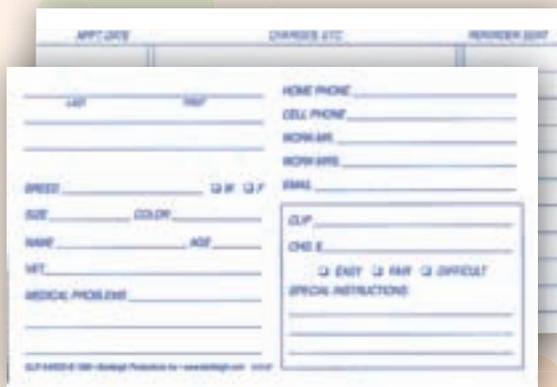
Medium Klip Kard – Colored • 4" x 6"

Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender

- #510 100 Medium Color Klip Kards \$13.95
- #511 500 Medium Color Klip Kards \$56.00
- #512 1000 Medium Color Klip Kards \$95.00

Medium Klip Kard Extenders • 4" x 6" – White

- #513 100 Medium Extenders \$11.95



Regular Klip Kard

Are your client files a disaster? Do you forget to get pertinent information over the phone? These 3" x 5" client index cards will stand up against the daily abuse of any active grooming salon. Space provided on the back for date, services and reminder date.

Regular Klip Kard – White Only • 3" x 5"

- #514 100 Regular Klip Kards \$10.50
- #515 500 Regular Klip Kards \$39.75
- #516 1000 Regular Klip Kards \$62.95

Regular Klip Kard Extenders • 3" x 5"

- #517 100 Regular Extenders \$10.50



Groomer & Kennel Sales Slips

Make More Money Without Raising Your Prices!

Professional Sales Slips for groomers and kennel operators! Both have space for all the little extras you haven't been charging for. These 5-1/2" x 8-1/2" two-part NCR forms are clean, with no carbon needed.

Groomer Sales Slip includes space for groomer's name, skin treatment, next appointment, bows, medicated shampoo, tangling, bad behavior and more!

Kennel Sales Slip includes space for salesperson and/or groomer (for easy tally of commissions), number of days, weeks or months of boarding and charges, next grooming appointment and much more!

Groomer Sales Slip (#GSS)

#623	100 Groomer Sales Slips	\$18.50
#624	500 Groomer Sales Slips	\$72.00
#625	1000 Groomer Sales Slips	\$117.50
#626	5000 Groomer Sales Slips	\$450.00

Kennel Sales Slip (#KSS)

#627	100 Kennel Sales Slips	\$18.50
#628	500 Kennel Sales Slips	\$72.00
#629	1000 Kennel Sales Slips	\$117.50
#630	5000 Kennel Sales Slips	\$450.00

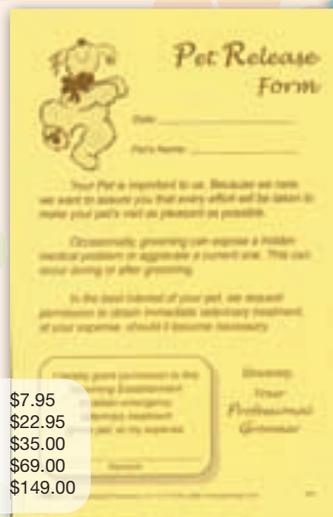


Pet Release Forms

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

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

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



Klip or Kenn-L-Kard Special

Klip Kard or Kenn-L-Kard Special...

includes 250 Klip Kards or Kenn-L-Kards, one File Box and one Set of Alphabetical Index Guides.

#680	Regular Klip Kard Special	\$21.95
#681	Medium Klip Kard Special	\$28.95
#682	Giant Klip Kard Special	\$34.95
#683	Kenn-L-Kard Special	\$34.95
#684	Super Kennel Special	\$68.95

Super Kennel Special...

Includes File Box, Set of Alphabetical Index Guides, 250 Kenn-L-Kards and 500 Run-Kards!



Reminder & Klient Postcards



MV-1



R-4



R-1



R-2



R-6



R-3



R-9



R-5



R-7



M-1

Inexpensive • Convenient • Colorful

Just stamp your salon name, address, and mail them!

Fantastic as Total Reminder Program or between GroomOgrams!

The Back Sez ...

MV-1 (back) See you at our new "digs!"

R-1 (back) Dear _____, You are probably very busy toy-tossing, napping and dining on gourmet canine cuisine. But, I know you like to look your very best. So, I'm sending this little reminder just to say that it is time for you to be groomed again. Please call for an appointment at your earliest convenience. Thank you. Your Groomer.

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.

Postcards Cost Pennies ... But Reap \$\$\$!

Give Your Clients a Gentle Nudge for Grooming!

Reminder Cards

(Indicate Style # When Ordering)

May Be Mixed in Packs of 100

#574	20 Reminder Postcards	\$10.50
#575	50 Reminder Postcards	\$21.95
#576	100 Reminder Postcards	\$31.95
#577	500 Reminder Postcards	\$127.95
#578	1000 Reminder Postcards	\$198.00

Groom-O-Grams



Groom-O-Grams PAY FOR themselves in NEW and Increased Business!

Exciting digest-sized newsletter becomes your own personal Salon Newsletter!

Contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams will encourage better home care and more frequent appointments.

Use it as a reminder card! Many groomers report a fantastic 50-100% response.

GroomOgrams are a fantastic promotional tool! Your grooming clients will give it to their friends. Leave them anywhere there are pet owners — humane societies, veterinarians, kennels, pet shops, and breeders.

GroomOgram will keep your clients coming back while teaching them proper "between grooming" care. Over 10 million Groom-O-Grams have been distributed by caring groomers like yourself.

Seasonal issues are available after February 10 (Spring), May 10 (Summer), August 10 (Fall) and November 10 (Winter). Each issue deals with the seasonal grooming needs of pets.

- Give to Your Clients at Each Visit
- Leave at Vets, Clinics and Humane Societies
- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

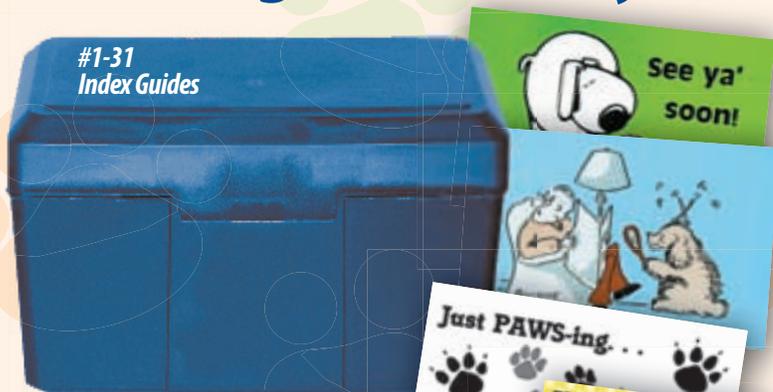
Over 10 Million Sold!

Standing Order Program! Save 15% on your next order of Groom-O-Grams! Mark Your Order Form! No obligation to future purchases. Cancel anytime.

GROOM-O-GRAMS Current Season Unless Specified!

#565	25 Groom-O-Grams	\$10.50
#566	50 Groom-O-Grams	\$18.00
#567	100 Groom-O-Grams	\$25.50
#568	200 Groom-O-Grams	\$49.50
#569	300 Groom-O-Grams	\$70.50
#570	400 Groom-O-Grams	\$88.50
#571	500 Groom-O-Grams	\$95.00
#572	1000 Groom-O-Grams	\$169.00
#573	2500 Groom-O-Grams	\$358.00

Revolving Reminder System



Boost your income without getting one new Client!

Keep a steady flow of clients in your grooming shop year round! Get your clients in every 4, 5 or 6 weeks with this complete ready-to-use system!

Includes:

- 5" x 8" File Box
- #1-31 Index Guides
- 200 of our most popular Reminder Cards (50 each: R-2, R-4, R-5, R-7)
- Instructions for instituting a Successful Reminder Program.

Revolving Reminder System

#676 1 Revolving Reminder System \$59.95

Business and Appointment Cards



High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE.

High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE. Instructions: Circle logo of your choice and print your six lines of type clearly on the Order Form. Allow three to four weeks delivery time.

#662	1000 Business Cards	\$49.95
#663	1000 Appt. Cards	\$49.95
#665	Extra Line of Type	\$2.95
#666	Custom Logo	\$19.95
#667	Custom Layout	\$25.00

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

Sympathy Cards



Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

(S3) Ivory Sympathy Cards w/Envelopes

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

Your clients will be touched by your thoughtfulness with this beautiful French fold, baby blue parchment sympathy card. It is delicately embossed with silver foil lettering found only on the best "card shop" cards. You will be proud to send it. Matching blue parchment envelopes are included. Be sure to carry extras for retail sales to your customers.



(INSIDE)

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

(S-2) Blue Sympathy Card w/Envelope

#524	5 Sympathy Postcards /Env.	\$12.95
#525	10 Sympathy Postcards /Env.	\$23.95
#526	25 Sympathy Postcards /Env.	\$42.95
#698	100 Sympathy Postcards /Env.	\$125.00



Envelopes Available!

Elegant 4" x 6" postcard is printed with rich chestnut ink on buckskin parchment and tastefully embossed with gold foil lettering. Inexpensive and easy to send. Just address and mail. Ivory suede envelopes (optional) for a more personal touch.

BACK: May it be a comfort to know that we share your feelings and extend our deepest sympathy.

(S-1) Sympathy Postcards

#518	5 Sympathy Postcards	\$7.50
#519	10 Sympathy Postcards	\$12.95
#520	25 Sympathy Postcards	\$23.95
#696	100 Sympathy Postcards	\$75.00

(S1-E) Sympathy Cards w/Envelopes

#6033	5 Sympathy Postcards /Env.	\$10.95
#6034	10 Sympathy Postcards /Env.	\$19.95
#6035	25 Sympathy Postcards /Env.	\$38.95
#6036	100 Sympathy Postcards /Env.	\$110.00

Model Dogs

These mini-sized Yarn Dogs can be groomed into a variety of breeds. Show your clients what your grooming really looks like. Decorate your salon with your own true workmanship. Dog has a hard plastic form imbedded with white yarn plugs. Yarn can be sprayed with color to make more realistic. Also, great for students, to teach grooming and brushing techniques without harming a real dog. Brushing instructions included as well as recommendations for grooming from top groomers. Needs 2-4 hours of brushing before grooming.



#6031	Model Dog	\$99.00
#6032	2 or more Model Dogs	\$89.00 ea.

Little Angel Award

The Award Sez ... This certifies that _____ has successfully completed a professional grooming in our establishment. Your pet has exemplified courage when confronting combs, brushes, clippers, and scissors and has shown valor in crossing the waters of shampoo, creme rinse and dip. It is with great pride that your pet has been selected as a Paw-fect specimen of beauty to be held in highest esteem by this grooming establishment.



You will be proud to present these finely lithographed awards to all your clients. The goodwill generated will be "money in the bank" in new and repeat clients. A great gift and advertising tool!

Little Angel Awards (#LA)

#648	20 Little Angel Awards	\$12.95
#649	50 Little Angel Awards	\$29.95
#650	100 Little Angel Awards	\$49.95
#651	500 Little Angel Awards	\$150.95

Pet Report Card

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

Pet Report Cards (#PRC)

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

My Groomer Sez...

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for:

Other: _____

Groomer's Remarks

MY PET'S REPORT CARD

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

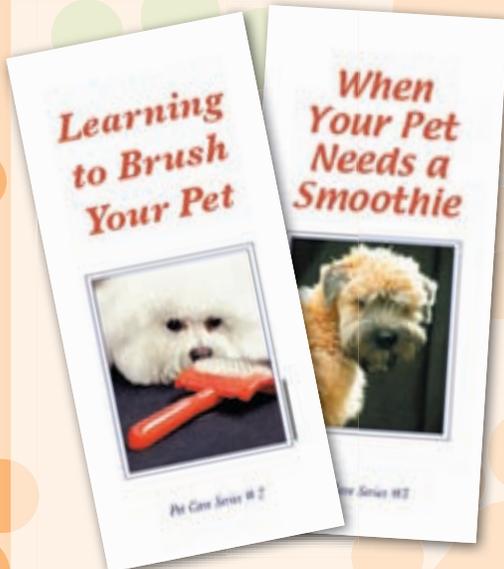
F I was a little Dowl...
But My Groomer Still Loves Me!

I should be groomed in _____ weeks.

My next grooming appointment is:
_____ at _____

Indicate Pink, Blue or Tan!

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)

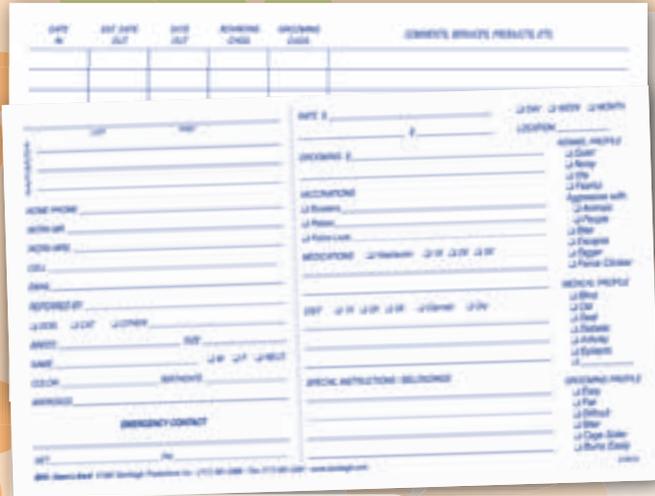
#1844	20 Pet Care Series - Smoothie	\$9.95
#1842	50 Pet Care Series - Smoothie	\$18.50
#1843	100 Pet Care Series - Smoothie	\$29.95
#1845	500 Pet Care Series - Smoothie	\$99.00
#1846	1000 Pet Care Series - Smoothie	\$180.00

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)

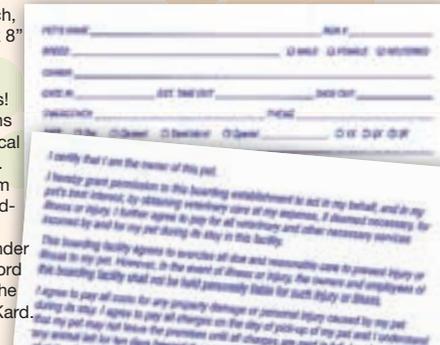
#6013	20 Pet Care Series - Flea	\$9.95
#6014	50 Pet Care Series - Flea	\$18.50
#6015	100 Pet Care Series - Flea	\$29.95
#6016	500 Pet Care Series - Flea	\$99.00
#6017	1000 Pet Care Series - Flea	\$180.00



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
------	----------------------	--------

Minit Moneymaker Programs!



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

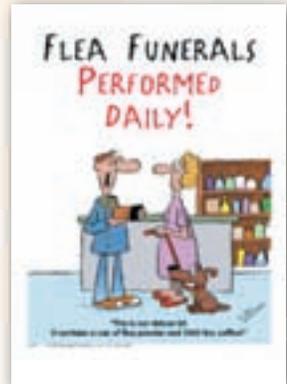
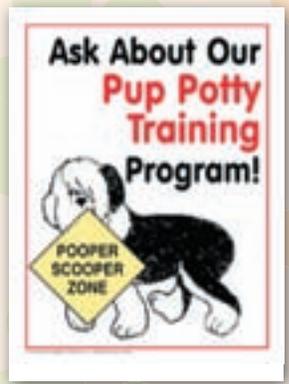
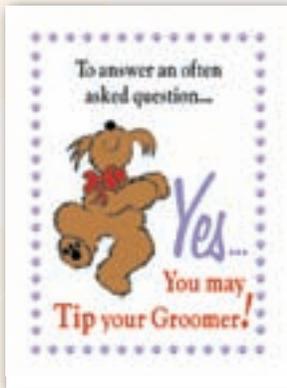
Counter Signs!

- 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 Computer Reminder Card	\$15.95
#5011	Flea Funeral Computer 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 Kards.

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

The Groomers Club

What is the Groomer's Club?

www.groomersclub.com

It's Buying Power at its best!

A one year membership in the Groomers Club will entitle you to exclusive Discounts, Rebates and Gifts from many Participating Companies. **Your membership will be worth hundreds of dollars in the first year!**

The value of a Groomers Club Membership increases the more you use it! It even guarantees

that you will get Groomer to Groomer magazine for a whole year. **All that for just \$29.95. WOW!**

Who Can Join?

Membership in this exciting program is open to ALL Petcare Professionals... Groomers, Kennels, Trainers, and Vets.

#6022 Groomers Club Membership – 1 year \$29.95

Add Up the Savings!

\$\$\$

Participating Companies

123 Pet Software BY CMJ designs, Inc. • A Bow and Beyond • A. M. Smith • A Place For Paws • Aesculap • Alpha for Pets Angelica's Cards • ARTICO Products • Ascot Products • Ashley Craig Pet Products / PFP Intl • Austin Rose • Barkleigh Productions, Inc. • Best Shot Coat & Skin Care Products • Bio-Groom / Bio-Derm Laboratories, Inc. • BodySense - Midwest / Bodewell Products • Boutique Beads, Inc. • Bri-Products • C-MON Shears • Cherrybrook • Clark Cages, Inc. • CleanLife Products • Concord School of Grooming • Cowboy Magic • Crocodile Tears Pet Fashions • De Botanica • Direct Animal Products • Doggy + Safe • Dogteesdirect.com • Earmaxx Pet Medicating Products • Elchar Dog Bows • Elizabeth Essentials • Epi-Pet • Espree Animal Products • ForeverLawn • Furrinator, Inc. • Galaxy Grooming Co. • Go Fetch All Natural Dog Treats • Golden Paws School Licensing • GoScribe.com • Groom & Kennel Expo • Groom Expo • Groomer's Best Inc. • Groomer's Mall • Groomers Helper • Groomer to Groomer Magazine • Groomtech • Hanvey Specialty Engineering • Happy Feet Happytails • HappyWhiskerz Cookie Co. • Identiproducts • International Professional Groomers - IPG • IV San Bernard Jewelry and Gifts • Kennel Connection By Blue Crystal Software • Kennel Link • Kim Laube, Co. • KleenMaster Sinks • Lela's Fancy Pooches • Lisa Welch Designs LLC • Lupine Inc. • M.D.C. Romani, Inc. • Mirage Pet Products • Mr. Groom Pet Products • My Lucky Dog • National Cat Groomers Institute Of America • Nature Labs • Northern Tails Sharpening • Northwest School of Animal Massage • NUTOPICALS • Off Lead & Animal Behavior Magazine • Oxyfresh - No Limits • Oxygreen Pet Products • Pacific Northwest Grooming Show • Pacific Sales and Service • Pawier Inc. • Paws For Thought • Pet Boutique and Spa Magazine • Pet Flies • Pet Silk Inc. • PetEdge • PetQuest • PetSmith LLC • Petstuff 4 U • PetzLife • Precision Sharp Co. • Primary Wave Media • Primp - N - Pets, LLC • Quadruped Pet Care Products • Ryan's Pet Supplies • Scissorsman Intl. Ltd. • Showseason Animal Products • Showtime Pet, Inc. • South Bark's Blueberry Facial • Spectrum Laboratories • Stylist Wear • Suds-N-Stuff • TalyN Shears • Tattoo a Pet Protection & Recovery System • The Cat's Inn, LLC • The Magic Zoo • The Shampoo Lady, Inc. • The Well Animal Institute • Tropiclean Pet Products • Westcoast Animal Groomers Supply - WAGS • Wgroom Worldwide Whitman Sharpening • Windy City School of Pet Grooming • Kim Laube • E-Z Groom • Majesty's Animal Nutrition • Animal Essentials • Ruff-Doggie • Just Ducky • Sharbelle Originals • Mr. Sharpey • Sal's Blade Shop • Sharper Edge of K.C. • Frank Rowe & Son ... MORE TO COME!!!

Off Lead & Animal Behavior



The Magazine Dedicated to How Dogs Think, Feel and Learn!

- A Modern, Exciting Magazine Dedicated to the Study of Animal Behavior, Training and the Human Animal Bond.
- Understand Animal Behavior as it Relates to YOU, the Pet Professional
- Learn about Medical Problems that affect Pet Behavior

Go to...

www.off-lead.com for more information!

#900	Sample Off Lead Issue	FREE
#645	Off Lead Subscription – 1 Year	\$15.95
#646	Off Lead Subscription – 2 Years	\$27.95
#1872	Canadian Subscription – 1 Year	\$29.95
#1871	International Subscription – 1 Year	\$56.00

FREE Sample Issue!

Creative Grooming Secrets DVD



See Donna Create Her Famous Goldfish!

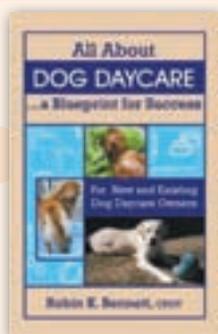
Want to Learn Coloring Techniques? Or compete in a Creative Styling Contest? Creative Styling Diva, Donna Holtzer, will divulge her winning secrets on a set of three DVDs, taped live at Groom Expo in Hershey, PA.

- Choosing and Setting Creative Patterns
- Coloring and Decorating the Dog
- Costumes, Props and Presentation

#1805	Choosing and Setting Creative Patterns	\$49.95
#1806	Coloring and Decorating the Dog	\$49.95
#1807	Costumes, Props and Presentation	\$49.95
#1808	Three DVD Set	\$139.00

DVDs are NOT Returnable!

Doggie Day Care Handbook & DVD *By Robin Bennett*



All About Dog Daycare ... A Blueprint for Success

This book provides proven techniques to give you a blueprint for success.

- Basic information for starting a dog daycare
- Forms and record-keeping materials
- How to provide a safe and stimulating environment
- Optional money-making services
- Troubleshooting ideas
- How to monitor relationships within a group of dogs

#6040 All About Dog Daycare Book \$37.95



How to Own and Operate a Dog Daycare

DVD version of Robin's day-long seminars!

What is a Doggie Day Care? Where do you begin? Is it cost effective? How do you organize the play area? What must you know about pack behavior to operate safely?

These questions and more are in this exciting DVD. Learn how to market, troubleshoot and administer a dog day care business.

120 minutes. DVD's are not returnable.

#6001 Own and Operate A Dog Day Care Video \$69.95

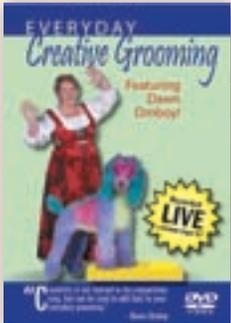
Combo Special!
#6042 Dog Day Care Special: Handbook and DVD \$99.95

www.barkleighstore.com • (717) 691-3388

Dawn Omboy Creative Grooming DVDs



Everyday Creative Grooming



In this four-hour comprehensive coloring and styling demo seminar, Dawn will transform one dog into a small work of art before your very eyes. There will be a demo on jazzing up those little matted clipper strips that will have them coming back for more, and sooner!

This class will blow you away and unleash your creative side. Dawn will even tell you how to introduce your clients to the wonderful world of color and creativity. Then you too can make the world a more colorful place, one dog at a time.

#1877 Everyday Creative Grooming - 4 Hour DVD \$99.95

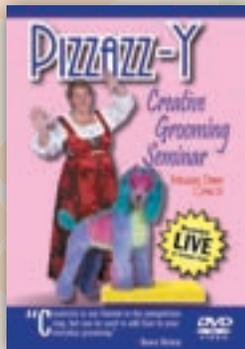
Pizzazz-Y Creative Grooming Seminar

You will learn that the world of grooming can be full of rich color and beautiful carvings. Dawn will show you how to achieve them with proper balance.

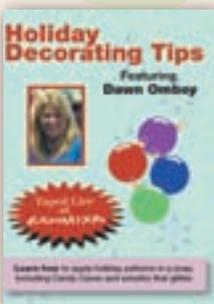
Dawn will cover topics from temporary to semi-permanent color, from coloring the entire dog to using stencils, to just adding a little touch of pizzazz that will tantalize and complement your client's pet.

It will cover products, and how to use them, as well as a live demo on black dogs. Finishing touches will also be covered.

And for the wannabe creative competition groomer, or for the seasoned creative groomer, Dawn will share freely from her winning "bag of tricks" that may put you up on stage at the Barkleigh Creative Styling Competition or improve your techniques in the competition ring.



#1575 Pizzazz Creative Grooming Seminar (4 Hours) DVD \$99.00



Holiday Decorating Tips

Dawn offers endless possibilities to help insure family pets are a part of the festivities.

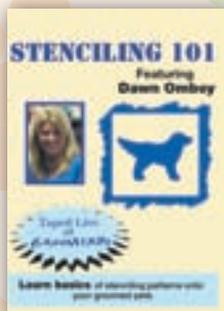
Dawn will show you how to apply holiday patterns in a snap, including candy canes and wreaths that glitter.

#1895 Holiday Decorating Tips \$39.95

Stenciling 101

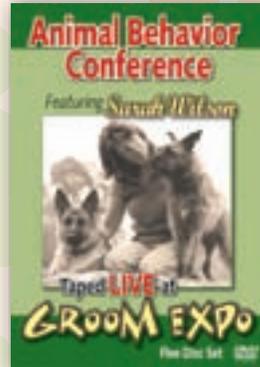
Did you ever want to put just the right design on a dog but are not good at freehand? Want a special design for just the right occasion but can't find the right pattern or size? Well, this is your chance to find out how. In this one hour class you will learn the basics of stenciling patterns onto your groomed pets. It only takes a few minutes to rack up on this fun and easy income that will help set you apart from the competition. You will also learn how to make stencils to suit your specific needs.

#1896 Stenciling 101 \$39.95



Animal Behavior Conference

Sarah Wilson



This Exciting Conference Includes:

- Understanding Breed History
- Hardwiring...What does it mean?
- Understanding subtle changes in behavior
- What makes a dog a serious threat
- Avoiding the triggers...or removing the danger
- Three things that make a dog dangerous
- Simple ways to assess problem behaviors
- Helping reactive dogs
- Is it miscommunication... or medical?
- Red flags in behavior
- Safety handling tips

#1676 Animal Behavior Conference - Set of 5 (DVD) \$199.95
#1677 Animal Behavior Conference - Set of 7 (CD) \$59.95

CD'S

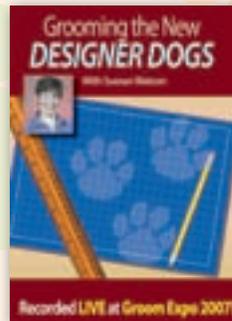
#1679	How Breed History Influences Behavior	\$9.95
#1681	Reading Stress and Threat in Dogs	\$9.95
#1682	What Makes a Dog "Dangerous"	\$9.95
#1685	Behavior Problems	\$9.95
#1686	Helping the Reactive Dog	\$9.95
#1689	When is Aggression Not Aggression	\$9.95
#1690	Handling Dogs Safely	\$9.95

DVD'S

#1678	How Breed History Influences Behavior	\$29.95
#1680	Reading Stress And Threat in Dogs	\$29.95
#1683	What Makes a Dog "Dangerous"	\$29.95
#1684	Behavior Problems	\$29.95
#1687	Helping the Reactive Dog	\$29.95
#1688	When is Aggression Not Aggression	\$29.95
#1691	Handling Dogs Safely	\$29.95

Grooming the New Designer Dogs

Suesan Watson



We are all getting them now, all those little or big Mixed Breeds, no, wait, "Designer" Dogs. The owners have no clue what their pet should look like because they never want it to look like what it really is.

Sue can give you suggestions that can help you deal with those clients and make their decisions easier for them and their fancy designer dogs.

#1897 Grooming The New Designer Dogs \$39.95

Add-On Services: Money in Minutes

Judy Bremer-Taxman



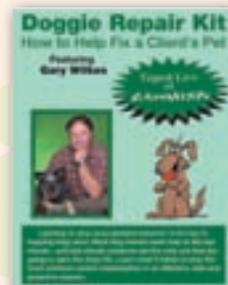
Spend a fast paced two-hours laughing and learning in a seminar to make extra money in minutes! What's the secret? "First, learn to work smarter, not harder," says Judy. Then add a few new simple extra services and watch your income jump \$4,000 to \$10,000 per year!

Can't believe it? Can't sell extra services to your customers? This seminar is your answer. Every detail, and advantage, will be presented to you step by step!

#1787 Add-On Services: Money in Minutes \$49.95

Doggie Repair Kit How to Help Fix a Client's Pet

Gary Wilkes



Learning to stop unacceptable behavior is the key to keeping dogs alive. Most dog owners seek help at the last minute - and last minute solutions are the only ones that are going to save the dog's life. This presentation will describe what it takes to stop the most common canine catastrophes in an effective, safe and proactive manner. Don't miss it - you won't find this information anywhere else.

#1413 Doggie Repair Kit - DVD \$49.95



Professional Pet Grooming Secrets Books

Volume 1



This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; plus other grooming authorities. 22 full – color Creative Contest winners! Original grooming cartoons! 64 pages full of illustrations and photos!

- What's in a Name • Getting Down to Basics
- Correcting Faults • Control Counts
- Preventing Accidents in the Shop
- Secrets of Creative Grooming
- A Tale of Two Poodles
- Grooming the Neglected Dog
- Fantastic Finishing Touches
- Clipper and Blade Maintenance and lots more!!!

Volume 2

This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; Creative winner, Jeanne Mulcahy, plus other grooming authorities. Contains full-color Creative Contest winners! Original grooming cartoons! 75 pages full of illustrations and photos!

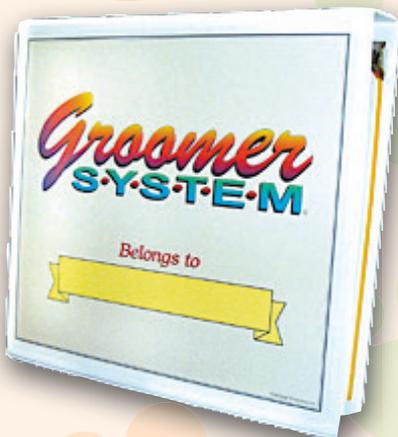
- Clipping Four Feet In Three Minutes Or Less
- First Aid In The Grooming Shop
- Grooming Very Old Dogs
- Simple Bow Making
- Creative Coloring Techniques
- Coping With Coat
- Mobile Grooming... Is It For You
- Reconditioning A Difficult Dog and more!

#5013	Volume I	\$15.95
#5014	Volume II	\$15.95
#5013MX	Vol. I and Vol. II	\$27.95

Groomer System

Appointment & Income Tracking Book

This loose-leaf Binder System permits an unlimited number of daily appointments. It comes with 150 Daily Appointment Sheets, 52 Weekly Reports, 12 Monthly Reports, 4 Quarterly/Yearly Reports separated by monthly/report dividers, as well. Each groomer can have his/her own book or everyone can work out of one... by adding extra pages. Satisfaction Guaranteed!



- Space for Time In and Time Out
- Client's Name and Phone Number
- Pet's Name and Breed
- Coding Block for Type of Service
- Space for Remarks
- Calendar
- Service Code Directory Makes Entry Quick
- Daily, Weekly and Monthly Income Sheets
- Start Anytime during the Year... This Book Never Ends!

#6053	Complete Groomer System	\$59.95
#6054	100 Appointment Sheets	\$12.95
#6055	Assorted Reports - 1 Year Supply	\$17.95
#622	Calendar Page In Plastic Sleeve	\$2.95

The Empowered Employer



A powerful guide for owners and managers of pet care facilities. This fantastic book was written by Industry Icon, Consultant and Communicator, Judy Bremer Taxman. Power-Packed with Ideas to Boost Your Income and Management Skills!

- How to be the Boss
- Organizing your Business
- Keeping Personnel
- Winning "Boss of the Year" Award
- Tactics for keeping your Business Running Smoothly!

#5012 Empowered Employer Book \$14.95

Rubber Stamps & Pads



Eliminate tedious handwriting or typing with our quality Rubber Stamps. Just perfect for GroomOgrams, Reminder and Klient Kards, letters, checks and receipts.

To truly personalize your stamp, select a stock logo (see order form). For the personal touch, we can add your custom logo for an additional charge.

#6045	One Line	\$10.95
#6046	Two Lines	\$15.50
#6047	Three Lines	\$19.95
#6048	Four Lines	\$23.95
#6049	Five Lines	\$28.50
#6050	Six Lines	\$32.95
#642	Custom Logo	\$7.95
#643	Stock Logo	\$7.95
#6052	Stamp Pad - Black	\$7.95

Poop Scoopin' Puppy



Remind your clients (and passing dog walkers) to clean up after their little ones have finished their business. This adorable Polyresin statue of a responsible and tidy pup features a discreet clothespin on the nose and a dust pan sign that says, "Don't forget to scoop your poop!" 9 1/2"H x 7 1/4"W.

#1866 Poop Scoopin' Puppy \$29.95

Teaching You to Train Your Dog

A Student Guide

This blue and green guide tells new training students how to prepare for class and have a successful learning experience with their pet. Great promotional tool, too. Rubber stamp your information on the front. Leave at Clinics, Grooming Shops, Pet Shops, Breeders, Pet Fairs and more! Pulls in new students like crazy!

#800	100 Student Guides	\$10.95
#801	500 Student Guides	\$49.95
#802	1000 Student Guides	\$89.95

PetRef Kards

Did You Find a Medical Problem?



Got your findings on the PetRef cards to be taken to the Veterinarian. Use these attractive 3" x 5" cards anytime you notice a medical problem. You will earn veterinarian respect, and perhaps referrals, because they will know you are observant and professional. Plus, your customer will appreciate your concern. Gray Card printed with blue ink.

3" x 5" PetRef Kard

#668	100 PetRef Cards	\$9.95
#669	500 PetRef Cards	\$39.95
#670	1000 PetRef Cards	\$59.95

The Wonderful World of Terriers

Sarah Hawks

Sarah will cover hand-stripping, breed profile, coat texture, carding (removing undercoat), tools, chalking, products, bathing of the hand-stripped coat, and how to satisfy your clients.

Sarah will show six long-legged Terriers, many of which are show dogs: Airedale, Soft Coated Wheaten, Lakeland, Wire Fox, Kerry Blue and Welsh; and six short-legged Terriers: Cairn, Norfolk, Norwich, Sealyham, Scottish and Westie. She will discuss

the nuances of each of the various breeds. The Set of 4 DVDs includes all of the following seminars:

- Airedale, Soft-Coated Wheaten, Kerry Blue
- Cairn, Norfolk And Norwich
- Min. Schnauzer, Parson's Russell, Lakeland, Welsh
- Scottish, Sealyham And West Highland Terrier



#1577	The Wonderful World Of Terriers Set Of 4 (DVD)	\$125.00
#1588	Airedale, Soft-Coated Wheaten, Kerry Blue (DVD)	\$49.95
#1591	Cairn, Norfolk And Norwich (DVD)	\$49.95
#1589	Scottie, Sealyham And West Highland Terrier (DVD)	\$49.95
#1590	Min. Schnauzer, Parson's Russell, Lakeland, Welch (DVD)	\$49.95

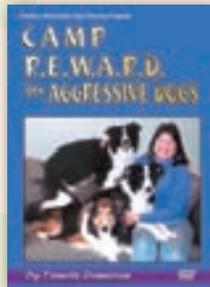
Pam Dennison Training DVDs

Camp R.E.W.A.R.D. for Aggressive Dogs

Accredited by APDT Realizing Excellence With Attention, Redirection and Desensitization.

For pet pros, trainers or pet owners of any level, this seminar teaches how to manage, train and start the desensitization process with an aggressive dog in a positive, pro-active and effective manner.

#1403 Camp R.E.W.A.R.D. - DVD \$29.95

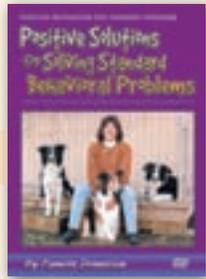
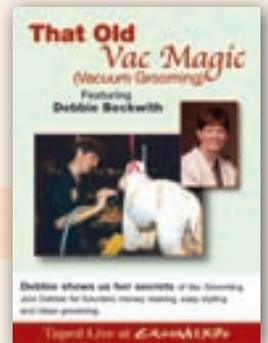


That Old Vac Magic (Vacuum Grooming)

Debbie Beckwith, CMG

Vacuum grooming at its best. Tried it? Like it? Messed up? Don't know what to do with it? Vac grooming could be the best way in modern pet styling. From short cuts to scissored looks, join Debbie for futuristic money making, easy styling, and clean grooming with no hair flying in your face, dropping on the floor or clogging your lungs with the help of a vacuum system.

#1899 That Old Vac Magic (Vacuum Grooming) \$39.95



Positive Solutions for Solving Standard Behavioral Problems

For pet pros and trainers of any level, this seminar will address typical problem behaviors using positive training methods. Behaviors discussed are: jumping, pulling on leash, not coming when called, charging through doorways, nipping, stealing and guarding objects, etc.

#1405 Positive Solutions - DVD \$29.95

Handstripping & Carding Clinic

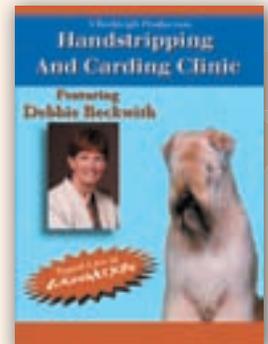
Debbie Beckwith, CMG

This program unveils the truth about how stylists can add harsh coat hand stripping and carding skills to their everyday grooming techniques. Go the extra mile for your customers who prefer the attention to detail, and make more money, too, by adding this extra professional service.

Learn how to hand strip dogs from mixed breeds to simple terriers. Find out how to cheat on terriers with clippers, yet maintain better color and texture with carding skills. Learn tricks on double-coated breeds from Afghans to Shepherds, and Whippets to Greyhounds. Carding skills will enhance the

proper look of many breeds, help with the natural shedding process and add easy \$\$\$ to your income. Hey, works for cats too.

#1409 Handstripping & Carding Clinic - DVD \$59.95

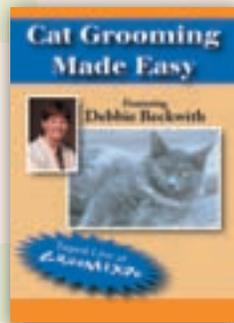


Cat Grooming Made Easy!

Debbie Beckwith, CMG

Is it a CAT-astrophe when you put clipper to feline in your grooming salon? Do you think the words EASY and CATS should not reside in any grooming program? Well, Debbie thinks differently. "I firmly believe that cat grooming should be done by cat-lovers," says Debbie. Now, if you have passed that first step to "feline finessing" then join Debbie for tips on handling, nail clipping, carding, trimming and bathing techniques. Cat grooming could just turn out to be a great income source for you.

#1420 Cat Grooming Made Easy! - DVD \$49.95



Grooming Equipment Clinic

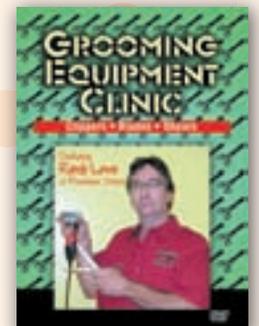
Randy Lowe

Randy talks about everything that clips in this two-hour seminar. From clippers and blades to shears, Randy offers his expertise from his thirteen years of experience in the sharpening trade.

Randy talks about the eight biggest problems with blades, and some easy fixes that you can perform without sending them off to a sharpener. He will go over the major clippers and discuss things that you can do to fix and repair, before you replace.

The second part of this program is devoted to Shears. Here are just some of the topics: *What are the differences in scissors? German style vs. Japanese style edges? What does Rockwell hardness mean? Should you buy Stainless, high carbon, cast aluminum, ceramic or a combination? And What about "hot dipped", cast or stamped?*

#1567 Grooming Equipment Clinic (DVD) \$39.95



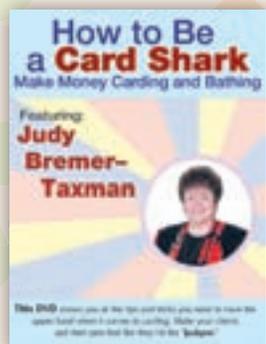
Be A Card Shark!

Make Money Carding and Bathing

Judy Bremer-Taxman

Want cash in a flash? Money in minutes? Learn to card a dog properly and find out how to double your money! For services that sell themselves, watch, learn and "cash in" when you go home!

#1570 Be a Card Shark! Make Money Carding and Bathing (DVD) \$49.00



PetQuest

July 22-25, 2010

The Drawbridge Inn, Fort Mitchell, KY
(Cincinnati, OH area)

NEW

Creative
GROOMING
COMPETITION

Nearly
50
Booths

andis

**Grooming
Contests**

**IJA & GroomTeam
Sanctioned**

Top Industry Speakers

- **Grooming**
- **CPR and First Aid**
- **Mobile and more!**

www.PQGroom.com

READER SERVICE CARD #7168

“TOP 10” PRODUCTS

New!

“Top 10” T-Shirts and Smocks!



Smock Special
Only \$24.95

Only \$19.95

2XL - \$21.95

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

Free Bag
with any \$50 Order!
at PetQuest



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
(717) 691-3388 • info@barkleigh.com

Order Online at

www.barkleighstore.com

READER SERVICE CARD #7167

Introducing PlaqClnz™

The complete pet oral hygiene system



Fresh Breath. Healthy Mouth. Happier Pet.

EASY add on service to increase revenue!

PlaqClnz Spray and Gel are the only alcohol-free pet oral care products that **reduce plaque and tartar without brushing**. They contain scientifically proven, natural ingredients including Zinc complex, which stops odor formation, interferes with tartar growth and may aid in healing soft tissue.

Use PlaqClnz Spray along with the Oral Irrigator to **quickly clean and freshen pets' mouths** as an added service to your clients.

You'll find PlaqClnz Spray and Gel easy to use thanks to their **neutral pH and taste-free formula**. Even the most finicky dogs and cats will accept PlaqClnz.

Amazing results in the initial pet visit! PlaqClnz is safe, time efficient and has increased my grooming and retail revenues!
Angela Mc Murray, Crystal River, FL



- *24-839**
FREE
1 PlaqClnz Oral Irrigator
List \$24.95
 - *24-832**
FREE
1 PlaqClnz 4 oz Solution
List \$12.47
 - 24-83312**
12 PlaqClnz 2 oz Gel List \$10.98
Introductory price
\$8.78 Each
24 Minimum
- *FREE with initial order.**
Limited time offer.

FREE marketing and sales support materials!

It's as easy as 1, 2, 3

Add to your revenue and keep pets healthier by performing the PlaqClnz Oral Cleansing System on every pet you serve. **Here's how:**

1. Offer the first PlaqClnz Pet Oral Health procedure free at check-in. Give pet parent a PlaqClnz brochure to review.
2. Review the results of the oral ALERT exam with pet parent at checkout.
3. Ask for the order: "I'd like to send this bottle of PlaqClnz home with you today. It's easy to use and you don't even have to brush your pet's teeth! Can I add it to your total for just \$20?" **Schedule future PlaqClnz oral treatments.**



FREE
\$75 Value

 **SmartPractice®**
To order call:
800.762.7877
www.plaqclnz.com

- 24-332**
Includes:
- 2 Salon posters 11" x 17"
 - 1 Oral ALERT Exam Chart
 - 1 Oral Irrigator
 - 50 PlaqClnz take-home client brochures
 - 25 Canine Alert oral exam cards
 - 25 Feline Alert oral exam cards
 - 1 4oz PlaqClnz Solution

73989_1109 2009 © SmartPractice. All rights reserved.

WWW.WAHL.COM

WAHL®

1.800.PROWAHL

STORM

POWERFUL CLIPPER UP TO 4700 SPM
POWER AND TORQUE TO CLIP EVEN THE TOUGH AREAS

LINEAR BLADE DRIVE SYSTEM TO DELIVER POWER, SPEED
AND PERFORMANCE WHERE YOU NEED IT

PATENTED* EASY-TO-REPLACE DRIVE TIP—NO NEED TO
TAKE THE CLIPPER APART

LIGHTWEIGHT—ONLY 11.6 OZ (WITHOUT BLADE) AND
PERFECTLY BALANCED TO PREVENT WRIST INJURY

16' SUPER FLEXIBLE CORD, STAYS FLEXIBLE
BELOW 30 DEGREES

CURVED CASING REDUCES HAIR CLOGGING
ERGONOMIC DESIGNED CONTOUR SHAPE
SMOOTH RUBBER GRIP

“ONE FINGER” VARIABLE SPEED CONTROL

NEW!



NEW!

INCLUDES
“ULTIMATE” COMPETITION
SERIES BLADE

HIGHER PERFORMANCE BLADE

WAHL “ULTIMATE” COMPETITION SERIES BLADES CUT 2.5 X'S FASTER THAN WAHL
COMPETITION SERIES BLADES

100% QUALITY GUARANTEED:

TO CUT FUR THE FIRST TIME USED. IF AT ANYTIME ANYONE IS DISSATISFIED WITH THE CUTTING
ABILITY OF A WAHL COMPETITION BLADE, CALL WAHL AT 1.800.PRO.WAHL FOR AN EXCHANGE.

100% CUT TESTED:

HAND TESTED BEFORE LEAVING THE U.S.A. PRODUCTION LINE.



**30 DAY
SATISFACTION
GUARANTEED**

READER SERVICE CARD
#1769



RYAN'S PET SUPPLIES®

1(800) 525-7387

Best Prices... Best Brands...™



"Rely on Ryan's"™

Paw Brothers® Professional Super Electric Grooming Table

NEW SAVE
Intro Price **\$599.95**
Reg. Price - \$749.95

NO MORE LIFTING!
Table Lowers to 15"

SUPER SIZE TABLE TOP! 49.5" x 25.5"



Facebook is a registered trademark of Facebook, Inc.

Call or Log on for
Your **FREE**
Catalog Today

www.RyansPet.com



UP TO 40"



ARM ADJUSTER



DUAL SIDED FOOT CONTROLS



REMOVABLE TABLE TOP

FULL OVERHEAD ARM INCLUDED

DOWN TO 15"



"RELY ON RYAN'S"™ FOR ALL YOUR PROFESSIONAL EQUIPMENT NEEDS

©2010 G&G Distribution Inc. All rights reserved. Pricing and manufacturer specs subject to change. Prices good thru August 31, 2010

READER SERVICE CARD #7170