

Groomer To Groomer

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Sally J. Liddick

Oct. 15, 1946 — Jan. 29, 2012

Sally J. Liddick

Oct. 15, 1946 — Jan. 29, 2012

Tough, Driven & Generous

Sally Josephine (Breach) Liddick, 65, of Mechanicsburg, PA died at home with her husband by her side on Sunday, January 29, 2012. She was born in Mechanicsburg on Tuesday, October 15, 1946 daughter of the late James Edward and Sarah Josephine (Kibel) Breach. Sally was the wife of Thomas “Tom” Gerald Liddick who she married on September 3, 1966.

Sally graduated from Camp Hill High School as part of the class of 1964 and attended Harrisburg Area Community College. She was the founder and President of *Barkleigh Productions, Inc.* based in Mechanicsburg and owner of two professional pet service magazines: *Groomer to Groomer* and *Pet Boarding & Daycare*. *Barkleigh* also operates the largest pet care services show in the world, *Groom Expo*, and other major industry shows: *Groom & Kennel Expo*, *PetQuest* and the *Northwest Grooming Show*.

Sally was the recipient of four *Cardinal Crystal Achievement Awards* for *Journalist of the Year* and won the *Dog Writers Association of America Grooming Journalist Award*. She was a professional pet groomer for fifteen years and the daughter of a groomer. She is the author of a book entitled *Taking a Different Path*. Her business has been featured on *TLC* with a program called *Extreme Poodles*, and her events have been seen on numerous television programs and national magazines including *People*, *The Today Show*, *Regis and Kelly*, *The Insider* and more. She wrote for her various magazines and had a column called, *THE LAST WORD*, in *Groomer to Groomer*.

Sally was extremely creative, very talented and enormously generous. She was a tough and driven woman who strove for perfection, otherwise known as “Sally’s Way,” and expected no less from those around her. Sally was a Christian and True Believer. She was a loving, devoted and loyal wife to Tom and best friend to Gwen Shelly.

Sally’s survivors include her loving husband of 45 years: Thomas “Tom” Gerald Liddick; her son: Thomas Gerald Liddick Jr and his wife Kimberly and their children Nathan, Isaiah and Rachael all of Grove City PA; her best friend and business partner: Gwen Shelly and her husband Bruce of Mechanicsburg; her caregiver: Ashley Sultzaberger; three nieces and one nephew. Among those preceding Sally in death is her sister: Kathleen Breach.





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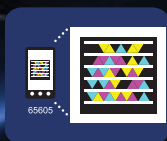
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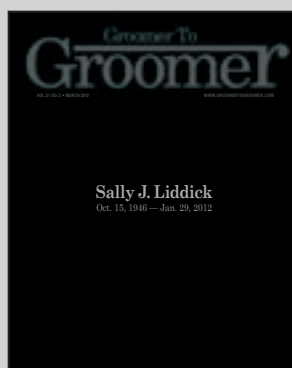
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Off the Top of My Head by Todd Shelly



A few days after Barkleigh founder Sally Liddick passed away, I was in Pasadena for our Groom & Kennel Expo show. Sally always made it clear that, no matter what, the show must go on. We knew the best way to honor her memory was to put on the best grooming show we possibly could.

Minutes before the start of the creative contest that Sunday afternoon, I was standing near the judges' area just left of the stage. That provided me with a good vantage point to see almost the entire show.

I took a moment to look carefully and reflect on everything that was going on around me. On the stage were several groomers who had just spent a few hours creatively grooming their dogs. They had just finished setting up their props and getting into their costumes. As I scanned the stage, I could see a look of anticipation on each contestant's face.

I looked out to the audience. Everyone in the standing room only crowd was smiling or laughing. There was a strong sense of electricity in the air. The excitement was palpable.

Next, I looked to the cameras located on the podium of the video command center. All of this was about to broadcast live to thousands of additional people. People from all over the world were checking in on the chat feature to introduce themselves and announce from what country they were watching.

I took a moment to reflect on what this all meant in the context of Sally's recent passing. This was something started in the basement of a groomer who just simply wanted to improve her interaction with her customers.

That led to the simple groomer wanting to do her part to improve not just her business but the grooming industry as a whole. All that was going on at Groom & Kennel Expo that day came from a simple, humble notion that she could help like-minded people who had the same passion for grooming as she.

Sally never had a plan or a roadmap. She did things the "Sally Way" while making her own path. Her goals were simple. She wanted to help provide for her family by promoting the industry she loved while using the morals that went along with her Christian values.

Looking around that day and seeing what she grew from such a small and humble beginning, I couldn't help but feel a little in awe of it all. She was a woman who just wanted to do her part to help others. I'd say she overshot a bit. For that, we are grateful.


todd@barkleigh.com

THE WAR OF Newfoundland

BY BONNIE WONDERS

Let me say I truly do love this dog. She is one of the most mellow, loving, calm dogs that come into my salon. She has a rock solid temperament and is, in my opinion (which, incidentally, is the only one that really counts), one of the best looking dogs that I have seen of her breed. No, she isn't shown in breed circles but is just an all-around super dog.

She is also a Newfoundland.

Yes, she is as huge as expected. She is dangerously close to that 200-pound mark. She is also slow and a tad lazy. She spends most of her life outside and has ample room to run, although I highly doubt that she does actually do much running. I'd say it's more of a fast "amble" when the urge strikes. Yes, I've seen her in action. She moves with all the speed of a cheetah running on two legs, one of which is in a cast. It's not too impressive. A toddler at a fast crawl could outrun her. She drools excessively, her tongue is about 16 inches long, and she has enough bags under her eyes to pack clothes for an over-nighter. She amazes me.

The last time I groomed her, I must have caught her on an off day. "Off" for both of us, I'd say...

It started out just ducky. I did have to enlist my husband's help, though, for the afternoon. He just loves it when he's called in to service, which, believe me, isn't often. I mostly use him for his brute strength. He comes in very handy for that part. He's great at lifting, holding up, steadying, and... well, that's actually about it.

He's never really mastered the technique of keeping his mouth shut when he's trying to help dry a dog with the force dryer. I mean literally. Like a human Venus flytrap, his mouth is often hanging open, waiting for something to fly in there. In my place, it's always a wad of hair. Then he starts gagging and sticks his fingers in his mouth to remove it. Of course, said fingers are also covered with hair, so he blocks himself up enough to need Roto-Rooter to clear it. Then he stops drying and runs

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out of the room hacking like a manic. He sounds like a dog when they inhale something and are snorting to get it out. He usually swears in between the hacking noises. You get my drift. But he's cheap help when I'm desperate.

At any rate, in came the Newfie, and as I brought her into the grooming room, my husband let out a whistle. "Wow, she's big!" he said in an admiring tone.

"Yeah, but what I really like about her is that she's nice," I told him. "That impresses me even more," I added. With that, we loaded her into the tub, and I reached behind her to do her anals.

"Hey, wait!" my hubby yelled.

"What?" I asked as I dropped her tail.

"Let me move outta' here before you start that stuff," he instructed. "I don't want to be anywhere around here when that crap comes out. I've seen you miss your aim," he added.

"I never miss!" I said indignantly. Well, except for a couple times when I had my head hanging down a little further than I should have and managed to spray my right cheek with the stuff... but I digress. Thank God it does wash off... eek.

I did the glands without incident and proceeded to start filling the tub for the HydroSurge as I started washing her face. I put ear cleaner in both her ears, and as expected, she tried to shake her head as I reached up to put back the bottle of ear cleaner.

"Hey," Dave started yelling as the dog shook her head. Right about that same moment, I saw the two feet of slobber strings go sailing past my husband's ear. He jerked to the side in time to dodge them both as they flew against the phone hanging on the wall. "Ugh," was his reply. "Don't even ask me to answer that if it rings," he instructed.

"You can be such a baby," was

my response. "You should have been hanging onto her so that she couldn't shake," I told him.

"And just exactly how much do you pay me for this job?" he queried.

"Consider it a labor of love," I told him.

As we continued the washing process, a question that only my husband could come up with surfaced. "What kind of dog did you say this was?" he asked innocently enough.

"A Newfoundland," I told him.

"Oh. Where do they come from?" he asked, looking at me with a totally sincere face.

"They come from Dallas," I told him, rolling my eyes.

"Huh?" he said, looking kind of taken aback.

"Geesh, you goon. They come from NEWFOUNDLAND!" I yelled. He shook his head up and down,

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reminiscent of a bobble head something or other. You'd have to know him to understand the irony of the majority of his questions sometimes.

After washing, towel drying, and quite a bit of force drying, we proceeded to move the dog from the tub to the grooming table. I scissored and clipped what I needed to, and several hours later, we had a beautifully finished dog. She looked

so shiny and regal. Her huge paws were so neat and tidy. She really was impressive. "So what do you think?" I asked Dave.

"She really looks great... a real beauty," he admitted. "Can I please go now?" he asked as he was picking stray Newfie hair from his eyeballs.

"Yes, go. I'm done with you," I told him as I lowered the table to

the floor. "I can handle it from here," I said. I think within 14 seconds, he had shed his apron and was out the front door. No matter, the dog was done.

I put her into the cage room into the largest double cage that I had. Even though it is huge, she filled it pretty much from end to end. She laid down quietly, and I went about cleaning up the grooming room before the next dog arrived.

Just as I finished tidying up the place, the next two dogs came in with their owner. I went to put one of them into the cage room to wait, and the smell hit me as I rounded the corner. "Please God, don't let her step in it," I was praying as I looked into the Newfie's cage.

I could have cried. Not only did she step in it, but she was so huge and had crapped so much that she had also laid in it. I stuck both new dogs into cages and went to get the Newfie out. As I opened her door, she sprung up and out so fast that I didn't have a chance to get a good grip on her. As she bounded out of the cage, she managed to spin me around, and I landed square down on my hands and knees. She, of

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course, drug out with her a humongous amount of poop on her feet, on her belly hair, and in that huge tail of hers. As she swung her tail, I ended up getting swatted with a massive amount of feces on my left shoulder.

So there I was, still on my hands and knees, literally covered in poop. There stood the dog at the door to the cage room, which had gone shut. She was pawing at the door, smearing more crap all over it. The two new dogs that I had secured in cages at the onset of all this were barking their fool heads off, getting both me and the Newfie even more excited. The smell was pretty powerful at this point. I mean, it's one thing to have a regular-sized dog go, but this dog looked like she'd left something from Mt. Vesuvius behind.

Normally at this point, I would be squealing, screaming, or cursing. This time, however, all I could

do was laugh. Amid all the stench and mess (and I do mean mess), I was just laughing so hard that the tears started coming on. If someone would have walked in at that exact moment, they'd have thought of having me committed. Not that my husband hasn't tried to do that on his own when I was not covered in excrement, but that's a story for another time. Between my laughing, the other two dogs barking, and the Newfie standing on her hind feet at the door with two poop-covered front feet against the door and that tail banging against a shampoo rack, it was quite the sight.

I was so covered with poop... no, wait. Let's just call it more like what it actually was. Manure. I'm not sure how to distinguish when something has graduated to the definition of "manure" from "poop," but I figured this was it. There was just so much of it. We own horses too, and believe me, this dog had

crapped enough to put a Standard-bred to shame.

I finally managed to get myself under control, got off the floor, and took hold of the dog. I was certainly going to have to re-bathe the whole bottom of her again. I got the door open and took her back into the grooming room. I was so missing my husband at this moment. I couldn't stand myself and badly needed to at least change smocks and get some of me rinsed off.

It was going to be a problem getting the dog back into the tub by myself. I would have to rearrange things to get her in there, and I didn't want to let her loose in the room to get "manure" over everything in there, too. With no one to hang onto her, I looped a lead around her neck and tied the other end to the bottom of a spare grooming table. I turned on the hose to get my arms cleaned up, and suddenly

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behind me, I heard screeching and then a mighty thud.

I whirled around in time to see the dog standing in the hallway with the grooming table in tow. Apparently she didn't realize that a 48-inch table wouldn't fit through a 36-inch doorway. I decided that, at least for the moment, she wasn't going anywhere and finished washing off my arms and got rid of the filthy smock. I wiped off the knees

of my pants as much as possible and turned my attention back to the dog. Naturally I would have a corner right around the entrance to the grooming room, and she had turned it. I tried pulling the table back into the room, but she was determined not to come my way. Of course this meant that I had to crawl under the table to get into the hallway to retrieve the dog.

After getting the dog, groom-

ing table, and myself back into the room, I was "pooped" in every sense of the word. It took all I had left in me to get her bathed and dried again. I also had to get the other two dogs done, which were now more than an hour behind schedule. I rushed like a maniac to get the cage room cleaned up and had to drag that big grate out of the cage to wash it off in the tub. Those things are murder to try to clean. I know I must have poked poop through a hundred holes.

I had just started on one of the other dogs, and in walked the Newfie's owner. "So how did it go?" the lady asked.

"Great," I said smiling. "Everything is fine. She didn't bite me, I didn't bite her, and all is well now," I told her, heaving a big sigh. She paid for the dog, and I went to retrieve the Newfie. I was relieved to see nor smell no more of a problem. You know how you can get used to odors when you've been around them for a while.

I led the dog out to the woman and handed her the leash. The lady bent down over her dog and smiled as she ruffled the Newfie's hair. "You look so much better," she was saying to the dog. The lady looked in my direction with furrowed eyebrows. "She hasn't been feeling too well the last few days," she said.

"How so?" I asked. "Well, I think she's been kind of constipated for the last couple days. I gave her some stuff for it, and I hope her bowels soon move. If she doesn't go by this evening, I'm going to take her in to see the vet," the woman said. "She's got me kind of worried," she added.

I could have collapsed at that point. "Oh, I don't think you need to worry any longer," I told her. "Let me tell you a story..."



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Spring flowers

by Dawn Omboy

Spring is coming, and everyone loves to see the flowers in bloom. So why not sculpt, color, cut, and shape them into your dog's coat? It is not as difficult as you might think, and with a bit of practice, you can have a beautiful bow-wow bouquet in no time. Why would you want to do this? Try one, and look at the smile it brings to the face of anyone whose eyes it includes, including yourself.

Start by banding off a small tuft of hair for the center of the flower. Next, draw the flower petals. There are several ways to do this. One is to use the edge of your scissors to draw it into the hair. If you like, you can use a blow-pen to draw the outline of the flower before cutting the shape out with your scissors. Make sure it is just where you want it, because once the hair is cut, you cannot put it back.

The flowers can be colored with either temporary colors (e.g. chalks, sprays, or blow-pens) or semi-permanent dyes, like Queen of Color, for longer lasting effects. This will last longer without making it permanent.

After your color has been applied and the coat has been sculpted into the desired shape, add some hair-spray to help hold the shape. You can also outline the petals with a darker color to really make them pop. The center is naturally done in a different color than the petals and can either be cut down close or left long so that it stands out.

Not two flowers are exactly alike, so don't even worry about trying to get them that way. Have fun and play with it. The more you practice, the better they will get. Add some leaves and vines, too, and when you get a little more confident, bring on the butterflies!

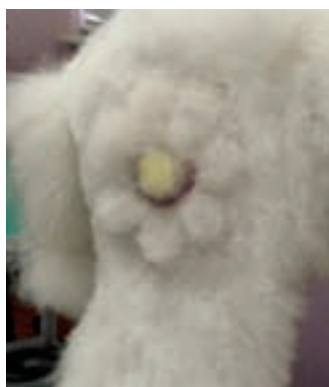


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You can also outline the petals with a darker color to really make them pop.



Step 1



Step 2



Step 3



Step 4

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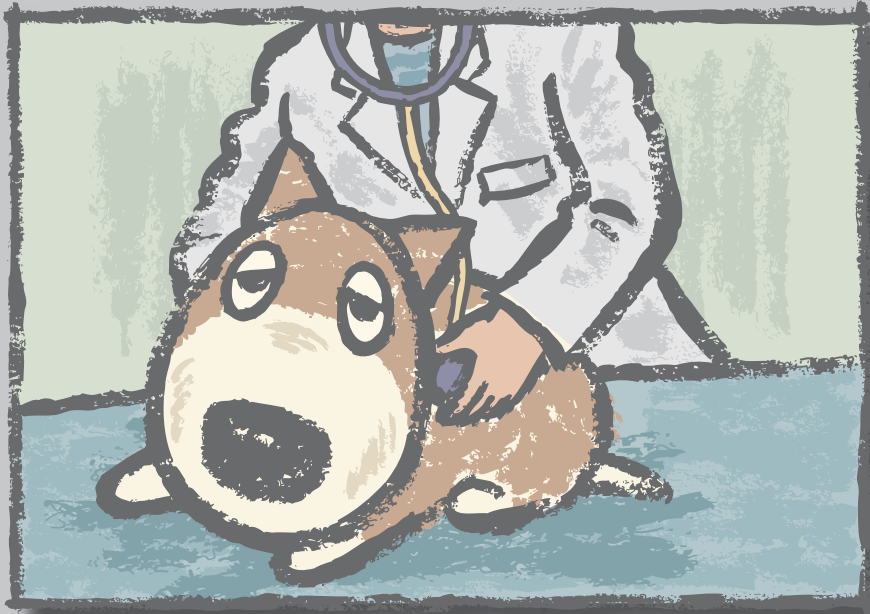


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By Mary Oquendo



Bloat

What is it? How do I treat it?

You've just come back from that fun lunch with your co-workers. Too bad your lunch break is so short. You rushed to finish your meal. Now you are standing in front of the grooming table, and suddenly you feel funny. You cannot sit or stand still, nor can you lie down. You start to pace. Something's wrong, only you don't know what.

You run over to the bathroom to throw up. Could it be food poisoning from that all-you-can-eat salad bar? But nothing's coming up except for some foamy stuff. You're drawing a blank at the other end, too. You look at yourself in the bathroom mirror and notice your gums are bright red. Your stomach now feels rock hard. It

Continued on page 22

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hurts! You just want to go curl up in a ball and hide somewhere. The other groomers are looking at you and wondering what's up with you.

An hour or so later, your mouth feels cold, and when you check it out in the bathroom mirror, your gums are now blue. You feel weak. Your heart is racing. You collapse, and your co-workers call 911, but it's too late. You just died.

That's what bloat does to a dog.

What Is Bloat?

Bloat, or torsion or gastric dilatation-volvulus (GDV), is when the stomach of a dog twists on itself, cutting off the esophagus at one end and all the organs south of the stomach at the other end. There is no longer blood flow to any of the organs, which caused them to shut down. Toxins and gas build up in the stomach. Shock occurs quickly,

and the stomach may rupture. If it ruptures, it causes peristalsis. Peristalsis is an inflammation of the membrane that lines the stomach. On its own, peristalsis is life threatening.

Large or giant dogs with deep chests are most at risk. Dogs with narrow chests are more at risk than those with wider chests. The most commonly affected breeds are Airedales, Akitas, Malamutes, Bassett Hounds, Bernese Mt. Dogs, Bouviers, Boxers, Mastiffs, Chesapeake Bay Retrievers, Labrador and Golden Retrievers, Collies, Dobermans, Springers, Gordon and Irish Setters, German Shepherds, Pointers, Great Pyrenees, Wolfhounds, Poodles, New-

Bloat... is when the stomach of a dog twists on itself, cutting off the esophagus at one end and all the organs south of the stomach at the other end.

foundlands, Old English Sheepdogs, Rottweilers, Samoyeds, St. Bernards, and Weimaraners.

That's not to say small dogs with deep chests aren't vulnerable. Dachshunds, Pekinese, and Miniature Poodles have been known to bloat.

Continued on page 24

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There are three categories of causes:

- Genetics
- Anatomy
- Environment

What Are the Causes of Bloat?

There are three categories of causes: genetics, anatomy, and environment. The first is genetics. There are breeds that are pre-disposed, especially if a close family member has bloated or has

untreated exocrine pancreatic insufficiency. The second is anatomy. Dogs with the highest risk tend to be older, are predominantly male, mainly underweight, and have deep chests. And last are environmental factors. Dogs that drink or eat quickly and excessively, especially in combination with activity, are most susceptible. Stress, such as a dog may experience

at the groomer, can escalate a dog already pre-disposed to bloat.

One, all, or a combination of any of the factors can induce bloat.

What Are the Signs of Bloat?

The signs will vary from dog to dog, but may include the following:

1. Many unproductive attempts to vomit. It could be foamy or full of mucous. They may drool. *(The esophagus is blocked off.)*

2. They are not their usual selves and are restless and anxious. They are pacing and whining. *(They know something is wrong.)*

3. They cannot sit or lie down. *(Their stomach is distended.)*

4. They hunch up their backs. *(They are trying to relieve some of the internal pressure.)*

5. Their stomach is hard and distended. *(It is filling up with gas and toxins.)*

6. Their gums will go from bright red (shock) to pale blue (hypoxic), and their gums will feel cold.

7. They try, unsuccessfully, to defecate. *(Everything south of the stomach is blocked off.)*

8. They lick the air. *(Dogs lick the air when they are trying to get*

Continued on next page

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rid of something internally.)

9. They try to hide. *(When dogs are dying, it is a natural response to go off by themselves.)*

10. They glance over at their side or stomach. *(This is where the pain is.)*

11. They go from heavy panting to shallow breathing. *(The organs are shutting down.)*

12. They look weak and have a weak pulse. *(No blood flow. The heart is shutting down.)*

13. Collapse. *(Organs have shut down. Death will follow shortly.)*

What to Do If You Suspect Bloat?

Contact your veterinarian first and then transport immediately. Do not try to treat this on your own unless your veterinarian has trained you. Time is of the essence here. Death can occur in a couple of

hours. During my research, Mylanta was mentioned as a way to buy time. I questioned my vet about this, and she responded, "Using Mylanta on a bloating dog is like putting a Band-Aid on a chainsaw injury. Use your time more effectively by calling us so we can prepare for your arrival."

Being familiar with the causes and recognizing the early signs, along with prompt veterinarian treatment, are your best defenses against bloat.

Mary is the owner of Pawsitively Pretty Mobile Grooming Salon in Danbury, CT. She is Certified Master

What to Do....

Contact your veterinarian immediately. Do not try to treat this on your own unless your veterinarian has trained you.

Pet Tech Instructor, teaches Pet CPR, First Aid and Care across the country, and offers webinars geared for both the pet professional and pet owner. Mary's blog can be found at www.groomwise.com and is the author of Let's Go Fido. Mary is a Reiki Master and a Certified Crystal Therapist whose practice is solely devoted to animals.

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“Mirror, Mirror, on the Wall”

by Joe Zuccarello

If you have read any of my writings, you will recall I have a handful of nieces, two of which are twins. Like most of the little girls I have ever met, all of my nieces love girly, pink, and frilly things. One niece in particular, even as a young baby, found fascination in mirrors or, should I say, anything reflective she could see herself in. She would smile at herself, play with her hair, laugh, and even talk to herself. She would never admit it, but I think I have seen my wife do the same thing!

Continued on page 28

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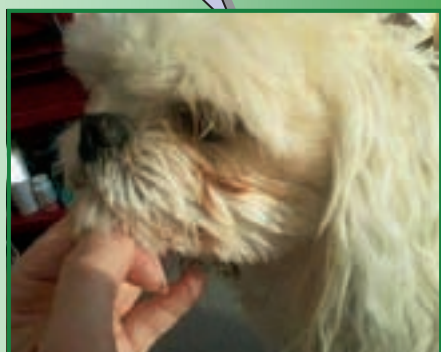
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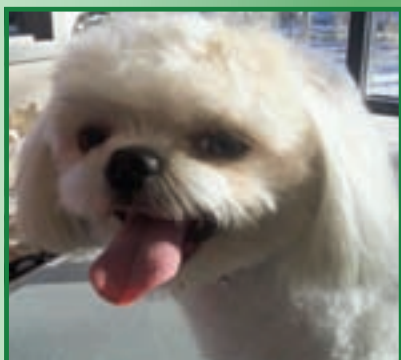
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This got me thinking, and I went searching for more examples of this phenomenon. Again, I have boys, so this behavior is foreign to me. I began watching people, usually at the best place ever to watch people... THE MALL! I watched the "mallers," as I call them, walk in front of windows and turn to look at themselves, smiling and tilting their heads. I even saw a few guys suck in their gut and pretend they were thinner.

I've watched people try on hats, scarves, necklaces, glasses, etc. and frantically search for a mirror to see how they looked in their new garb. We tend to like the way this extra "flair" makes us look, enhancing our other characteristics, body shape, clothing, etc. For whatever reason, we are attracted to the attractive, interested in the interesting, and jealous of the zealous. This extra flair seems to help bridge the gap between personality

and appearance.

What does this have to do with pet grooming?! A lot! Allow me to explain my take on this.

Since I have been involved in the pet industry my entire working life, you would think I would be immune to the appeal of an expertly trained dog or blind to the magnificence of a professionally groomed dog. However, no matter how many I have seen, I am still attracted to each. If after 26 years I am still in awe of these accomplishments, I believe our customers are even more excited when they see similar examples of perfection.

While you sharpen your grooming skills in the pursuit of perfection, there are some things you can do to help "bridge the gap" between the pet's characteristics (body shape, coat type and density, color, etc.) and the personality each pet has. It's all about the "mirror factor." If the pet were human, what

"...there are some things you can do to help "bridge the gap" between the pet's characteristics and the personality each pet has."

would get it to look at itself in the mirror like the "mallers" do? Since it's not human, what will get other people to look at this pet and ask the pet parent, "Where do you get your dog groomed?" Business 101: word of mouth advertising (referrals) is a leader in the way we get new clients; give them something to talk about! Add some flair to your grooming.

To know the pet's personality type, you need to get to know the pet and the pet parent. Too many times, we make the mistake of viewing the pets as just appointments instead of individuals. Although you may see dozens of pets each

Continued on page 30

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You would often have to groom up to 10-12 dogs in a salon to make the same money grooming 6 pets in a mobile when you compare overhead costs.

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Closing a storefront early is almost impossible, even if you're done grooming by 2:00pm. Mobile allows you to schedule the dates and times you want to work. You have more time for family and friends.

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“People like looking at themselves, and people like their pets looking like them!”

day, the customer only sees ONE. Don't forget this! To really make an impact on the relationship depth between you and the pet parent, show an interest in the person and their pet, getting to know both of them on a personal level. Once you tap into this level, your opportunities to “wow” them are endless.

Flair can take on many forms. Here are some I have seen, though I am sure there are many more out there if you go looking for them.

Bows

When I was first introduced to the grooming business, one of the very first lessons I was taught was how to make a bow. Yep, those little orthodontic rubber bands, colorful ribbon, and hemostats... All were my nemesis. Some fingers are just too big to make this task easy. Mine

sure are. Anyway, I learned simple bow making and how to put them in the pet's hair. Some pros use hot glue guns to affix extra items like pom poms, plastic spiders at Halloween, tassels, etc. to the basic bow.

Bandanas

There is some really cool material out there that you can use to cut your own bandanas. What some have done with vibrant fabric and a pair of pinking shears is amazing. I have seen bandanas around necks, around waists, used as leggings, and even as leash or collar wraps. I have even seen some groomers provide matching bandanas to the children in the pet's family so everyone matches for pictures or visiting family.

Color

Stencils and body/coat coloring is a unique way to alter a pet's look temporarily, especially for special occasions like weddings, parties, holidays, etc. Add glitter or stickers and you have just transformed ordinary to extraordinary.

Themes

I once saw groomers decorating their groomed pets using color schemes that matched the pet par-

ent's favorite team, wedding colors, and other special occasions. You could even have special “theme days” where you promote this free flair service. I tend to lean toward the surprise factor whenever possible. Pay attention, as customers will often give you clues to what really moves them, and you can use this to make a big impact! Even those macho men who insist on no bows, etc. are impressed by their team colors made into a braided collar for the big game weekend.

I am certain there are plenty more creative ideas floating around out there for you to take full advantage of, but whatever you do, try to make the flair centered around the customer's interests and not just the first ribbon or fabric you see.

Take a lesson from my niece. People like looking at themselves, and people like their pets looking like them!

Joe Zuccarello has excelled in the pet industry since 1986 and is National Accounts Sales Manager for Tropiclean Shampoo and Fresh Breath Made Easy! Dental products for dogs and cats. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit www.tropiclean.net or call 800-542-7387.

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The advertisement features three books and two grooming tools. On the left, a purple comb and a wooden-handled grooming tool are displayed. The books shown are: 'The Business Guide to Pet Grooming' by Sam Kohl, 'The Mobile Pet Grooming Guide' by Tish Bachert, and 'The Client's Guide to Dog Grooming Styles' by Sam Kohl. The Aaronco logo is also visible.

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Aromatherapy

Essential Oils in the Grooming Salon

PART 2

By Barbara Bird

How might a groomer use aromatherapy? Essential oils can be diffused in a grooming salon to deodorize and sanitize the air. Used solely for fragrance, an essential blend can create an aromatic signature for your workplace. At the table, oils

can be used to uplift, calm, or help you recover from stress or upset. Aromatherapy can also be used to help calm the dogs. Essential oils can be added to a shampoo or conditioner base to help with skin and coat health or can be applied in a carrier oil as a special spa conditioning treatment.

Deodorize and Sanitize

Lemon oil is an excellent sanitizer for the workplace, as it is strongly antiseptic and antibacterial. It can be blended with tea tree oil or ravensara, which are powerful anti-virals, and lavender, another good bactericide, which also seems to enhance the therapeutic effects of oils in its company. Citrus oils, such as lime, lemon, bergamot, grapefruit, and orange, are particularly effective at cutting across the odor "values" of musty, wet dogs or the other pet odors that can occasion-

Continued on page 34

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ally haunt the grooming establishment.

Fragrance Statement

Essential oils can be used singly or blended for fragrance value, which can be used in your waiting area or doorway to establish a fragrance “identity” for your salon. The clever groomer can even include something in her or his blend that will have calming and balancing effects on the clients. There are many types of aromatherapy diffusers available. One type that works well in a grooming salon is an ultrasonic diffuser that uses water and ultrasonic vibrations to create a fine mist. In aromatherapy, the finer the droplets that are diffused, the greater the effect of the aromatic oil.

At the Table

Certain oils can be diffused in your personal space to help you be less anxious over your work (lavender and geranium), less distressed (orange and ylang-ylang), and even to control anger (lavender, neroli, and rose). Peppermint, lemon, and basil are great energizers for that late afternoon slump. There are blends that help with focus and

concentration (clary sage, pink grapefruit, and lemongrass) and fragrances to help with different kinds of headaches (spearmint).

Calming the Dogs

Lavender is the most commonly used essential oil for helping to calm animals. Basil has been used for dogs with separation or other anxiety, and sweet marjoram is used in calming blends for animals. Ylang-ylang and cedarwood also have a sedative effect. Petitgrain (Citrus aurantium) is effective to reduce anxiety and calm animals. Essential oils should never be applied full strength (neat) to dogs. An easy way to get dogs to inhale the aromatics is to apply them to a piece of paper towel clamped to a kennel door or to your grooming arm at the table. A few drops of an oil or a blend on a bandana is another means. Some calming products are available in direct sprays that can be spritzed safely on the dog.

Blending Tips

It is a good idea to become thoroughly familiar with your essential oils singly before you begin mixing and blending. Essential oils are of-

ten blended with regard to fragrance “notes” or evaporation rates in order to create a balanced fragrance. Top notes evaporate first, middle notes form the body of a fragrance, and base notes linger. Aromatherapy blends usually contain three to five oils. Blend more than that, and you risk creating aromatherapy “mud” with chemical components canceling each other out rather than synergizing. Some oils, such as eucalyptus and peppermint, are very dominant in a blend and do best in smaller amounts. It is wise to create a blend that adds up to ten drops. This makes it easier to multiply once you get the proportions to your liking. For example, you could try five drops of orange, three drops of lavender, and two drops of ylang-ylang. The drops could then easily be converted to milliliters.

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- **LAVENDER** (*Lavandula angustifolia*) Middle Note - Lavender is on everyone's Top Ten list. It has multiple properties and is great for

Continued on page 36



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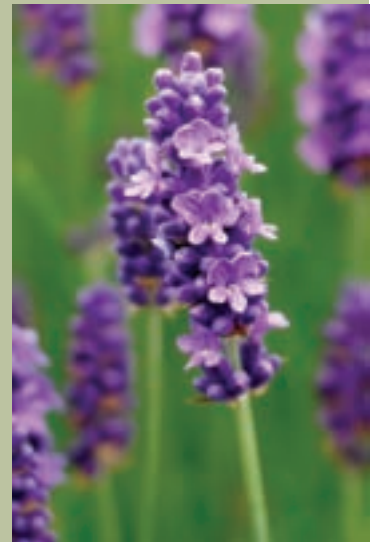
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both pets and people. It is soothing to the emotions as well as to the skin. It blends well with other oils, especially citrus and other flower oils, contributing softness to the fragrance. Lavender enhances the therapeutic effects of other oils in a blend.

- **LEMON** (Citrus limonum) Top Note – Known as a “purifying” oil, lemon has outstanding antiseptic effects and is emotionally uplifting. A blend of six drops of lemon oil and four drops of tea tree oil is quite sanitizing as well as fresh smelling. Lemon fragrance is particularly suited for counteracting pet odor.
- **LEMON EUCALYPTUS** (Eucalyptus citriodora) Top Note – This variety of eucalyptus is antibacterial, antiviral, and antifungal and has been determined to be a very effective insect repellent. It blends well with lavender, tea tree, and lemon oils but will dominate

a blend. It is not as pungent as ordinary eucalyptus.

- **TEA TREE** (Melaleuca alternifolia) Middle Note – It enhances immune function and is the strongest agent against bacteria, fungi, and viruses. One of the most studied of the essential oils, it blends well with lavender or lemon.
- **CLARY SAGE** (Salvia sclarea) Middle Note – An excellent addition to any calming blend for animals, it is both uplifting and mildly sedating. In humans, it is an anti-depressant and opens the mind. Clary calms tension, reduces stress response, and blends well with lavender or sweet orange.
- **PEPPERMINT** (Mentha piperita) or spearmint (Mentha spicata) Middle to Top Notes – Both of these are uplifting and energizing oils. Spearmint is less strong. Both blend with lemon, tea tree, or lavender.



Lavender

- **SWEET ORANGE** (Citrus sinensis) Top Note – Known as the “sunshine oil,” sweet orange is relaxing and happy and has a good deodorizing property. It is also an effective flea repellent and blends well with ylang-ylang and lavender.
- **YLANG-YLANG** (Cananga odorata) Middle to Base

Continued on page 38



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Note – An effective anti-depressant and anxiety reducer, ylang-ylang is also established as being effective in reducing high blood pressure and tachycardia. It was used in a highly popular hair treatment of the 19th Century, Macassar oil.

- **ATLAS CEDARWOOD** (*Cedrus atlantica*) Base Note – An excellent pest repellent that also tones skin, it is antiseborrheic and antifungal. Cedarwood is a good deodorant and blends well with lavender, clary sage, and ylang-ylang.
- **ROSE GERANIUM** (*Pelargonium graveolens*) Middle to Top Note – Known as a balancing oil for either stormy emotions or raging hormones, geranium is also an effective antifungal agent, used in some preparations for pet ear problems. It reduces anxiety, especially when blended with lavender.

Blending of essential oils and the practice of aromatherapy is both an art and a science. As an art, it relies on intuition and a good nose, just as grooming relies on a sense of style and a good eye. As a science, the practice of aromatherapy involves the study of the properties and chemistry of the essential oils. The master aromatherapist knows the profiles of each oil, just as the master groomer knows the breed profiles of the dogs on the table. Aromatherapy can fulfill your need for creativity, provide endless learning about health, and deliver endless fun with fragrance. Do it – for the smell of it!

Barbara Bird, CMG, has been using aromatherapy at her business, Transformation Pet Center, in Tucson, Arizona, for 15 years. She is the creator of The Scented Groomer line of aromatherapy products for pets and people, distributed through Show Season Animal Products. Barbara is a two-time winner of the Cardinal Crystal Achievement Award for Grooming Journalist of the Year (2006, 2007) and recipient of the Barkleigh Honors Award for Best Blog 2011.



Lemon

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Groomer to Groomer • Vol 31 Ed 03 • March 2012



by Teri DiMarino

Dear Sally,


This is the first Groomer to Groomer letter I've ever written to you, so beginning my note as hundreds of groomers have addressed you over the years seems like a good start. Throughout the lifespan of this magazine, "Dear Sally" has become synonymous with groomers telling stories, sharing hints, asking questions, reporting successes, or just saying "thanks" to you for all you have done for our industry.

Groom & Kennel Expo in Pasade-

na just finished yesterday, and I am pleased to report that it was a huge success. While you have not traveled to attend that show for several years, you have become what we affectionately refer to as the "eye in the sky" through the streaming video that you initiated. Not only did streaming video bring the show to you, but it also brought it into the living rooms of thousands of other groomers around the world. Just knowing you are watching is almost as good

as having you there. In fact, this past weekend I carried my cell phone with me constantly, waiting for your call with some suggestion on how to have the contest winners presented, where the judges should stand, or reporting that the trophy table was not straight. Such is your never-ending quest for perfection! But we must have gotten everything right, as the anticipated calls never came. This show has blossomed beautifully, and you should be proud of your staff. You taught them

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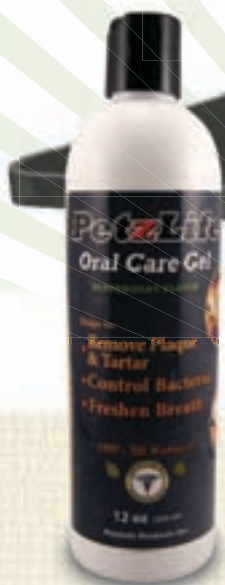
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well, and they ran the show as if you were right there with them.

Anyone who attends a Barkleigh Productions event is sure to have a great time. From the opening day seminars to the trade show and competitions, there is never a dull moment. Conducting four major shows in the U.S., with one of them being

the largest grooming-oriented event in the world, is no small feat. But I must say that, at times, you tend to take some stuff way too personally. If someone has a complaint, no matter how trivial it may be, you become upset that something has gone awry, and you are obsessed with correcting the situation and assuring that

all are happy. And this attention is not just for attendees. You recognize exhibitors as an integral part of a show, and your consideration for them is really appreciated.

Passing on the responsibilities of the shows and the magazines to Todd, Adam, and the rest of the Barkleigh Bunch has given you more time for other ventures. You are never one to pass up an opportunity, and stylists with different twists really get your attention. A fanatical supporter of creative styling, you share your passion through your publications. This passion for creative styling actually made it into the living rooms of television viewers through *Extreme Poodles*, which was filmed at Groom & Kennel Expo several years ago. Every article published in *Groomer to Groomer* is seen as potential content for a new educational book. In fact, one of your latest projects, *Taking a Different Path*, gives us a personal introspection of you, your life, your relationships, and your career. A fun and honest account of your years in the industry delivers a delightful insight to a side of you that is seldom seen.

Occasionally the center of controversy, you've gotten used to being in the hot seat. In fact, you actually enjoy a good debate, equating it to a sport. While you defend your principles like a mother tiger defends her young, there is a certain amount of gratification you get in stirring the pot, believing that it keeps people on their toes. I take great pleasure and satisfaction in our spirited

Continued on page 44

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discussions, disagreements, and idle, friendly chatter. There is something special in being able to agree to disagree with somebody and be able to walk away with no carried-over ill feeling.

Talk about spirited discussions! Watching you and Gwen, your best friend and business partner, banter and pick on each other can be downright fun. Maybe not for you or Gwen, but witnessing one of your altercations is actually quite entertaining. The yin and yang of your relationship have been the cornerstones of Barkleigh Productions, your friendship, and your lives. It's almost like a marriage. You get along, you fight, you make up, and you go on.

Speaking of Gwen, the first time I met you was sometime back in the mid-1980s when you and Gwen introduced your innovative reminder card system. This was coupled with the relatively new GroomOGRAM and a small, yet informative, tablet-style publication called Groomer to Groomer. Nearly 30 years later and with countless publications to your credit, the Barkleigh product line is still a valuable tool to the professional pet stylist.

Your interest in the competition grooming arena has helped launch many competition champions, and your savvy for business has set the stage for many highly successful salons. But more than any-

thing, you champion the cause of the everyday groomer. By backing certification, licensing, and cheering on the beginning competitor, you encourage the small guy, making the road to success so much smoother.

Humble as you are, there is no denying that your Barkleigh "empire" is the envy of the industry. Your mother gave you a good start when she taught you how to groom, and your 15 years behind the grooming table set the stage for what was to come to light for us all. Those years instilled an unmatched passion that is your legacy. All that said, the support of your husband, Tom, and your strong spiritual convictions have kept you grounded. You have a lot to be proud of and thankful for, but you know that!

By the way, there was a rumor this past weekend that you have left us. We know that you've not been out to Pasadena for a while, so not seeing your physical presence was no big surprise. But we know you were watching the streaming video of the show. You are, after all, our "eye in the sky" and will always watch over us all. Wherever you are, we are all sure you are conferring with Johnny Nash on a new All-Star Barkleigh event. Please say hi to Liz Paul, Lynne Carver, and the others for us.

God bless you, Sally. And thanks for everything! 🌸

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My Memories of Sally by Gwen Shelly

Best Friend and Business Partner

Since childhood, Sally and I have traveled together through many adventures and misadventures. Even as a small child, she had a very creative mind, always coming up with some adventure. She was never the favorite of most parents, because she was always into something. When we got into trouble in grade school and were sent to the coat room, she was checking the coat pockets, looking for something interesting. She found a comb and decided to style my hair. When we got scolded in high school by our teacher after class, I was frightened; she was noticing the scar on the teacher's nose.

We went from eating dog biscuits and jumping from second-story lofts with umbrellas to fly (she didn't do it after she saw my results), to finding husbands, building a business, and building houses beside each other. To her I was "mold-a-friend," and that was pretty true. With her encouragement, I went from a very shy person to who I am today. I never would have known



my abilities had she not encouraged me. Of course, it was always to her advantage.

Sally never really took no for an answer. It was always the right way, the wrong way, and Sally's way. She was always the engineer. She could change with the wind. If strawberries were in season, they were her favorite fruit. When peaches arrived, they became her favorite. She saw the beauty in the clouds, mountains, valleys, and vistas. She enjoyed the birds, flowers, and the uniqueness in people.

When we traveled, she was interested in the people who

assisted her, whether a cab driver, bellman, maid, or waiter. She would always ask about them and made them feel important. She encouraged those around her, but she expected their best. She challenged and was in competition with herself. Whenever she did something, she strived to make the next one better. If she believed in someone or something, she stood strong and held her ground, never giving in under pressure.

In the last note she wrote for me, she said, "Life together was a great adventure. We were truly a team, and I loved every minute. Life would not have been a great adventure without you. Now I have to go alone – not totally alone, because the Lord will be with me – but alone without you."

Now I will be traveling the road of life without her. We shared a few tears and a lifetime of laughter. She will always be in my heart. And yes, Sally, you did have quite an impact on many. Thank You! And I will miss you until we meet again. ❀

Tribute to Sally *by Laureen Osbourne* *Editor, Canadian Groomer Magazine*

I first met Sally at *Intergroom* in 2005. I was there promoting my first grooming book. On the second day of the show, Sally appeared at my booth. She had heard there was a

new author at the show, and she wanted to meet me! I was thrilled that the President of *Barkleigh* was stopping by for a chat! Sally struck me at once as a gracious, kind, and

unassuming person. She was soft-spoken, but I could tell there was a sharp mind at work. I gave her a copy of my book, and she asked me to keep in touch, which I did.

Several years later, I had an idea for a Canadian version of *Groomer to Groomer*, so I contacted her. To this day, I still have the very kind email she sent me. At the time, Sally was recovering from some serious health issues, and she told me the company was not considering any new projects for the time being. She urged me to continue to

Continued on next page



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write and follow my dream for the magazine. She said I was like her 25 years ago and that I should "just start small and learn as you grow" She also took the time to offer me advice and wish me well in my future endeavours. I will never forget how her words of encouragement gave me the confidence to continue.

A few years later, I heard from Sally again. She wanted to know if

I were still interested in doing the magazine. Of course I said yes, and the rest, they say, is history. She allowed my vision for the magazine to unfold, and through her efforts, she gave our fledgling grooming magazine industry a much needed kick start. Thanks to Sally, Canadian groomers at long last had a voice and a magazine they could call their own. I will be forever grateful for her

support.

People like Sally don't come along every day; she was incredibly busy but still took the time to thoughtfully answer emails. She was dedicated to the grooming industry and a fine businesswoman.

It was a pleasure knowing her. She will be sadly missed by groomers on both sides of the border. ❁

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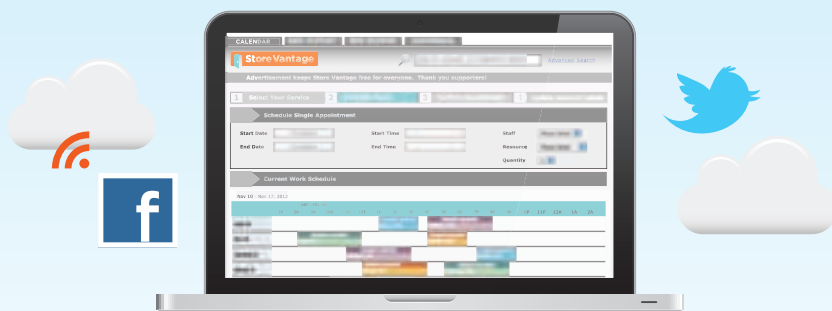
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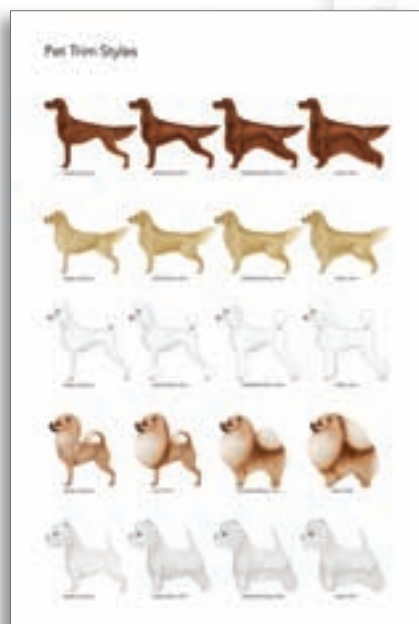


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There are those clients who stubbornly refuse to make appointments over the winter and wait until spring for a grooming. Try to get them to book an appointment before Easter and warm weather rush. Send a GOG in March, and you will get a good response. All the client usually needs is a "whiff of spring air" and a GOG to get them calling.

Old English, Cocker, Westie and Scottie owners are notorious for waiting until summer for grooming. Send them a GroomOgram, and you should push a lot of them in, too, while you're not quite as busy. Plus, you will save yourself a lot of dematting and tick removal.

Spring-y idea! One groomer visits nursery schools in her area to put on short demonstrations on pet care. She gives each child a GOG and a little treat, such as a milk-bone for their pet, or a cookie made with the Kanine Kookie Cutters from Barkleigh Publications.

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C1989

by Kathy Hosler

Wai Sam Hoi

2011 Up and Coming Groomer of the Year



She took a bowl full of love for dogs, put in a big scoop of raw talent, added a heaping cupful of the desire for perfection, and finished with a double measure of hard work. That's the recipe that Wai Sam Hoi followed to help her win the 2011 *Barkleigh Honors*

Award for Up and Coming Groomer of the Year.

"I want the dogs I groom to be perfect," said Sam emphatically. "I want them to look exactly like the breed standard."

Like many other groomers, Wai Sam Hoi (known to everyone as Sam), became interested in grooming

An advertisement for BarkleighTV.com. It features a computer monitor displaying the text "THE Ultimate VIDEO RESOURCE FOR THE PET CARE PROFESSIONAL" and "BARKLEIGHTV.COM" with a QR code. To the right of the monitor, it lists three events: "TUNE IN TO LIVE COVERAGE OF Atlanta Pet Fair MARCH 2-4, 2012", "NORTHWEST GROOMING SHOW MARCH 17-18, 2012", and "Interroom APRIL 21-23, 2012". At the bottom, there are four orange banners with the words "DEMOS", "INTERVIEWS", "QUICK TIPS", and "FUN". Below these banners is the text "CAPTURING THE BEST OF THE PROFESSIONAL PET CARE INDUSTRY".

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TUNE IN TO **LIVE** COVERAGE OF

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DEMOS INTERVIEWS QUICK TIPS FUN

CAPTURING THE BEST OF THE PROFESSIONAL PET CARE INDUSTRY

because of her own dogs. Unlike most of them, Sam's journey into grooming started far, far away.

"I was born in Malaysia," said Sam. "The pet industry in Malaysia is very different from the United States. When I was growing up, there were very few groomers."

"I came to the United States in 1999," said Sam. "I didn't know many people when I first came here, and I didn't know anyone in the grooming industry."

Sam's grasp of the English language was very limited, but that didn't stop her from pursuing her dream. Sam took college classes in New York to learn English. She also attended and graduated from the American Academy of Pet Grooming in New York City.

"When I began grooming school, it was very difficult for me to understand the teacher because of my limited understanding of the English language," said Sam. "It took me some time to learn, and I would have to ask a lot of questions, but I worked very hard and persisted until I understood fully what I was doing. After graduating, I began my career at a grooming salon in East Hanover, New Jersey."

"I returned to Malaysia in 2004 and opened up my own grooming salon," recalls Sam. "The grooming industry in Malaysia was just starting to grow in 2004. There were only three grooming salons in Ipoh, the city where I was located, and the only grooming competitions that I was aware of were in the really big cities like Kuala Lumpur."

After operating her salon successfully for two years, Sam returned to the United States to get some advanced training. She became certified with the National Dog Groomers Association of America, and she is presently working to become a Certified Master Groomer.

"I went to Delaware and studied under Terrier specialist Sarah Hawks," said Sam. "I wanted to

learn more about scissoring, breed profiles, and especially about hand-stripping."

Sam took a position at Dog Works by Sarah located in Newark, Delaware, where she began intensive training in all phases of grooming. Sam found that she really loved hand-stripping, and it soon became her specialty.

In 2010, Sam decided to try

her hand at competitive grooming. She entered the Terrier Tournament at *Groom Expo* in Hershey, Pennsylvania. Although she was very nervous, Sam was also excited to be entered in the competition. She hand-stripped a Sealyham Terrier, and her efforts rewarded her with a second place finish in the Level 1 division.

Continued on next page

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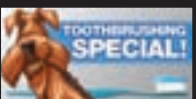
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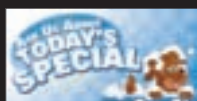
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Sam was hooked. She loved the excitement of the competition, the critique by the judges, and the applause of the audience. Most of all, she made it her mission to transform the dog on the table before her into perfection.

After her *Groom Expo* victory, she entered the *Fun in the Sun* competition in Florida and won first place in the hand-stripped Terrier Class, second place in the Mixed Breed Class, and second place in the Poodle Class. She was declared Best All Around Groomer in the C division.

"I love competing so much," shared Sam. "I learn something every time I enter the ring. I can see how much I have advanced in my skills. I am always striving to better myself."

Sharing in Sam's excitement and accomplishments is her husband, Richard. "Although my husband is not involved in the grooming industry, he is very supportive of me," said Sam. "He helped me find the first grooming school that I attended. He supports me at many grooming competitions and helps me with the traveling and care of the dogs."

"I S HIG Y I I H I G IC S H W UCH IH C I YSKI S I W YSS I I G YS

In 2011, Sam entered competitions at *InterGroom* and took first place in the Mixed Salon Styling Class in the Rising Star competition. She also competed at the *Atlanta Pet Fair* and took first place in the entry level of the Terrier Class. In Chicago at the *All American Grooming Show*, she took third in the Poodle Class, first in the Terrier Class, and first in All Other Purebred. At the *New England Pet Grooming Professionals SummerFest*, Sam won Best in Show and Best All Around Groomer.

She has appeared in the winners circle so often that she was nominated for one of the new *Barkleigh Honors Awards*: the *Up and Coming Groomer of the Year*. The awards banquet was held on Saturday evening during Groom Expo this past September. The ballroom of the *Hershey Lodge and Convention Center* was filled to capacity with pet

care professionals eagerly awaiting the presentation of the first-ever *Barkleigh Honors Awards*.

As each nominee for *Up and Coming Groomer of the Year* was announced, appreciative applause confirmed that the attendees approved of the nominee selection.

When Wai Sam Hoi was announced as the winner, squeals of delight and thunderous applause echoed throughout the hall. Excitedly, she made her way up on the stage to accept her award. Through tears of joy, she thanked everyone who helped make that day and that award possible. She especially thanked Sarah Hawks for her guidance and for sharing her hand-stripping techniques.

"The *Up and Coming Groomer of the Year* award has been a great achievement for me," said a beaming Sam. "It has motivated me to continue pushing myself to compete and to become the best groomer that I can possibly be!"

"I plan to continue competing, and I hope to become a member of *GroomTeam USA*. Eventually, my dream is to open up my own grooming salon."

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Get Ready Tacoma, Here Comes the Northwest Grooming Show!

The 2012 Northwest Grooming Show is almost here! The support of groomers in the Northwestern U.S. and western Canada has been extraordinary and the number of attendees has risen every year. (Due to that support, each year the show has grown larger with more events, speakers and classes to grooming competitions.) Last year, a creative grooming competition was added to the show's line-up.



Todd Shelly, Barkleigh President, remarked, "Last year's Creative Contest was probably the most fun I've seen in a competition. The contestants had so much interaction with the audience that everyone had a very memorable, great time!"

As for the continued growth in attendance at the show, Shelly stated, "If we see a significant growth in attendance again at this year's

show, we are planning to add a day to the 2013 show."

The 2012 Northwest Grooming Show will be held March 16-18, 2012 in Tacoma, Washington at the sophisticated Murano Hotel and Convention Center. Last year, the 2-day trade show event welcomed 650 pet care professionals and 26 pet industry companies. This year an even larger turnout is expected.

The 2012 show will feature live grooming demonstrations and seminars on grooming, business management and pet health. A number of the nation's leading groomers and pet care professionals are scheduled to appear including; Teri DiMarino, Jay Scruggs, Donna Owens, Diane Betelak, Kathy Rose, Kendra Otto, Michell Evans, Joe Zuccarello, Dan Williams and Ken Griffith. Some of the various seminars being offered are; *Scissoring Techniques (Pomeranian demo)*, *Fast & Easy Trims - Drop Coat breed*, *Mixed Breed Extreme Makeover*, *Basic First Aid seminars for both Puppies and Seniors*, *Brusher Bather Certificate Program*, *Health and Care of a Double Coated Breed*, *High Velocity Dryers*, *Up-Selling Made Easy* and *Let's Groom the Schnauzer*.

The show will also be home to the exciting *Poodle and All Other Purebred* grooming competitions, plus the crowd pleasing *Creative Styling* competition. *The Northwest Grooming Show* will be a great opportunity to learn about new products and even better; save money on supplies and equipment! Exhibiting companies offer spectacular outrageous show pricing and have their latest equipment on site to demonstrate.

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

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BREAD & BUTTER GROOMING:
FAST & EASY
PET TRIMS FOR THE SALON

By Kathy Rose



AMERICAN COCKER: THE SPORTY TRIM

The dogs that visit our salons everyday may not be the breathtaking showstoppers that flamboyantly parade the show circuit, but as professional groomers, we should have a good understanding of basic anatomy and be able to recognize all of the breeds as they are intended to look (at least those common in our country). We should have a clear picture in our mind's eye of the relevant breed standard, even if we cannot exactly emulate the coifs seen in the show ring. These are simply pets - not show dogs. We can then adapt our skills for the average pets we service every day: our bread and butter clients. Once we can do this, we are truly professionals and at the top of our game.

There are many shortcuts, time-saving techniques, and tools used in the everyday application of our practice. Learn to use your tools

effectively and practice different methods to achieve the best results.

Skimming the coat with a skip tooth #7 is an effective shortcut that can eliminate many minutes of blending time. Just be sure you always have one hand on the dog and that he is thoroughly fluffed and brushed.

Blending with thinning scissors is the best way to "erase" the lines from short coat to longer coat. Use thinning scissors to "bulk" thin up under the coat in the direction that it lays. This will help the coat to lay flat. Make one cut at a time and then comb and repeat. "Top" thin to blend the coat from the top. Use fine thinning scissors with more teeth, and trim on top of the coat in the direction that it grows.

Straight shears can also be used to blend the lines between long and short coat. For example, on the suburban trim for the cocker,

comb the skirt out and then use your scissors in a downward motion to blend from the short coat to the long coat.

For this sporty, easy maintenance trim, our goal is to achieve a natural, compact outline with a smooth back that blends naturally into fluffier legs without any distinct pattern lines. The pattern should look like it grows that way naturally, not like it is hung upon the dog like a curtain.

LENGTHS

The length of jacket, ears, topknot, skirt, and furnishings can vary according to the individual client's needs and requests. #5 or #7 on the back will leave a natural look; #10, short and smooth. Leaving a skirt is optional, but if left, it should be relatively short and follow the natural underline of the pet. Snap-on combs on the legs, followed



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FIG. 1



FIG. 2

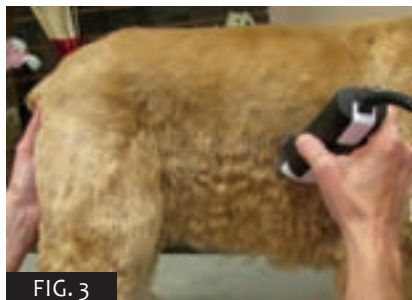


FIG. 3



FIG. 4

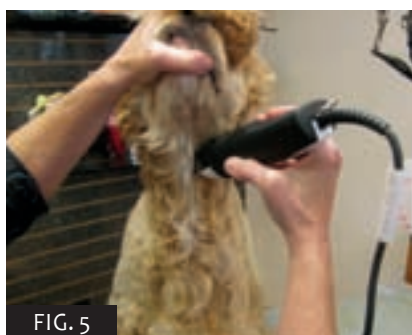


FIG. 5

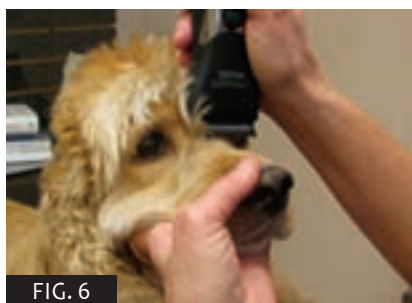


FIG. 6

by a scissor finish and thinning shear blending, help to keep the trim simple. Leaving a slightly rounded crown that is well blended helps to keep the desired expression. For optimum results, operate the attachment comb on top of a #30 blade. However, #10 or #15 may also be used under the attachment.

PREPARATION

The Cocker has a water resistant coat that will require a thorough bath with a clarifying shampoo, followed by the application of conditioner and a meticulous rinse. The dense coat should be force dried to remove the excess moisture. Following up with fluff drying will help straighten the coat. Finish up the prep using #10 to clean the underwear area (sanitary), and then using #15 or #30, remove the hair from the pads.

Using an undercoat tool, such as a stripping knife, gently remove the excessive undercoat from the dog's back. Just a few minutes of stripping the excess undercoat from the back before clipping will help you avoid a corduroy pattern and aid in achieving a smooth, natural finish with your clippers.

BEGIN CLIPPING

Position yourself to the rear of the dog. With your free hand, gently stretch the loose skin just in front of the withers (collar area). Using a #7F (in this case), clip from the base of the neck back, following the natural hair growth pattern (Fig. 1 and directional diagram). Clip down the back and sides of the neck, falling off just below the shoulder and skimming to the elbow. Continue down the sides to just below the spring of rib (the widest point of the rib cage), skimming into the skirt coat (Fig. 2). Continue down the back, following the natural contour of the dog and falling off at the upper thigh. Using a "skimming" technique (the clipper is not in contact with the dog's structure but just the outermost layer of coat), skim down the rear leg to just above the hock. Continue to skim down the outside rear legs to the lower thigh (Fig. 3). Clip the tail.

Next, position yourself in front of the dog with his head facing you. Clip from the

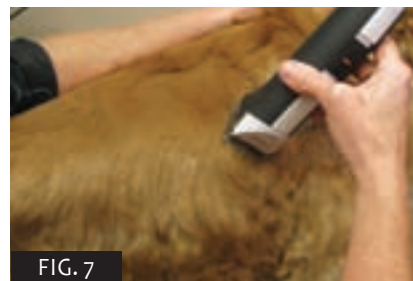


FIG. 7



FIG. 8



FIG. 9



FIG. 10



FIG. 11



FIG. 12

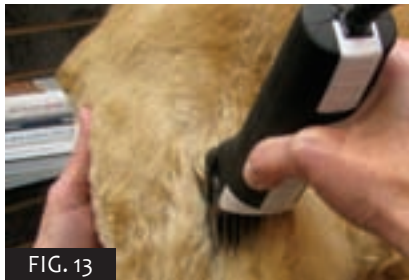


FIG. 13



FIG. 14

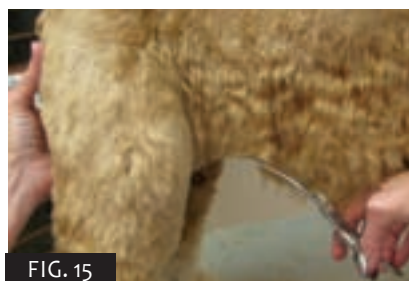


FIG. 15

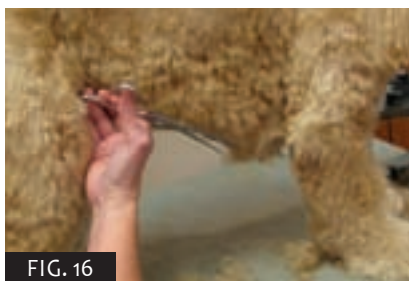


FIG. 16

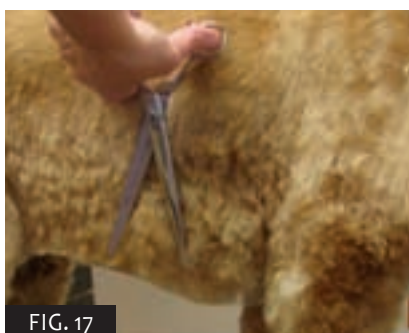


FIG. 17

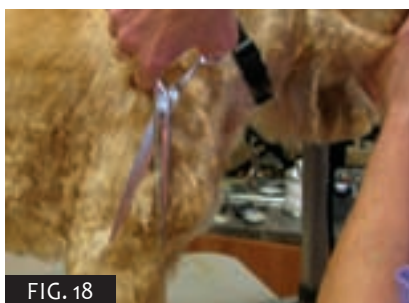


FIG. 18

occipital bone down to the shoulders, following the contour of the neck under the ear to the chest (Fig. 4). Hint: using the breast bone as a guide, stop the clipper about two fingers above the bone.

THE HEAD

Switching to a #10, clip under the jaw and down the throat following the coat growth (Fig. 5). Remove the hair from the stop (between the eyes on the bridge of the nose) and the muzzle (Fig. 6). Clip from the corner of the eye toward the ear to remove the hair from the cheeks (Fig. 7). Clipping up against the coat growth, clip the ears to where the ear meets the skull (Fig. 8). Shave from the cheek to the inside of the ear (Fig. 9), which is called the ventilation strip. For particularly hairy ears, clip the entire inside of the ear (Fig. 10). Gently stretch the lips back and clip from the corner of the mouth toward the nose. Hint: Use caution to avoid the small fleshy bumps inside the lips (Fig. 11).

THE LEGS AND SKIRT

Using a snap-on comb, clip down the front and rear legs (Fig. 12 and 13). Be sure to back brush (brush upward and comb outward) and repeat clipping with the snap on comb ("A" over a #30 in this case).

Using short curved shears (inverted so the curve is toward the dog) and working from rear to front, set the "tuck up" slightly forward of the genitals on a male dog, where they would be if it is a female (Fig. 14). In the reverse direction, meet your initial line (Fig. 15). Next, follow the natural undercarriage all the way between the front legs, curving gently up toward the fore chest (Fig. 16).

Blend the side coat to the skirt (Fig. 17) and the shoulders and hips (Fig. 18). Use long straight shears or super blenders to tidy up the stray hairs on the legs, skirt, and between the front legs (Fig. 19). Use long curved scissors placed on a 45-degree angle to round the feet and long straight scissors to finish the legs (Fig. 20).



FIG. 19



FIG. 20



FIG. 21

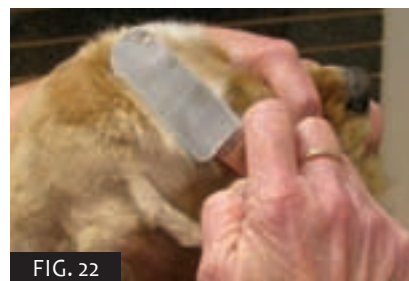


FIG. 22

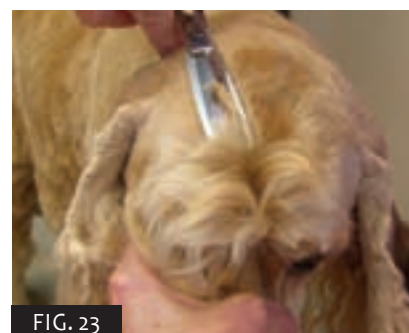


FIG. 23



FIG. 24



FIG. 25

THE HEAD

For a rounded top skull, use a 7f to blend from the front fold of the ear back to the occipital bone, leaving the coat on the crown slightly longer (Fig. 21). Use a stripping knife to remove excess undercoat, and blend the top knot to the shaved areas around the top of the ear and cheek (Fig. 22). Use coarse thinning scissors to bulk thin under

the coat (Fig. 23) and fine thinning scissors to blend (top thin) the edges (Fig. 24). Finish the trim by tidying up the edges of the ear and the longer furnishings in a slightly circular shape (Fig. 25).

We hear a lot about breed standards, and it is important for every professional groomer to study and understand breed standards so that they may offer their clients correct breed profile recommendations. With that said, it is not just the technique used, such as hand-stripping, that is important. As professionals we should be capable of adapting the breed standard to pet grooming for our clients. Using a clipper instead of hand-stripping, or trimming the legs and skirt instead of leaving a long and flowing coat, allows us to adapt to our pet clients. This does not mean that we disregard the breed standard. With the American Cocker, for example, we are still looking for the slightly sloping top line, rounded top skull, proper angulation with parallel lines, and an overall look that is cohesive to this breed. This adaptation is not only important but also separates the professionals from the amateurs. It helps keep our bread and butter clients coming back and recommending us to their friends.

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

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New Product News

Bow Wow Bindi - Decorative Jewels for Grooming

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Flys presents "Bow Wow Bindi."

Each package features 50 decorative jewels for grooming; five rows of round bindi's in red, blue, pink and green, two rows of pink and red heart bindi's, two rows of silver and gold star bindi's, and one row of aqua tear-drop bindi's. The assortment of colors was chosen to be able to celebrate the most popular holidays of the year! The bindi's are made of dazzling crystal-line acrylic instead of glass so they are not harmful if swallowed. Also, the backing is non-toxic glue and created for an easy, non-messy application. A portion of the profits benefit *Last Chance for Animals*. For more information, request Reader Service Card #8689.



All-Natural Organic Skin Care for Dogs

DERMA-gic Skin Care for Animals is a line of all-natural and organic skin care products for dogs. One of their latest products, *Aromatherapy Dead Sea Bath Salts*, is specially formulated to draw toxins from the skin. When used prior to a wash they exfoliate and stimulate the skin,



relieving itching and dandruff and leaving the coat and body fresh and relaxed. The salts are also beneficial for aging dogs, providing temporary relief from achy bones and joints. For more information, request Reader Service Card #8688.

Encore Prima Bathing System

The new *Prima ENCORE* provides all the advantages of the Prima Bathing System in a smaller, faster and easier to use new model. The portable *ENCORE* is configured for mobile and small salon groomers with limited operating space. The pump and interchangeable fluid containers can be customized to fit any location. This environmentally friendly system delivers fresh shampoo quickly and effortlessly throughout the animal's coat. Prima's high pressure massages deep down to the skin for maximum cleaning efficiency. There is no pre-wetting or scrubbing and no wasted shampoo going down the drain. For more information, request Reader Service Card #8687.



Wahl Li+Pro Professional Cordless Animal Clipper

Wahl presents the *Li+Pro Professional Cord/Cordless Animal Clipper* with new, innovative, lithium-ion technology and exceptional power! The new professional animal clipper has new lithium-ion battery power along with a one piece body design for extended comfort and long life. The lithium-ion technology allows you to have 75 minutes of cordless runtime featuring multi-level battery capac-



ity display and an indicator light for under-lubricated blades to ensure top performance. This clipper is lightweight and quiet, and has a chip-controlled motor that delivers a constant speed control. The *Li+Pro* includes a new, low maintenance and easy to clean blade set. For more information, request Reader Service Card #8686.

Quadruped Announces Yucca Ultra FT

The product is four sham-poops in one and addresses any special needs pets may require thereby eliminating the need for any additional shampoos. It eliminates and aids in the prevention of extreme grease and stud tail. Yucca



Ultra FT is gentle to hands and pet's skin while leaving coats manageable and well conditioned. Yucca's powerful water-softening ability allows it to penetrate the shells of fleas and ticks for instant and safe elimination. Itching, "hot spots", and other skin-related disorders are alleviated by Yucca's natural cortisone-like properties. Yucca Ultra FT is quick drying with a delightful tropical scent and is safe for puppies and kittens. For more information, request Reader Service Card #8690.

Warren London Adds Two New Shampoos



Warren London is excited to announce the addition of two new shampoos to their line. They have added a *Neem Flea & Tick Shampoo* plus a *Brightening Shampoo*. With a full line of Shampoos, plus a whole selection of unique spa products to pamper dogs, Warren London is quickly becoming well-known to groomers all over the world. *For more information, request Reader Service Card #8746.*

Pet Head Grooming Products

Pet Head, is a line of grooming products licensed to *Fetch...*

for cool pets!, the manufacturer of a variety of innovative dog and cat products. Whether a pet parent has a stinky mutt who needs "Dirty Talk" shampoo or a purebred who wants to indulge with "So Spoiled" conditioning crème rinse, *Pet Head* will have them smelling and looking fabulous in no time! The lineup contains shampoos, crème rinses, sprays, and wipes that are made with ingredients specially



formulated to pamper and indulge all pets. Also, all *Pet Head* products are pH adjusted, free of paraben, sulfate, DEA, and are cruelty free. *For more information, request Reader Service Card #8752.*

Industry News

The Rags to Riches Ultimate Groomer Contest 2012 is now underway!

Double K Industries is proud to announce the beginning of *The Rags to Riches Ultimate Groomer Contest 2012*, the largest Dog Grooming contest in the world! This contest featured over 375 entrants last year and awarded over \$8000.00 in cash and prizes! *To find out how to enter this year's contest, visit doublekindustries.com. Good luck and happy grooming!*

IJA Certification

IJA is now offering certification to professional bathers, groomers, and stylists around the world utilizing internationally known judges. Competitors will be allowed to use their competition results at an IJA sanctioned event to apply for certification in that breed or allow judges to review the before and after competition photos via the internet to score an applicant. The IJA competition and certification ring sets and maintains a standard to accurately and consistently score professionals worldwide on technical skills such as scissoring and clipping, as well as their individual breed standard knowledge. *For more information, request Reader Service Card #8685.*

Study Proves Happy Hoodies Reduces the Level of Noise a Dog Hears

The creators of Happy Hoodie recently had Animal Audiologist, Dr. Peter M. Scheifele MDr, PhD LCDR, test Happy Hoodie to see if it reduced the noise level a dog hears while being force dried. They found that the high-velocity dryer does not produce a dangerous level of noise for dogs. A dog's hearing is compromised at higher frequencies than a human's. A force dryer, and the noise of the air that hits a solid mass, have a lower to mid-range frequency. During the drying process, frequencies can be reached that are uncomfortable for a dog. However, based on Dr. Scheifele's research, it is highly unlikely a dog would suffer noise induced hearing loss from force drying. The research did determine that Happy Hoodie does reduce the level of noise a dog hears by 5 decibels in situations where the frequency was at 3150 Hz and as much as 17 decibels at higher frequencies. *For more information on the Happy Hoodie, request Reader Service Card #8753.*

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