

# Mutley Makeover News

Tips, advice and some fun facts about our best little friends who mean so much to us!

Hi everyone, and welcome to the August issue of my newsletter.

Summer's really flying by and I hope you're taking full advantage of the weather to enjoy lots of activities with your little friends. No doubt you and your dog are spending lots of time outdoors. If you are that's fantastic, but I'd like to take a moment to discuss an issue that you might want to have a think about – your dog running off or disappearing.

Although we all keep a close eye on our dogs when we're at home or outdoors, there is an unfortunate variety of circumstances that can occur in the blink of an eye, which can leave a dog nowhere to be found. These things can happen regardless of training and a dog's obedience to their owner, because nature and the ill intent of other people can often override obedience.

Many people have been left shocked over the disappearance of their dog, especially because they've never run off or escaped from their back yard before. But there's always a first time for everything. In nature, sometimes it's nothing more than a loud clap of thunder that sends a dog running; it's also quite common for dogs to follow the scent of another dog for mating – and that other dog might be far away from home! Plus there's also the worry of thieves who take any opportunity to steal dogs from their loving owners.

While you can do lots of things to ensure that it doesn't happen, if your dog does disappear, you'll want to know that you've got the best possible chance of being reunited again.

The good news is that there are things you can do to help. Thousands of dogs have been reunited with their owners, sometimes after months – or even years – of disappearance!

This may seem obvious, but one of the easiest and most helpful things you can do is keep a tag of your contact information on your dog's collar. That way, if they should run off and disappear, someone will probably find them and ring you to let you know of their whereabouts.

But because tags can be removed or fall off, you should strongly consider having your dog microchipped, if you haven't already. The microchip is a small computer chip that is quickly and easily inserted directly beneath your dog's skin (by a professional, of course).

The great thing about microchips is that dog wardens, animal shelters and veterinarians are able to scan dogs for chips in the event that they've been separated from their owners. With your contact information in the database of microchips, it's much easier for people to locate you if they've found your dog.

Let's hope it never happens to you but just think that without a tag or a microchip, there's just no way possible that someone finding your dog would ever know that you're their owner. So it makes lots of sense to get your pet microchipped.

With that said, I really do hope you have a fun and safe time with your dogs this August. Speak to you soon.

Sue

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### Are you new to this Newsletter or trying to find a good Dog Groomer?

If you're reading this newsletter for the first time or are looking for a Dog Groomer, please read page 2. There you'll find out how we could really benefit you and provide you with exactly what you're looking for.

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### It's a Dog's World!

! A new pet-only airline has been launched in the US. Pet Airways is the first airline to carry pets in the main cabin of the aeroplane rather than the cargo hold.

The furry 'pawsengers' won't have to put up with annoying human travelers either, as it's only pets that travel on these flights!

The pets are monitored during the flight where fresh airflow and temperature in the cabin are maintained. This ensures the pets arrive at their destinations happy and healthy.

! A New York animal trainer has taught her dog to read. According to Ananova.com, Lyssa Rosenberg taught her terrier, Willow, to read messages she wrote down on sheets of paper.

*"She's a quick learner."* Ms Rosenberg said. *"It only took her six weeks to read and respond to the words on the sheets."* She even reads words when they are printed onto the paper from a computer.

Willow had already been trained to appear in TV adverts and has learned 250 different things, such as playing dead when she hears "bang," putting her paw in the air when she hears "wave," and standing on her back legs when she hears "beg."

! A little Chihuahua miraculously survived after being trodden on by his best friend – a 900KG Clydesdale horse. According to Ananova.com, Leroy (the Clydesdale) accidentally stepped on the tiny dog (Berry) while they were playing.

Their owner Abbey Newton from Melbourne, Australia said: *"Leroy stepped back, right on her head. There was just this little tiny bit of her nose sticking out. I thought she was dead."* After rushing Berry to the vet and more or less giving up all hope, everyone was amazed to find that she had made a full recovery by the next morning.

Your dog getting pampered in a bath full of bubbles, groomed to perfection & given plenty of cuddles!

# Why I'm the Right Choice to Groom your Dog!

## Five Important points to look for when choosing a good Dog Groomer!

It's important to remember that not all groomers are the same and that the service they provide will not always be what you'd expect. It's so important that the person who grooms and cares for your dog does so to the highest standard. Because it's critical that you have trust and confidence in this person, I have highlighted the five benefits that a good groomer will provide to you:

### **1. Assurance that the care and welfare of your dog is their top priority:**

Any good groomer is first and foremost a dog lover, so caring for your little buddy comes as second nature to them and is given at all times. By providing breaks during the clipping process and by never leaving your dog unsupervised, they reduce unnecessary stress while ensuring safety and security. They also attend to your dog's basic needs by providing them with such things as fresh drinking water.

### **2. Grooming of the highest standard that reflects the needs of you and your dog:**

A good groomer must be able to demonstrate the ability to groom your dog to high standards and to provide an appropriate look for your pet. They must have the ability to accurately determine your needs while advising you on different options for style and finish. A good groomer will never inflict pain or undue stress on your pet just to achieve a certain style.

### **3. Understanding of the different temperaments and characteristics of dogs:**

As not all dogs are the same, they cannot all be approached and handled the same. For example, a shy and slightly fearful dog requires calmness and patience, while a lively bouncy dog may require immediate leadership. A good groomer will be able to adapt their approach to meet the psychological and behavioral needs of different dogs to ensure minimum stress during the grooming process.

### **4. Quality products and methods that do not risk the health of your pet:**

A good groomer will never compromise on the quality of products they use on your pet. Cheap dog products are available everywhere, yet they can cause severe health problems for your dog. Therefore, you must be confident that your groomer uses quality controlled professional grooming products. A good groomer will never cut corners with their products just to save money or to provide cheaper prices.

### **5. Advice and information on all aspects of dog ownership:**

It's important that you have someone to turn to when you need advice or help with your dog, and a good groomer will be this person. While groomers cannot offer all of the answers, such as a medical diagnosis, they should be knowledgeable enough to offer some assistance and to point you in the right direction. A good groomer will always attempt to identify and inform you of any physical or behavioral changes that may indicate a health problem. This can make all the difference in recovery, as early detection ensures early treatment.

As a groomer, the above five benefits are the guide by which I provide my services. Dogs and grooming are my passion, not just my business. By bringing your dog to me for grooming, you can be assured that you and your dog will receive all five benefits as well as the care and service that you deserve.

## What you can Expect if you Bring your Dog to Me!

This part of the newsletter is for new clients or for people who've come across this newsletter for the first time. Here I want to reveal a little bit more about me and what you can expect from being a client of Mutley Makeovers. Please don't think I'm telling you this to brag or bore you. I'm definitely not. But I feel it's so important to you that you know who'll be looking after your precious little pet when they're in to be groomed.

So here's a quick background on me for those that don't know me yet. I'm Sue Hitchman from Amington, Tamworth. Following a brief spell in admin, I decided to follow my heart and work with animals - something I've now done most of my working life. I trained as a dog groomer and in 2002 I started Mutley Makeovers, a mobile grooming service.

Thankfully my caring and relaxed approach to dog grooming was really liked and I can now say that the many clients I have are the best and kindest pet owners around Tamworth!

In 2008 I took the leap (albeit on the back of the busiest year ever for me) and I opened a salon on the outskirts of Tamworth (directions are given below). I kitted it out with the most modern tools and equipment including a Massaging Hydro-bath which is just brilliant at taking every last bit of dirt and grime from your dog's coat. (Don't worry, it won't harm or distress your dog in any way. In fact he'll absolutely love it - I wouldn't have it any other way!)

To make it a little easier for my clients I open the salon over the weekends. So you won't have to worry about taking time off work or getting someone to bring your dog to their appointment during the week.

For dogs that are a little nervous or unsure especially when they're coming into the salon for the first time, it's so important that a groomer treats them very gently. A little patience at this point can make all the difference to a wee sole that is frightened or sensitive. Patience and kindness is one of the attributes I've learned and become known for during my six years of grooming and is something I rate as my highest priority.

For those darling little puppies, getting to know the salon at a young age is so important. Visiting the salon should be a natural, fun and relaxing part of their lives no matter what salon they're visiting. So I encourage all you puppy owners to come along freely with your little bundles of fur so that they can meet me, have a good look around the salon and get used to their surroundings.

Fair prices are also something you as a dog owner really deserve, especially during the tougher times. It's simply not right to rip people off and charge crazy prices while giving a shoddy service. We hear about far too many rogue traders all the time and it's just not fair on you. But you must also be aware that there are groomers out there who will cut corners and skimp on products and service in order to attract clients with cheap prices. In dog grooming you get what you pay for and as a groomer I know the cost of good quality shampoos and equipment. It really worries me that there are those who would use cheap, inferior products on dogs and give care and attention that is far from acceptable.

My principal has and always will be to give exceptional value for money. This, I feel is the best way for all three of us - you, your dog and me! I simply will not compromise on value, on quality products, on care and on service. So if you become a client of mine, this is what you can expect from me - that I promise.

Please come along and have a look at my grooming facility or call me to discuss any questions you might have. We can talk about you and your dogs needs and you can decide if I am the right person to groom your precious little friend. My contact details and directions to my salon are below. I really am looking forward to seeing you soon. Take care of yourself and your little furry friend.

## **Telephone me now if you want to discuss any aspect of your dogs needs:**

**Tel: 01827 62214 Mob: 07920 162 753**

### Directions to the Salon:

My salon is located just off the A51 Dosthill-Kingsbury road at Cliff. Turn directly opposite the Malthouse Public House, which is signposted Cliff. A hundred yards down that lane (Cliff Hall Lane) is Cliff Farm on the right hand side, turn in through the farm gates and our new premises are on the left in a row of stables with white painted doors. If you've any problems please just call me.

### Doggy Word Search!

The following Word Search contains the names of 8 breeds of dogs. The breeds included are listed on the back page but can you find them first before looking at the names.

R D E A S D O O S G G J Z C  
E N O D G E E G R E T N U H  
I U A A Q K I Y R I Q W S I  
R O U F C L O L O D H E N N  
R H K A G F G V N M L I E E  
E F E L Y H S T I B A T L S  
T L H A L H A S A A P S O E  
L O F L W Q E N A S L E T C  
L W O D N M B V H Z X W P R  
U H U V B K R U G O X V P E  
B S O P G H R A L A U F I S  
E I K I T Y H W L R S N X T  
D R J V Q G U P P O L L D E  
I I H Z M R U W I I E T K D

### Puppy Facts!

- When puppies are born, they are both deaf and blind and have a very poor sense of smell. These senses develop over the first few weeks of their lives. Puppies naturally group together and stay close to their mother for warmth.
- Puppies do best when they remain with their mother until they are at least eight weeks old. In that time they will learn lots from their mother and their characters will develop.
- Puppies sleep 90% of the day for their first few weeks.

### Is it Time to Shed the Pounds?

Does your dog look at you with longing eyes as you're trying to eat your own food? It can be difficult to say no to your best friend when they want a bite of whatever you're eating, but it's really important to keep their weight in mind.

Just as we can experience a host of health problems from being overweight, so can our dogs. Obesity in dogs can lead to diabetes, heart conditions, joint pain, decreased immunity, difficulty breathing and a range of other concerns.

To ensure the highest quality of life for our beloved friends, it's essential that we find the proper balance between exercise and food intake. Exercise becomes much more difficult for dogs when they pack on extra pounds, which makes it harder to meet their physical and psychological needs.

If you're wondering whether your dog is at a healthy weight, just take a look at their rib cage. You should be able to feel your dog's ribs without feeling a thick layer of fat. Dogs, depending on breed, should also have a visible inward curve between the chest and hind end.

Any concerns about a dog's weight should be discussed with a veterinarian, as weight problems can result from or lead to illness. But to help your dog stay fit, you can reduce the amount of snacks and treats given and provide food portions appropriate to his level of physical activity.

Although most dogs love to munch on anything they can get their paws on, it's up to us to decide on what they can eat and to keep them fit and trim!

### Choosing the Style that Fits Your Lifestyle

We've all heard about choosing a dog breed that fits our lifestyle (highly active vs. laid back, etc.), but we must also consider the lifestyle of our own and of our dogs when choosing an appropriate style or haircut for them.

Although the fluffy or long and shiny coat on a show-quality dog is astoundingly beautiful, it's not always practical for the everyday activities of dogs and their owners. Of course, your dog should always look great after being groomed, but it's really important to choose a style for which the amount of maintenance works for both you and your dog.

For example: Many people love the long and glossy look of a full-coated Shih Tzu, Maltese or Yorkshire Terrier; however, maintaining the look of this coat is very time consuming for dog owners, as it requires extensive daily brushing.

Because most dogs love to get into messes or run around the garden, it's not always practical to keep them in a long, high-maintenance coat. If your dog always finds herself frolicking outdoors or if you don't have the time for a lot of daily upkeep on their coat, you can always keep them in a shorter, yet stylish haircut.

There is actually a variety of styles to choose from for many dog breeds, so there's no need to worry about choosing between practical and stylish – you can easily have the best of both worlds. I'd be happy to talk with you about different options that would suit the lifestyle shared by you and your dog.

Perhaps you prefer a longer length on the overall body but wish your dog would stop getting water and food stuck in their beard; you can always opt for shorter hair on the face blended into a longer coat on their body.

Perhaps your larger dog is always getting mud and mats in the wisps of fur on their belly but you don't want to clip their coat off; you can always keep the belly stylishly trimmed whilst keeping the overall coat intact.

By styling your dog's coat in accordance with lifestyle, you really cut down on the amount of time and maintenance required for a certain look.

So please take some time to think about the ordinary lifestyle of your dog as well as the amount of time you have to devote to coat maintenance.

By knowing your needs and talking it over with me, it can save you and your dog a lot of aggravation between appointments!

### Did You Know?

Dogs are omnivorous, which means they eat meat as well as plants. Although no one is 100% sure why dogs eat grass, it's thought that one reason is because they get a craving for greens. In fact, some dogs graze on grass every day. Others may just eat grass occasionally and it's thought that some do so because they have an upset tummy and want to make themselves sick.

*"My little dog - a heartbeat at my feet"*

~ Edith Wharton

### Doggy Humour!

! The chief constable of a small English town was also an expert veterinary surgeon. One night his telephone rang. "Is Mr. Smyth there?" said an agitated voice. Mrs. Smyth answered, "Yes, do you want my husband in his capacity of veterinary surgeon or as chief constable?" "Both, lady," the caller replied. "We can't get our new Bulldog to open his mouth, and there's a burglar in it."

! Maureen Perlmutter, the happy Hancock Park homemaker, tells about Darby, a Dachshund who loved country sausages. When he begged hard enough, his mistress wrote out an order for a few, and the dog grasped it between his jaws and trotted off to Barney's Butcher Shop with it.

In time, Barney took Darby's appearance as a matter of course and counted off a half-dozen sausages without even consulting the order the Dachshund dropped at his feet. One day the dog showed up at the store four times and Barney decided to check. The paper was absolutely blank. Whenever he wanted sausages, the wise old dog simply snatched up any piece of paper and trotted off to the butcher's shop with it.

! John was planning a holiday and didn't know what to do with his Collie. He wrote to the resort hotel and asked if dogs were allowed. He received this answer from the manager:  
Dear Sir:

I have been in the hotel business for over thirty years. Never yet have I had to call in the police to eject a disorderly dog in the small hours of the morning. No dog has ever attempted to pass off a bad check on me. Never has a dog set the bedclothes on fire through smoking. I have never found a hotel towel in a dog's suitcase. Certainly, your dog is welcome. P.S.: If he will vouch for you, you can come too.

*"When a dog barks at the moon, then it is religion; but when he barks at strangers, it is patriotism!"*

~ David Starr

### Newsletter Copyright!

This newsletter is provided to you every month so that I can give a little bit extra back to you. The content has been carefully selected in order to provide you with the best possible information. Hopefully you find it entertaining and useful.

Much of the information and articles have been sourced from a Dog Grooming publication company and it is strictly copyright protected. So I'm afraid it can't be copied or re-used. If you are ever given a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

### Answers to Word Search!

Afghan Hound, Westie, Bull Terrier, Chinese Crested, Irish Wolfhound, Lhasa Apso, Pug, Samoyed

### Four of Our Dog's Basic Needs

Dogs are our best friends through both good and bad times and all they ask in return is that we take care of their basic needs. Unfortunately, many people do not realise that a dog's basic needs go beyond that of food, water, and shelter. So, what else does a dog need for a happy and healthy life?

#### **-Exercise-**

All dogs need a minimum of 30 minutes physical activity per day, more for larger or highly energetic dogs. Otherwise, they release their pent up energy in destructive ways or develop psychological / behavioral problems. People often believe that because they have a big house or a big yard that the dog has plenty of room to exercise itself. But this is not true. We go stir-crazy at home and so do our dogs, because it begins to feel like a cage.

#### **-Mental Stimulation-**

There is a reason that dogs love games! Just as we like to have a purpose in life, so do our dogs. All dogs require some level of psychological challenge to stay mentally healthy and this is especially important for dogs that are bred for specific activities. Retrievers love to retrieve; hounds love to track scent, and so on.

#### **-Attention and Affection-**

Dogs are social creatures and they do become lonely without companionship. When left alone for long periods, they become depressed and often develop psychological / behavioral problems to cope with the stressful situation. While they do appreciate a good belly rub, their favorite form of attention is that of activities and exercise with their owners.

#### **-Grooming-**

An unkempt coat causes many more problems than just an odor or unsightly hairdo. When mats form in a dog's fur, it becomes very painful as the mats pull the skin. Unattended mats will actually leave open sores on a dog's skin, and these open sores are prone to infection. Regular grooming prevents this from happening while also preventing overgrown, painful nails.

### Get This Newsletter Every Month!

To continue providing you with information, help and a little bit of fun about dogs, we publish this newsletter at the beginning of every month. There will always be a copy available for you. So, in a month that's between your appointments please drop in to pick one up (it'll be nice to catch up as well). Or if you'd like your newsletter emailed to you every month just leave me your email address or request your newsletter by sending me an email. Once you're on my list I'll send you a copy every month.

To make an appointment or if you just want to ask a question please contact me at:

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