



DEEPDALE PETS NEWS!

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

With the beginning of the New Year, many of us are thinking on all the things we'd like to change and accomplish over the coming months. Those of us with lots of goals, and who also are smart enough to own dogs, are in luck. Whilst owning a dog often requires a significant time investment, it also provides us with strong support and companionship while working towards improvements. Our dogs can be incredibly helpful in the areas we tend to address in our resolutions: happiness, health and wellness, and time management.

In fact, being a dog owner may even put you at an advantage in goal achievement. Studies on pet owners show that dog lovers tend to be more self-disciplined than others. Being dog owners doesn't necessarily make us naturals in the self-discipline department, of course, but regardless of whether it comes naturally, dogs can certainly help us keep routines and push ourselves forward when we'd much rather relax.

When the time comes to take a break, dogs provide us with even more help. Spending as few as 15 minutes cuddling your dogs or playing with them can increase your natural levels of serotonin and decrease your cortisol. Serotonin contributes to feelings of happiness and well-being, whereas cortisol is associated with the body's stress response. Spending time with dogs also increases the likelihood of you having lower blood pressure and a healthier heart rate.

And those are benefits that come through no effort of our own! When we purposely join our dogs in our efforts to live healthier, happier lives, the benefits and outcomes can be truly remarkable. In this newsletter, there are tips and information on some of the ways our dogs can help us complete our resolutions for the New Year. Not only do these strategies help us, they can improve the lives and health of our pets.

With any type of goals, it's important to be realistic, though. The excitement of entering a new chapter in life offers lots of motivation; however, when we attempt to make radical changes in a short time, the energy tends to fizzle out a bit too quickly. Going easy on yourself and gradually working towards your desired goals can greatly increase your chances of achieving them. Should you stumble or encounter any barriers along the way, keep in mind your dogs are there to help you keep up the hard work.

Here's wishing you a happy and productive year full of excellent health, excitement and many accomplishments. Looking forward to seeing you and your best little friends in the New Year, as always!

Rowena

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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.

Inside this Issue:

- Positive Reinforcement
- Dogs as Exercise Companions
- Living in the Moment!
- Probiotics for Pets
- Dietary Changes for Dogs

Dogs in the News!

! A scare has occurred in several countries due to doggy treats manufactured in China. The chicken jerky treats have been associated with the development of Fanconi Syndrome, which is a condition affecting the kidneys. Signs of a problem include increased thirst and urination, vomiting, lethargy, and decreased appetite. Dogs experiencing these symptoms should be seen by a veterinarian and, of course, taken off the treats. Dog owners are encouraged to be cautious about which treats they purchase and to give them sparingly regardless of the type or origin.

! Two Great Danes are warming many hearts while in the care of a rehoming centre. One of the Danes, Maddison, serves as a seeing-eye dog for the other, Lily. They've been best buddies for about six years, with Maddison always leading the way. The pair communicates through touch and barks at different pitches.

Did You Know?

* The average dog has an extensive vocabulary! Many household dogs can understand about 150 words. Specially trained dogs can understand about 250 words.

* Growing up with pets or livestock decreases a child's chances of developing allergies and increases natural chemicals associated with a strong immune system.

"Great Grooming we do, that's why we're here, so your dog looks fantastic, all through the year!"

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!

Would you like your dog groomed so that she's looking gorgeous and left just the way you want her to look? Do you want her coat smelling delightful so there's no more 'doggy' smell in your home? Would you like her coat feeling as soft as velvet and just a dream to cuddle? And above all, do you want reassurance that your dog is getting the same gentle care and kindness during grooming that you give her at home?

Well, you've just found a groomer that can provide everything you want, plus much, much more!

With me, you can be sure that your dog will be groomed to the highest standard. You'll be so pleased with how she looks that you'll be proud to walk her down your street and show her off to your neighbours - just like the many other clients I have.

When I advise you on grooming styles for your pet, I always take your preferences, lifestyle and your dog's character into account. The health, safety and welfare of your pet are always my priority, so you can have peace of mind knowing that you'll get the best advice available to help you choose the right options for your dog.

As a good and caring dog owner, you'll want your pet to be healthy and happy. Therefore, it'll be reassuring to know that with me you'll have someone looking out for potential health issues and changes in your dog - some that may only be noticeable during grooming. Early detection of worrying ailments can make all the difference to your pet, so I make sure to keep a close eye during grooming.

Your dog will be well looked after and will always get the 'one to one' attention that she needs. You'll always feel confident that she's in the safest of hands with me; I can assure you of that.

Your pet deserves the best so I only use the best and safest products that will get her coat looking gorgeous but won't ever harm her. Others may choose to use cheaper, inferior products in grooming but that's something I simply will not compromise on.

With me, you'll also have someone to turn to if you have issues or worries about your pet. Advice and help is a free extra service I'm more than happy to provide. You can call me if you ever have any problems or just need to chat about your little friend.

So if you're looking for a groomer who will leave your dog looking fantastic then give me a call. You'll be over the moon when you see what I can do for you and your little furry friend.

Deepdale Pets

"Expert in leaving your dog looking gorgeous"

- ✓ **Have your dog gorgeously groomed so that she is left looking and smelling wonderful. You'll be delighted with how she'll look and you'll be so proud to show her off to your family and friends.**
- ✓ **You'll never have to worry when you leave your pet with me. She'll be groomed in a clean, relaxed environment where only the best and safest products are used.**
- ✓ **As a customer of mine, you'll get the respect and service from me that all good dog owners like you deserve.**
- ✓ **Help and advice is freely given so you'll always have someone to turn to if you ever have a problem or a worry about your little friend.**
- ✓ **I use a calm, 'tender loving' approach when grooming, where patience, praise and kindness is assured.**
- ✓ **And of course, kisses and cuddles for your little buddy are provided in abundance. She'll just love being groomed with me and you'll love how she looks afterwards!**

Call for an appointment today. Tel: **01529 307385**

Positive Reinforcement for a Change

Dogs and people are actually very much alike regarding motivation and habits. This can be seen in the work of Pavlov, whose experiments with dog behaviour provided some of the basic principles of human psychology and behavioural modification. His work taught us that whether you're training yourself or your dog, you may find it easier if you use positive reinforcement.

Although punishment is often seen as an effective deterrent, it can also create negative associations and be counterproductive. Dogs cannot always tell the difference between their behaviours and a person or environment bringing negative consequences. They may think the kitchen is a bad place, rather than their habit of getting into the trash bin being the cause of negativity.

In training, you'll find that rewards are far more effective—for yourself and for your dogs. Getting a treat after doing something desirable encourages us all to repeat that behaviour until it becomes a habit. For us, it takes only two weeks for a consistent behaviour to become natural. Consistency with dogs trains them in no time at all.



“Yeah, he’s lovable, but don’t you think maybe it’s time for a de-shedding treatment at the groomers?”

Dogs as Exercise Companions

Of all the things dogs can help us do, pushing us to get lots of exercise is perhaps the biggest area in which they excel. Naturally, they aren't much help if you're trying to follow a workout video while they're trying to play tug of war, but if you set out on the same activity, you can both have lots of fun as you get in shape.

Even 10 minutes a day can make a difference in our health and energy levels. Beginning with 10 minutes and gradually working up to 30 minutes or an hour eases the transition to a more active lifestyle. Scheduling a few 10-minute workouts into the day provides as many benefits as exercising for a half hour at one time, as well.

The best exercise depends on your health and your dog's breed and condition, of course. Starting off slow will help you both work up to your ideal level of exercise, though. This is also true for aging dogs. While it may seem as if they need to spend more time relaxing, they can actually benefit from being more active.

Doggy Humour!

A small dog on a safari with his owner accidentally got lost while chasing a butterfly, so he was left unprotected when a leopard came charging towards him. Thinking quickly, he gathered some bones from the jungle floor, gnawed on them, and said, 'That leopard sure was tasty!' Hearing this, the leopard stopped and ran the other direction.

Unfortunately, a monkey in the trees witnessed it all and chased after the leopard to exchange the information for protection. Seeing this, too, the dog panicked. As the leopard charged again with the monkey riding on its back, the dog looked away, pretending not to notice. Then, right as the leopard approached, the dog said, 'Where is that monkey? I sent him off 20 minutes ago to bring me another leopard!'

True or False Quiz!

1. Dogs only wag their tails when happy. T F
2. A dog's mouth is cleaner than a human's. T F
3. Diet affects a dog's hair and coat. T F
4. Certain breeds need more exercise. T F
5. Pit bulls' jaws lock shut when they bite. T F
6. Dogs should lick their wounds to heal. T F
7. Dogs and humans see in different colours. T F
8. Food should be left out all day for dogs. T F

Living in the Moment—Like Dogs!

With the New Year comes a strong desire to make life better and, therefore, make it less stressful. Fortunately for dog owners, this is another area in which dogs can help us. Some of the stress we experience is really a matter of perspective, and dogs have a lot to teach us about where we should focus our attention.

As you've likely noticed, dogs only concern themselves with whatever is in the present moment. They take advantage of beautiful days by sunbathing, playing, and chasing after wildlife. On cold and rainy days, they're equally happy with the opportunity to snuggle up and be lazy. What we never catch them doing is sulking over days past or pacing back and forth with worry over the distant future.

Although our lives are usually much more demanding than our dogs' are, we can relieve a lot of stress by sharing some of their perspective. Focusing on the immediate moment and what we can control, rather than the things we cannot, helps us feel calmer and happier. Having dogs around is a great reminder of this!

Probiotics for Pets!

A popular dietary supplement for people has proven to be beneficial for pets, as well. Probiotics, which are microorganisms similar to the bacteria growing naturally in gastrointestinal tracts, can help both cats and dogs with different symptoms of GI distress.

In dogs, these problems tend to occur from having poor diets, developing illnesses, or eating items that weren't meant for consumption. In some cases, a poorly functioning intestinal tract can also affect or relate to a dog's immunity. Symptoms of potential problems include vomiting, diarrhoea, and constipation.

If these symptoms occur for any length of time, they should be evaluated by a vet. However, after a medical examination, you may want to try probiotic supplements. Not only can they help relieve symptoms, but they can also improve a dog's digestive system and overall health.

Finding a reputable supplier of these supplements is important, as some have shown to be ineffective or advertised as having more beneficial properties than they actually have. If you've any questions about using or purchasing probiotics, your vet can provide you with some recommendations.

Dietary Changes for Dogs

When we resolve to lose a bit of weight or eat a healthier diet, we might consider making dietary changes for the whole family—including the dogs. Obesity is becoming more of a problem for domestic pets and resulting in a higher prevalence of diet-related health conditions, such as diabetes.

One thing to consider is the difference between dry and moist dog foods. Neither is necessarily healthier than the other (this depends on the ingredients), but the serving sizes differ because of calories. A small serving of dry food has as many calories as a larger serving of moist food. To reduce a dog's calorie intake without their noticing, you can cut back on the dry food and supplement part of the reduction with moist food. Fresh vegetables, fruits, and meats can make healthy and tasty substitutes, as well.

Keeping dogs on a feeding schedule is also helpful. Giving them a specific amount of food twice a day stops them from nibbling on too much kibble.

When switching to a new brand of food for healthier ingredients, try to mix the two foods together for a gradual transition. You may want to keep in mind that dog food packaging usually recommends larger servings than are necessary, too!

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To continue to provide you with information, help and a little bit of fun, 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 us your email address or request your newsletter by sending us an email. Once you're on our list we'll send you a copy every month.

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