



Grooming Special

At one time most people mowed their own lawns, cut their hair at home and cleaned their own windows but as people now live more complicated and busier lives the demand for specialist help increases and the demand for grooming services for dogs is no exception. There will always be the specialist who shows their own dogs and would not let another touch a hair, but for most dog owners, grooming is a chore and so there are not just more groomers but more companies supplying and increasing range and quality of tools and grooming supplies.

Our feature this week clearly demonstrates how much things have changed in just a few years. No so very long ago groomers learned by getting a job in a grooming room or shop and working with an experienced groomer who had, herself (usually female at that time although this is of course, no longer the case), been taught by an experienced groomer. This opportunity remains but the sector has become much more professional in recent years. There are now many private grooming schools, there are grooming courses at colleges of further education and examinations for students in both theory and practical skills which are now increasingly demanded by grooming room owners and their clients.

Some professionals groomers can work from their own homes, they can be 'mobile' travelling to the homes of their clients, but most are self employed with their own specialist grooming rooms but some work in pet-shops, boarding or show

kennels or in veterinary practices.

But wherever they work their equipment is now very sophisticated with a top quality pair of scissors costing hundreds of pounds, grooming tables that would not look out of place in an NHS operating theatre and drying cabinets which can dry a thick coated dog in just a few minutes – and before you ask – most dogs love them.

The role of the groomer is to make dogs look their best by bathing and, often, de-matting their coats and clipping and trimming them, cleaning their teeth and clipping nails. Most groomers spend their working lives keeping dogs clean and tidy but there is an international dimension for those whose expertise in preparing show dogs for the ring and there are national and international competitions where groomers can show off their skills.

Eurogroom 2009 is being held on May 4th at Bracknell Sports Centre and the British Grooming Championships organised by the Pet Care Trust and the British

Association of Dogs Groomers will take place on Sunday 18 October at the new Kennel Club Building at Stoneleigh Park in Warwickshire.

An important consideration in grooming is that those with talent and who are prepared to take the time to learn the skills can become independent and set up their own business relatively easily. Our advertisers all have a great deal of experience and will be pleased to help whether you are a beginner, improver or already working in the sector. Please do not hesitate to contact them and also mention this feature when you get in touch. Also bear in mind that OUR DOGS has a range of grooming DVD's, videos, and books to help groomers of all levels perfect their skills.

Please read the feature carefully and take on board the range of products and shampoos now available....then get out there and meet the dogs and their owners and get grooming!

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Grooming Products

Petcetera etc carries a full range of Grooming products for dogs and cats.

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Plus Osmonds, Snooze N Snack and VetHealth Product Ranges

We now carry a range of Wound Creams, Ointments and Powders.

Also by popular request, we now sell Hibi Scrub.

SEE CATALOGUE FOR MORE DETAILS

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As the original UK distributor for Double K products, we can offer a 2 year warranty on all Double K Dryers and Clippers purchased from ourselves. We can also offer a repair and parts service for out of warranty items.

For more information on Double K products, including shampoos, please contact us.

Championship Dog Shows

Look out for the Yellow petcetera etc Marquee outside at the following shows – WELKS, BIRMINGHAM NATIONAL and BORDER UNION where a full range of products are available.

Bradeley Green News

The shop and showroom now carry a full range of petcetera etc, Snooze N Snack, Osmonds and Vethealth products. Opening hours are 8.30am till 5pm weekdays. Product demonstrations are available by prior arrangement.

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Cannot get to Championship Shows? Not yet on-line? For product information, catalogue requests, or to place an order, please telephone +44 (0) 1948 668100, by fax +44 (0) 1948 668101 or email: info@petcetera.co.uk.

Overseas orders are also welcome.

petcetera etc

Bradeley Green, Tarporley Road, Whitchurch, Shropshire, SY13 4HD

PS The FREE 2009 Colour Catalogue is out now!

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PREMIER GROOM 09

Presented by Groom Team England and Redcape, the 2nd Premier Grooming competition takes place on Sunday 2nd August at The KC Buildings, Stoneleigh. and will be bigger and better.

The first Premier Groom had probably the largest cash and prize fund ever offered in UK competition grooming and this year event will present even more opportunities. The competition is open to all, not just professional groomers, but anyone involved in canine presentation. For last years winner, Mich Dale (Lynnsto Terriers), this was her first ever grooming competition, which shows everyone has a chance.

Grooming seminars, advice workshops, demonstrations, raffle, auction, special sponsors product promotions and many other activities make this event a must for all groomers and dog show enthusiasts who want to further their education, pick up tips and simply enjoy a great day out.

We pride ourselves on presenting a professional and relaxed event. All those who attended last year commented on how enjoyable the fun and relaxed atmosphere was.

Same day blade & scissor sharpening will also be available on the day.

For details and entry forms contact:

Look North Grooming & Training Centre 01535 661776 enquiries@looknorth.net

Redcape 01937 584447 enquiries@redcape.co.uk www.groomteamengland.com

premier groom

The UK's Premier grooming competition

Date: 2nd August 2009

Venue: The KC Buildings, Stoneleigh



Following the huge success of the first Premier Groom in 2008, Redcape and Groom Team England are delighted to once again present this, the UK's prestigious grooming competition.



A fantastic day out for groomers of all levels, dog show enthusiasts and anyone with an interest in canine presentation & preparation

- Educational seminars
- Demonstrations
- Respected Judges
- Advice workshops
- Raffle
- Silent auction
- Special event product promotions
- Trade stalls

AMAZING PRIZES, TROPHIES AND ROSETTES FOR 1ST TO 3RD IN EACH CLASS PLUS SPECIALS

Best In Show Cash Prize
£1000

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Fantastic Prizes for: Reserve BIS, Best Beginner & all Class Winners.

Every competitor receives a welcome pack as a memento of the day.

Also available at this Event
Same Day Scissor & Blade Sharpening
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For further details please contact

Look North Grooming & Training Centre
01535 661776 enquiries@looknorth.net

Redcape
01937 584447 enquiries@redcape.co.uk



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BRAND NEW 2009 CATALOGUE
164 PAGES
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Grooming Special

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Recommended by Dr Roger Mugford

You love your dog and it shows - dog hair on your clothes, on your furniture and in your bed. Daily grooming is a headache as no matter how much you groom or how many times you visit the grooming parlour the hair just keeps falling.

So what is the house-proud dog owner supposed to do? Fortunately, the UK's foremost experts on products for pets and their people, The Company of Animals, has come to the rescue by introducing FURminator® - new and unique patented dog grooming tool.

The Furminator® has been thoughtfully designed with a unique edge that removes the undercoat and loose hair while not damaging the topcoat. By gently removing the undercoat and loose hair from the dog before it's shed, it reduces the amount of hair shed by up to 90%. It generally only needs to be used once a week for 10 - 20 minutes to see these results, depending upon the breed and size of animal. Pet owners report they are astonished by the amount of hair removed in one session and their animals prefer the FURminator® deShedding Tool to other grooming tools.

Over a dog's lifetime, some dog owners will have spent thousands of pounds in professional grooming parlours seeking help to control their dog's moulting. With the FURminator® you'll be able to spend more money on having fun with your dog and less money at the grooming parlour. Not only that, but you'll have a better relationship with your dog and no embarrassing dog hairs on your clothes.



Groomers Evening Primrose Oil Treatment Shampoo Case Study

Lucy, a 5 year old West Highland White Terrier had suffered with severe itching and soreness for three years. After a recommendation Mr. Amblin, Lucy's owner bought Lucy to see Groomers.

In conjunction with a dietary change, including Groomers Evening Primrose oil Food Supplement, she was regularly bathed in Groomers Vet grade Evening Primrose oil Shampoo, and sprayed between baths with the Evening Primrose oil Coat Conditioning Spray.

Lucy was bathed twice a week in the shampoo to help soothe the irritation. A 10ml application of food supplement was applied to her dinner daily, and between the baths the spray was used to help ease the scratching and combat the odour that she had suffered with for so long.

Within 5 weeks Lucy had achieved a significant change. The scratching had stopped, the smell had gone and her life had greatly improved. Within thirteen weeks Lucy was looking just like a Westie should.

Groomers have developed a range of shampoos, conditioners, sprays and food additives containing pure cold pressed Evening Primrose Oil (EPO) with essential oils which are renowned for improvement of coat, skin and general well-being.

The grooming shampoo is designed to cleanse, soothe and maintain scurvy and inflamed skin. Groomers Professional Regular Grade contains 1% EPO for professional dog groomers and dog exhibitors and is also available with Blue Pearl, Ebony or Copper Coat colour Enhancers. Groomers Professional Vet Grade contains 3% EPO and is suitable for animals with a very dry and inflamed skin.

The conditioner leaves the coat feeling silky soft with all round condition and a lasting fragrance whilst the coat conditioning spray soothes irritable skin and gently lifts and controls pet odours.

Groomers food supplement with Evening Primrose Oil is rich in Omega 6 and Omega 3 fatty acids and is renowned for soothing and promoting healthy skin and coat.



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Sensitive, dry, flaky, allergic skin? Hair loss, dull coat, excessive moulting? Mobility problems due to the pain of arthritis?

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EPO Food Supplement

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- ✓ Mild, gentle and highly effective

EPO Silk Conditioner

- ✓ Leaves a trace of EPO on the coat for all round condition and a velvet touch

EPO Coat Conditioning Spray

- ✓ Soothes irritable skin
- ✓ Lifts and controls pet odours



Lucy had suffered with terrible skin for 3 years before trying Groomers EPO products. She looked like a real Westie after just 13 weeks of treatment.



www.groomers-online.com

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DEZYNADOG



DeZynaDog, Leading The Way In Progress Within The Grooming Industry

This indeed is a big statement to make but the family behind the name DeZynaDog have been in the grooming industry for over 50 years, so this statement is justified and well earned as they have been involved in many facets of grooming to such an extent that their work has become a life style choice. The equipment and products pioneered and developed by DeZynaDog, such as the Automatic Dog Drying Machine, The GiZmo and The Biggles Express, are prized pieces owned by groomers worldwide. Their own brand shampoos, conditioners and coat care preparations are used by groomers and exhibitors with dramatic results, aiding them to achieve accolade and success. This long standing family business has a team of highly skilled, dedicated and knowledgeable staff on hand to help and advise on all matters to do with grooming. This service ensures that clients of DeZynaDog have a greater understanding of the products and equipment so that they actually achieve more in their businesses or with their goals in the show world.

The next "Grooming For A Living" roadshow will be held at Wisbech in Cambridgeshire in May of this year. A compilation of hand chosen top groomers has been carefully selected to demonstrate their skills to encourage and assist others to achieve their objectives. The aim of this is to help groomers at all levels to improve with tips and techniques that may not have been generally taught or available through every day tuition. You will discover real "tricks of the trade" and highly prized secrets that result in outstanding presentation. Airedales will be featured by Rodney Eastall who is famed for the AMP Airedale Video and DVD. Rodney will be bathing, drying, grooming and hand-stripping a few of these majestic terriers to demonstrate the many skills required to cover all aspects of the breed. Rodney is a professional groomer as well as a successful breeder and exhibitor, therefore he has a unique insight into the complete

picture.

Eve Somers a professional groomer, accomplished tutor and Kerry Blue expert who has also competed successfully in grooming competitions, and she will be showing her expertise on the Kerry Blue Terrier. Eve has recently launched her own DVD on this elegant and glamorous terrier, and is the principal tutor at ABBFABB grooming school in the south of England. During the demonstrations Eve and company will be promoting her grooming courses and answering questions on training to be a professional groomer. American Cocker Spaniels will be demonstrated by the young but very experienced Fiona Brook from Norfolk. Fiona has been born into grooming and has learnt from an early age the importance of good presentation. As a junior groomer, Fiona is probably the most experienced junior competitor in the dog grooming world. Fiona has a very

supportive professional grooming mother who has ensured distance has not hampered her attaining her goals. If any young hopefuls need tips on how to compete at this level, Fiona will be more than happy to point any youngster in the right direction. Angela Caley, a former groomer of the year, has many international and national titles to her name. She will be showing the English Cocker Spaniel pet clip. Angela is a very accomplished and experienced demonstrator who always inspires delegates and returns to the show by popular demand. Another extremely popular groomer Roy Stott will once again demonstrate hand-stripping the Wire Haired Fox Terrier. Roy is a joy to watch and always entertains his audience at the show. Roy is an experienced demonstrator, groomer and exhibitor who excel in many facets of grooming so his tips are always valued by those who attend.

We are privileged to add to our program Debbie Knight, who will be demonstrating her work on Black Russian Terriers. Also very popular is the cat grooming demonstration provided by the very capable Steve Koczka. Steve takes experienced groomers on specialised cat grooming courses. The Show Standard Poodle will be in the capable and very artistic hands of Sue Eldweaver, a member of Groom Team England. Sue is naturally talented as she is also an artist in every sense of the word. Sue has also developed a real talent for the eModel Dogi and will also have on show an array of her fluffy toy dogs that will amaze and enthrall. In Sue's list of talents is glass engraving, and some of the pieces are truly breathtaking. Wendy Scolah, another talented professional, will demonstrate with her wonderful team of Bedlington Terriers. Wendy can now list Best of Breed at Crufts 2009 to her many achievements. Wendy is well received as she has a very hands on approach to her demonstrations that is not only inspirational to delegates but also very exciting. A mock City & Guilds feature will be headed by Diana North who is dedicated to training, qualifications and professionalism in dog grooming. She will be assisted by brave real life students from Grimsby College who will have never demonstrated in public before. They will be watched from the sidelines and encouraged by their committed tutor Lee Lister. To help complete the picture for those wishing to start in the industry, we will have information on how to start a business by Cathy Chambers from CK9 in Kings Lynn. This promises to be a fabulous programme with more than this article can include, and is not to be missed as a limited number of tickets are available only from DeZynaDog Ltd at a great price of £10.

DeZynaDog are attending a few hand chosen shows in the UK with their dedicated unit and enthusiastic team these shows will include Windsor Championship Show 2-5th July, Just Dogs Live 10-12th July, Leeds Championship Show 24-26th July, Paington Championship Show 3-5th August, Bournemouth Championship Show 8-10th August, The All New Northern Super Pup Contest 31st October and LKA Championship Show 12-13th December. For more information on these visit their website www.dezynadog.co.uk.



DEZYNADOG

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Announcing Our Next Seminar "Grooming For A Living" Wisbech, Cambridgeshire, 31st May 2009

Exciting Program Of Events, Including Demonstrations On Show Standard Poodle Grooming + • Sue Eldweaver,

American Cocker Spaniel • Fiona Brook, English Cocker Spaniel • Angela Caley, Black Russian Terriers • Debbie Knight, Bedlington Terriers • Wendy Scolah, Wire Haired Fox Terriers • Roy Stott, Airedale Terriers • Rodney Eastall, Kerry Blue Terriers • Eve Somers, Cat Grooming • Steve Koczka.



Mock City & Guilds Examination • Diana North, Featuring Students From Grimsby College.

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As You Know We Always Do Our Very Best. But Unfortunately We Cannot Be Held Responsible For Any Demonstrator Unable To Attend On The Day



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Diverse range from Catac

The company was formed in 1964 and has been looking after pets ever since. Over the years a more diverse range of products to suit many animals has been developed. To name just a few Grooming Products:

•Grooming Sling

The underbody support is made from strong lightweight knitted polyester, which is fully washable. There is a front retaining strap to prevent the dog stepping out of the sling.

The webbing straps cross under the body, supporting the whole bodyweight rather than putting pressure on the chest or genital areas. There is a plastic 'D' ring with a snaphook at the end of each strap for attachment to the chains.

Each quadrant of the dog can be exposed for grooming by undoing the snaphook from either the right or the left 'D' ring in turn. This will ensure the



Look North Grooming & Training Centre Ltd

Look North Grooming & Training is the place to come for exclusive tuition by two of the countries top groomers.

Joanne Angus has been grooming for 27 years and teaching for 20 years. She is City & Guilds qualified, has her City & Guilds 730 Teaching Certificate and is a member of the Guild of Master Groomers. Joanne has won many competitions including Groomer of the Year 1991 and 2001.

Zoe Duffy has been grooming for 19 years and has 15 years teaching experience. She is City & Guilds qualified, has her City & Guilds 730 Teaching Certificate and is a member of the Guild of Master Groomers. Zoe has won many grooming competitions including Groomer of the Year 1994 and 2005 and Oster Europe Grand Champion 2009.

Look North Grooming & Training Centre is one of the countries most consistent winning salons where all staff are trained by Joanne and have many years experience. The training takes place in a salon within a salon to enable you to experience both a quiet area to concentrate on your training and the busy hustle and bustle of commercial grooming.

Training is restricted to 3 to 4 students, with staff members giving input where required. This ensures hands on practical experience from day one. All training given depends on your requirements, from one day grooming your pet or show dog, to four weeks introductory to start your own business.

Specialising in style and shape we cover a variety of breeds to enable you to understand the demands of a commercial salon. Clients have been successful from both across the country and across the sea, now operating their own successful businesses.

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Zoe Duffy, Oster European Champion '09



Joanne Angus
/Zoe Duffy
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Groom Team England
Committee members.



dog is still restrained by the rest of the sling.

Whilst the Grooming Sling is not intended for use as a lifting aid, it will help by supporting the dog's weight and allowing the groomer to retain more control.

•Shampoos

Our range of BioFresh shampoos wash and disinfect as against conventional shampoos which leave microscopic traces of odour-producing bacteria. These will multiply and the smell will return. The active ingredient is Byotrol which will ensure that this does not happen and is particularly effective on fox poop or anything else that your pet may have rolled in! The shampoos come in 3 different fragrances:

Aloe Vera is a traditional skin balm and will protect and nourish the dog's skin as well as leaving a lovely fresh smell.

Evening Primrose Oil has long been recognised as a soothing essence so will relax your pet as well as delivering an outstanding wash and shiny coat.

Puppy Shampoo has a special gentle formulation for young coats and scented with a baby powder smell.

•Sprays

BioFresh sprays are an easy and economic way of keeping your dog smelling fresh in between washes, simply spray and brush into the coat. They come in the same fresh fragrances as the shampoos.

•Grooming/Deodorising Wipes

Each pack contains ten 65 gram wipes and are generously sized and nicely scented. They can be used to remove stinky stuff or just for a general clean-up in between shampoos.

Professional Training

Canine Design Academy of Grooming is a family run, friendly establishment offering high quality dog grooming training in the heart of beautiful Somerset, is a Pet Care Trust accredited training centre and City & Guilds examination centre.

The training at Canine Design is to City & Guilds standard and trainees have the opportunity of achieving their City & Guilds 7750/02 during their course. The proprietor of Canine Design, Lesley Garratt, holds units of her Higher Diploma and is Level 4 qualified (LCGI), holds her City & Guilds Advanced 7750/03 and holds her NVQ Level 3 in Teaching and Adult Education. The other staff members at Canine Design who assist with the teaching, are all City & Guilds Advanced 7750/03 qualified and hold teaching qualifications.

Canine Design has now linked up with the Animal Care College where students are able to follow an accredited theory course to help them work towards the theory element of the City & Guilds 7750/03 qualification if they wish.

Canine Design has a policy of attending seminars, competitions and shows in order to keep up to date with changing trends in both dog grooming and showing and also hold their own grooming seminars on a regular basis, hosted by a variety of breed specialists.

Canine Design has produced Crufts winning dog groomers, having trained the YKC Groomer of the Year in 2006 and 2009 and Runner Up YKC Groomer of the Year in 2007 (this was Millie, Lesley's daughter who achieved this accolade at only 11 years of age). Lesley's other daughter, Lottie, has also been placed at Crufts at YKC Groomer of the Year for the last 3 years, this year coming 1st in the Under 12s category.

Canine Design believes that all dogs entering the grooming salon should be treated with kindness and respect and actively instils this belief in all their students. Handling is one of the most important aspects of being a dog groomer and students at Canine Design will receive expert guidance in handling and control of the dogs in their care.



Celebrate National Grooming Week in style with the '3 Mikki Must Haves!'

National Grooming Week, sponsored by Mikki takes place on the 25th April – 2nd May 2009

With National Grooming Week focusing on the importance of grooming and the benefits it can provide for people who suffer from animal related allergies, Mikki, sponsors of National Grooming Week have decided to take action and are offering the chance to win your very own Mikki Pamper Hamper!

Mikki recognise that animal hair is a common trigger for conditions such as eczema and asthma. Designed for the everyday pet owner, Mikki have developed a range of grooming products enabling people who suffer with animal related allergies to continue to interact with their beloved pets.

Use the '3 Mikki Must Haves' to help alleviate any unwanted animal hair before it plays havoc with either your skin or breathing. Begin your grooming regime with the Easy Clean Slicker brush used to combat any big knots or tangles your pets coat may have. Continue your routine with the Anti-Tangle Comb to ensure the coat is knot and tangle free and any excess dead hair is removed before completing your quick and easy grooming process with the brand new Mikki Moulting Master.

Endorsed by Groomer of the Year champion Alison Rogers, use the Mikki Moulting Master to remove the loose dead undercoat to ensure a polished finish before it gets the chance to get tangled, making the whole exercise a less enduring task next time.

Mikki are the proud sponsors of National Grooming Week, 25th April – 2nd May 2009.

Mikki products are available from Pets At Home and all good pet stores. For more information please visit www.mikkigrooming.com

Easy Clean Slicker medium size £8.09, Anti Tangle Comb £5.89, Mikki Moulting Master £24.99

For more information please contact Lynette Matthews on 0207 9399902

Email: lynette@rumblecommunications.co.uk



Canine Design



Academy of Grooming

in association with The Animal Care College

- * Pet Care Trust Accredited Training Centre offering City & Guilds 7750/02 qualification
- * High quality tuition tailored to suit your requirements
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Celebrate National Grooming Week in style with the...



Moult Master The Professionals Choice

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Alison Rogers
Grooming Champion



Recommended by
Alison Rogers
Grooming Champion



Moult Master
The Professionals Choice



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- Heat treated stainless steel; long lasting & strong
- Dual edged teeth; double the grip, double the effectiveness
- The ultimate de-shedding tool

Moulting & Undercoat
M 6.5cm

**Mikki are the proud sponsors of National Grooming Week
25th April – 2nd May 2009**

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Grooming Special

Neem 40 Shampoo – More than clean dogs!

Conditioning & anti-parasitic shampoo

Clean your dog & clear infestations with the natural, non-toxic, pleasant smelling **Neem 40 Mite Shampoo** - Great for skin conditions, scurf & inflammation

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additional products are needed leaving the coat & skin soft, smooth & shiny. Both soap nut & neem are anti-bacterial, anti-fungal & act as a safe insecticide. Which would you prefer to use?

Professional dog groomer, Sharon Clarke from Grooming-tayles in Cambridgeshire used Neem Shampoo from Mekuti on a Mastiff whose skin & coat was in a bad way being flaky, red & inflamed, even though his owners had taken great care of him. As mites were suspected Neem Mite Shampoo was used every other week (along with applications of neem oil). Sharon says, "Within 2 months his skin & coat were fantastic & he smells lovely! I've also noticed that my hands are no longer sore & dry from shampooing dogs every day."

Glasgow University trials showed neem extract dealing with 90% of lice & nits within 22 hours. Neem Mite Shampoo is a safe effective way to clear fleas, ticks & mites repelling them between washes, treating skin conditions & keeping the skin & coat in premium condition. Neem Pet Shampoo has been developed as an effective coat & skin cleaner & conditioner. Both shampoos are pleasant smelling & come with a full 30 day money back guarantee.

To order go to www.mekuti.co.uk or phone 01938 811777 (trade enquiries welcome).

Many factors influence the condition of a dog's coat; fundamentally health, then diet, followed by lifestyle & finally grooming products. Have you considered that your shampoo could be causing the scurf, itchiness or coat thinning? It may give a high gloss, feel & smell lovely, but it may be creating irritation & discomfort.

The most commonly used detergent / foaming agent in shampoos is Sodium Laurel Sulfate, or Sodium Laureth Sulfate (SLS) which can increase skin thickness, cause irritation, inflammation, dryness, roughness, flaking of the skin & thinning of the coat. It dries the skin by stripping the protective lipids from the surface rendering it ineffective at regulating moisture, vital for a good coat. Neem 40 shampoos from Mekuti use soap nut (nature's detergent) which leaves no residue, removes dirt, bacteria & odours effectively, conditioning the coat so no

Innovative Products from Redcape

Redcape are distributors and suppliers of premium quality products for professional groomers, handlers and dog show enthusiasts. The range of products we offer are of the highest quality and are renowned for their reliability, durability and performance. We search tirelessly for new and innovative products, which are then tested in the market place to ensure they reach only the highest standards. We will never compromise the quality of our products for price purposes.

We strongly believe that all customers are entitled to the highest standard of service, support and after sales consideration and at Redcape we strive to provide this without question and we are proud of our reputation.

Redcape are one of the largest specialist suppliers of Hydrobaths in the UK. This year we have introduced the new Hydrobath Pro, which has been built to our exact specification and incorporates many important new design features.

We are also proud sponsors and

supporters of Groom Team England and we are working with them to stage the second Premier-Groom 09, a prestigious grooming competition taking place on 2nd August.

Having recently been appointed authorised distributors for Aesculap, these quality products accompany existing premium brands such as Les Poochs, ReQual, DoubleK, Shogun, Fidos and many others.

A comprehensive range of grooming salon equipment and supplies are all readily available to view in our showroom. We invite

you to come, have a coffee in a relaxed, no obligation environment to simply browse or try out equipment etc.

See us at SKC's, Blackpool, Leeds, Darlington, Bournemouth LKA, Premier Groom, Please check the events calendar on our website for up to date information as more events will be added throughout the year.

Our new mail order catalogue is also now available
T: 01937 584447
E: enquiries@redcape.co.uk
www.redcape.co.uk



Groomers World Online Forum

Technogroom Limited is pleased to announce the launch of their new dedicated animal grooming online community, **Groomers World Forums**. Whether you are a professional groomer, show preparation groomer or groom your own Dog, Horse, Cat, Rabbit, Cow or Alpaca etc **Groomers World Forum** is the place to chat with like minded people.

Why not share your grooming experiences, get some valuable tips, find a grooming job or just browse the many existing topics. With resident championship show judge, former International Groomer of the Year and world renown grooming tutor, Agnes Murphy is on hand to answer all of your grooming questions. Find out first what new and exciting grooming tools are available from Technogroom. Get product advice and reviews from the people who actually use them as well as equipment maintenance advice from the experts.

Each month, one lucky forum member is selected for their contribution and receives 10% off of their next online order from Technogroom Limited. The winner is the person who starts the most interesting, quality and relevant thread in the previous month, and the winner is announced on or shortly after the 20th of each month.

We have dedicated administrators and moderators on Groomers World to ensure that forums remain friendly and relative to the topic, which has been the downfall of many forums in the past. With almost 300 worldwide members already, Groomers World is the place to be. We can be found by clicking the Forum link at the top of the Technogroom homepage, www.technogroom.co.uk. See back cover of this issue.

CRACKED HANDS (& FEET) HEALED IN TEN DAYS!

100% NO RISK MONEY BACK GUARANTEE

Several Months of Cream in this 8oz Tub

Free with 8oz.

Major Skin Care Breakthrough!

You'll be truly amazed!

However bad they are our Beeswax Barrier Hand Cream works fast healing your cracked hands and feet. It penetrates deeply, moisturising your skin and is **non greasy**. It's also **water and chemical resistant** so protects your hands from getting stained and chapped. **This is truly a major breakthrough!** You needn't suffer from sore or cracked hands and feet any longer!

A very grateful Russ Waring writes: "...I have tried virtually every cream on the market and some on prescription but nothing has been effective. My wife bought me a 2oz pot of your Beeswax Barrier Hand Cream at a show and I have been astounded by the results!!! The cracks on my hands (13 at the last count) healed in just over a week and no-one in my family could believe it's from one small pot of cream."

This cream will work for you too! And your dog's paws!

See us at: April East Anglian Game Fair 25-26; May: Falconry Fair, Newport 3-4; Malvern Spring Garden Show 7-10; Herts County 23-24; Suffolk Show 27-28; June: Royal Cornwall 4-6; South of England 11-13; Welsh Game Fair 20-21; Lincs County Show 24-25; Brocklesby 28th; July: Royal Norfolk 1-2; Tendring Hundred 11; Great Yorkshire Show 14-16

Order Online at www.StarkiesBeeswaxCreams.com or CALL FREE 0800 0588 911 (Hours 24/7)

Note: If your hands are really bad please don't expect miracles! Our cream will work for you but it'll take a little longer. Possibly five or six weeks plus some commitment from you too! But it will be worth it in the end. And our 100% No Risk Guarantee still stands!

Pay by Credit/Debit Card or send your cheque to:
Richard Starkie Associates, OD 24/4
 Timber Cottage, Wistow, Leicester
 LE8 0QF Email: sales@starkies.com

MAJOR SKIN CARE BREAKTHROUGH FOR CRACKED HANDS & FEET!

If you've ever suffered from cracked hands or feet you'll know just how painful it can be. Not only that but stained, cracked hands are unsightly too!

Starkie's Beeswax Barrier Hand & Foot Cream claims to heal cracked hands and feet in as little as ten days and they're so confident of its success that they give a you 100% No Risk Money Back Guarantee!

Not only is Starkie's cream water, chemical and dirt resistant but it's also non greasy so you don't even know it's there protecting your skin and healing those painful cracks at the same time.

This doesn't mean you can go without gloves for jobs that obviously call for them, but when it's not possible to wear them at least you have some protection.

This amazing cream comes in two sizes, the 2oz Travel Tub and the big 8oz Tub which literally has several months worth of cream, making it very economical.

As an introductory offer, Starkie's are giving away the 2oz Travel Tub when you buy the 8oz Tub which is £22.95. The Travel Tub is £7.95 and postage and packing is £3.95 making the total £26.90 and £11.90 respectively.

We are assured that there has been no animal testing and there are no animal ingredients. You can buy online as www.StarkiesBeeswaxCreams.com or by FREE PHONE 0800 0588 911 (Hours 24/7) or by sending your cheque to:
Richard Starkie Associates, Timber Cottage, Wistow, Leicester LE8 0QF.
 Email: sales@starkies.com. Tel/Fax 0116 259 2022.





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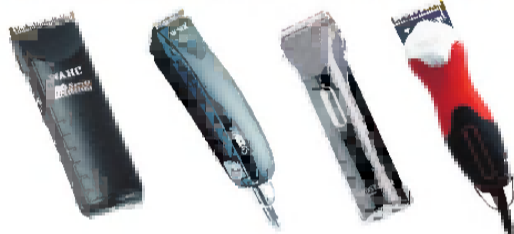


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We are delighted to be appointed as a new authorised distributor for Aesculap. At last, making its debut at Crufts - the New FAV5 clipper featuring A5 snap on blade fitting, along with comprehensive range of blades.

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See us at SKC, Blackpool, Leeds, Bournemouth & Darlington



Skinny dipping with Sue Paterson

To shampoo or not to shampoo . . . that is the question?

One of the most common questions I am asked during a normal consultation is whether owners should shampoo their dog or not. There is of course no one word answer because it very much depends on the reason why an owner wants to shampoo their dog.

Shampoo therapy can be undertaken in my opinion for two reasons. The first is purely for grooming, to cleanse and condition the skin and coat. The second is for therapeutic purposes and shampoos designed for this function are those generally prescribed by veterinary surgeons and to a growing degree by grooming salons. On my annual visit to Crufts this year I spent some time going round the stands and also chatting to groomers. It never ceases to amaze me the range of products that are available. Of course my special interest is in skin care and the types of merchandise on offer at Crufts ranged from the "pile it high and sell it cheap merchants" to the more specialised shampoos at premium prices. What I find really interesting is the need to colour everything in a uniform fashion and also the necessity to offer numerous different fragrances. Choosing shampoo in some circumstances seemed to be more like a trip with the kids to the ice cream parlour, where they spend hours squabbling over the minutia of flavour selection. If there had only been a raspberry ripple and chocolate chip they would have been more than happy. Instead they fight over who will have the maple, mocha and macaroon and who will have the cranberry, cornflake and crème de menthe. One hardly dares ask them if they want sprinkles! The

other problem is of course when you purchase your lilac and honey or passion flower and lotus blossom shampoo what do they actually contain. Again my thought turns back to the kids when they ask me how the crisp people catch the squirrels that go into their crisps! Do products contain what they say or are they just artificially created? It is a question we should ask. There are large numbers of truly natural products especially some of the oils that can be incorporated into shampoo to bestow fragrance - things like coconut, almond and of course aloe.

I do think that when shampoos are formulated they should contain ingredients that have positive benefits on the coat. As a veterinary dermatologist I don't particularly want a shampoo that is strongly fragranced or heavily coloured. At the risk of stirring up a hornet's nest I can see no justification for the use of shampoos for black coats, brown coats or white coats unless by using such products, our aim is to dye or bleach the hair to make it blacker, browner or whiter accordingly. When middle aged vanity drives us ladies to spend a fortune disguising our grey hair, we realise in the long term our hair suffers. But do we care. In the same way artificial colourants can really be of no long term benefit to a dog. In which case we should care. Similarly there are

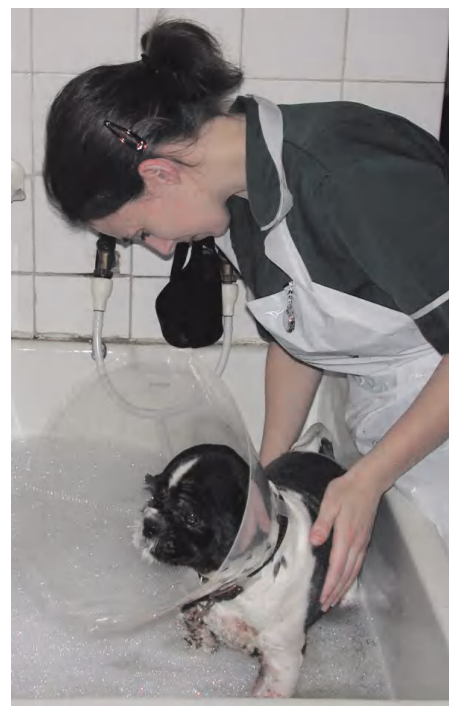
reports in the literature of strongly coloured shampoos causing irritant skin reactions; there is no need for a shampoo to be canary yellow or sky blue. But perhaps it wouldn't sell as well if it was pale fawn. Many years ago when I was a training to become a vet I spent time with a wily old Irish pig vet in Devon. Almost all of the infectious problems he came across in those days could be dealt with by administering a course of antibiotic injections of penicillin and streptomycin, which came in big bottles containing white liquid. He would start the pig off with an injection and then leave the farmer with the rest of the bottle to complete the therapy. However this was in the days when there was still a certain amount of mystery surrounding "the vitnary" and George didn't like the farmers to think he prescribed the same injection every time. So he would examine the animal then disappear off to his car to get a bottle of antibiotic. He would then check his booking sheets to see what he had left at the farm on his last visit and then reach into his medicine case and pull out a bottle of food colouring. He had yellow, green, blue and red. He would then inject a cc of the chosen food colouring into the bottle of white liquid give it a shake, then set off to the pig. George's treatments always worked better than any of his assistants even though they all used the same antibiotics. George had "Secret Ingredient X". It taught me a huge lesson that presentation is everything providing though it is not a facade for an inferior product, which in George's case it of course was not. As intelligent pet owners, show people and groomers, we

should perhaps look more critically at products to decide what their value is for coat condition when we take away the fragrance and the colour.

Selection of human shampoos is much more orientated towards hair condition than pet shampoos are. It would be much more useful if the retailers of pet shampoo sold them for example for dry scaly hair coat or greasy hair coat rather than for black or white hair. Of course in order to select a shampoo using these criteria, someone needs to be able to gauge the coat condition of the dog. Vets in my experience are poor at assessing coat condition and groomers are usually much better. It isn't rocket science. Just running your hands through the hair of a dog will allow you to appreciate if it is greasy or dry. You can feel the residue of grease on your fingers if the dog has a coat that contains too much oil. Commonly a dog will be recommended to come to see me by an astute groomer who has noticed the quality of the dog's coat and skin. The client may already have been to their own vet who has dishd out the good old Malaseb, which of course has its role to play in treating dogs, but does not sort them all out. Veterinary surgeons will generally carry only two shampoos. One is usually antibacterial and the other is a general purpose cleanser. Veterinary dermatologists and often grooming salons usually carry a far bigger range so that they have the ability to prescribe an appropriate product dependent on the dog's needs. Antibacterial and antiyeast shampoos are ideally for pets with recurrent infections. Products that contain acetic acid,

benzoyl peroxide, chlorhexidine and ethyl lactate all have excellent ability to kill superficial bacterial infection. Boric acid, ketoconazole and miconazole have the ability to kill ringworm and yeast. Where the animal is itchy, then colloidal oatmeal or tar can be used to huge benefit as they both have local anaesthetic effects on the skin. Where the coat is dry and scaly then sulphur or salicylic acid based shampoos are good and conversely where the coat is very greasy benzoyl peroxide, boric acid, selenium sulphide and tar can be used to remove excessive oil.

Choosing a shampoo then is key to taking the best care of a dog's coat, in a very similar way to how we humans make the choice for our own glowing locks!



(above) Shampoo therapy plays an important part in the management of all canine skin disease.

(below) In dogs such as the Basset where yeast infections are common selection of appropriate shampoo therapy is essential.



DermaPet UK
The Natural Solution

Calling All Groomers !!

Dermapet UK is a dermatology company that specialises in skin care products for dogs and we are now looking for Groomers who would be interested in working with us and using our range of grooming products. Our shampoos and leave-in sprays are designed specifically to care for dogs requiring specialised shampoo therapy.

- Malacetic® Shampoo and Malacetic® Spray contain boric and acetic acids in a hypoallergenic pH balanced base and are used as aids in the management of bacterial and yeast infections of the skin.
- Dermally® Shampoo and Dermally® Spray are high concentrate colloidal oatmeal products, with oatmeal being well recognised as cooling and soothing for itchy, dry skins.
- Dermalyte® Shampoo is a high quality gentle cleansing shampoo containing natural coconut oil as a moisturiser and is very well suited as an every day shampoo.

As canine skincare specialists, we recognise the role that Groomers play in the appropriate selection of shampoo and spray therapies and our range is designed to offer quality products to suit the needs of every dog.

Groomers working with us will be fully trained in the use of our range by our Veterinary Dermatology Specialist.

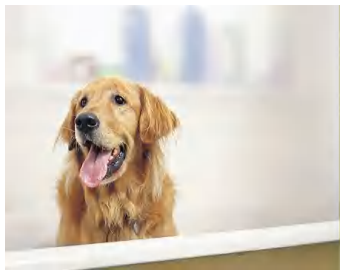
If you are interested in talking to us about this exciting new project, please call Dermapet UK

Tel: 01744 853515, Fax: 01744 853512, e-mail: enquiries@dermapetuk.com

www.dermapetuk.com

Registered Office: DermaPet UK, Abbotsfield Road, St Helens, Merseyside, WA9 4HU





Grooming Special

About the Animal Health Co.

The Animal Health Company Ltd. was formed in 1990 from the original management of VetHealth Ltd. and Vet-tek Ltd. The Company has since acquired VetHealth Ltd., and SP Equine; which was merged with our Equine Company to make SP Equine Health and Herbal.

The expertise and knowledge of Animal Health requirements, disease control shampoo's and herbal treatments invested in The Animal Health Group are, we believe, second to none. Our motto, "committed to animal care", is something we strongly believe in - the animals and their health and happiness come first. The Animal Health Company is acknowledged by many as leaders in their field; new products and concepts are constantly being researched and evaluated. We have been chosen by Championship Dog Shows, boarding kennels, RSPCA, Dog Wardens etc because of the exceptional removal of malodours offered by ODORKILL and the superior disease killing PARVO-VIRUCIDE.

The Animal Health Company invented the unique THERMINFUSEX process for producing liquid herbal extracts, the method by which all our herbal liquids are made in our own factory; including NOBUTE which was the first liquid herbal alternative to Phenylbutazone.

We have appeared on national television many times, and our products are insisted upon by top breeders and exhibitors.

All of our products are available online.

www.animal-health.co.uk

01787 476400

See our advert on page 5



Clipper blade sharpening & repairs

Credit crunch – ouch! we are hearing this all the time. So although we sell new machines and blades and are happy to continue doing so, we do like to help our customers through difficult times, and getting the best performance out of clippers and blades is top of our list.

Clippersharp was established in 1994, originating by sharpening and repairing all types of clipper blades and machines, but over the years the business has expanded, and now we sell a comprehensive range of products, catering for professionals and home users within the dog, horse, veterinary, and agricultural worlds.

Our business has expanded mainly due to recommendation, particularly with the prompt service that our customers receive. All blade sharpening and machine repairs are done in-house – nothing is sent away! We have different machines for sharpening different types of blades. Blade sharpening is an art, and it is very easy to ruin a set of blades if they are sharpened incorrectly and not reassembled correctly which will affect their cutting performance.

The two major problems we see with pet blades, comes from:

- Lack of frequent oiling
- Build up of fatty deposits due to non cleaning

These problems are easily and cheaply rectified by using good quality clipper oil (around £4.00) and not WD40, and the use of a blade wash (around £3.50).

By using these two products regularly, it will not only prolong the life of your blades and keep them in tip top condition, but will also ensure that the cutting edge will remain sharper for a longer period.

The other problems we often encounter with dog clippers, particularly the A5 machines are:

- Blade damage caused by the user trying to fit the blade on without the machine running.
- Blade damage caused by the user trying to remove blade without depressing the blade release latch.
- Machines heating up excessively due to debris blocking the air vents.

We would recommend reading the manufacturer's instructions before attaching blade. Most advise attaching the blade with the machine running, which will allow the drive lever to engage in the correct place immediately.

In order for your machine to work at its optimum, we suggest that the machine is serviced at least once a year, in order to clear the machine internally of any compacted hair and replace any worn drive parts. This is generally not an expensive exercise and can save you a lot of frustration.

For further details of our services, please either give us a call: Tel: 01823 681076 or check out our website – www.clippersharp.com.



Supplier of specialist animal grooming products at very competitive prices

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Grooming Special

Get fully Qualified through the Animal Care College & Canine Design School of Grooming



DOG GROOMING (THEORY) COURSE

This course is designed for those involved in practical grooming training. It provides the prior knowledge needed to sit the City & Guilds 7750/2 dog grooming written exam.

The College has been providing open learning courses on all aspects of animal care for nearly 30 years and the majority of our courses are accredited through the National Open College Network.

Member of the Association of British Correspondence Colleges and the UK Register of Learning Providers

To apply on line or look at our other courses go to - www.animalcarecollege.co.uk

Telephone: 01344 636436

Email: info@animalcarecollege.co.uk



The Animal Care College has been providing a distance learning grooming Theory course for those intending to become full time professional groomers for many years. The course is fully accredited by the National Open College Network (Ref 99874) and accrues 36 nationally recognised Credits at Level 3. The course is designed for those involved in practical grooming training and provides all the knowledge needed to take and pass the City & Guilds 7750/2 dog grooming written examination. It is also useful in fulfilling the knowledge evidence requirements of NVQ courses in animal care.

Now the Animal Care College has linked up with the Canine Design School of Grooming in Somerset - a Pet Care Trust and City and Guilds Approved Centre for Grooming training - to provide a complete training service. This association will enable students and apprentices to achieve their City & Guilds Intermediate Grooming Certificate and experienced groomers access to the City & Guilds Advanced Examination and Higher Diploma.

The Animal Care College was established in 1980 and the Canine Design School in 1992 so both organisations have immense and unrivalled experience in teaching successfully within the animal care sector. Whether you are just beginning your career in animal care or

are an experienced professional want to upgrade and hone your skills both the Animal Care College and the Canine Design School offer a dedicated, friendly, professional and effective training schemes which have resulted in recognised and accepted qualifications throughout the animal care sector.

Full details of all the course offered by these two outstanding educational providers can be accessed from www.animalcarecollege.co.uk (email: mail@animalcarecollege.co.uk or telephone: 01334 636 436) and www.caninedesign.co.uk (email: enquiries@caninedesign.co.uk or telephone 01749 830 723).

COMPETITION! COMPETITION!

Celebrate National Grooming Week in style with the chance to win the ultimate pamper hampers for both you and your pet!

National Grooming Week, sponsored by Mikki takes place on the 25th April - 2nd May 2009

With National Grooming Week focusing on the importance of grooming your pet and the benefits it can provide for people who suffer from animal related allergies, Mikki, sponsors of National Grooming Week have decided to take action and are offering the chance to win a luxury pamper hamper for yourself, a Mikki grooming set for your pet PLUS £145 worth of Venture portrait vouchers to capture the moment!

Finding the time to spoil yourself can be challenging at the best of times, especially when most of your time is spent looking after both the family and pets.

Mikki are offering the chance to pamper yourself in style with a luxurious gift set designed to help you relax and unwind from the stress of everyday life. Simply take out the waffle flannel and head wrap and light the essential oil candle before applying the rich moisturising cream and silky soft face mask, all elegantly presented in a wooden box with frosted lid.

Once you've completed your pampering session why not turn your attention to your pet using the '3 Mikki Must Haves'. Mikki recognise that animal hair is a common trigger for conditions such as eczema and asthma. Designed for



the everyday pet owner, Mikki have developed a range of grooming products enabling people who suffer with animal related allergies to continue to interact with their beloved pets.

Use the '3 Mikki Must Haves' to help alleviate any unwanted animal hair before it plays havoc with either your skin or breathing. Begin your grooming regime with the Easy Clean Slicker brush used to combat any big knots or tangles your pets coat may have. Continue your routine with the Anti-Tangle Comb to ensure the coat is knot and tangle free and any excess dead hair is removed before completing your quick and easy grooming process with the brand new Mikki Moul Master.

Endorsed by Groomer of the Year champion Alison Rogers, use the Mikki Moul Master to remove the loose dead undercoat to ensure a polished finish before it gets the chance to get tangled, making the whole exercise a less enduring task next time.

Once both owner and pet's pampering sessions are complete why not make your way to your nearest Venture studio.

Your £145 Venture Experience Pack entitles you to enjoy an hour of fun in one of Venture's state-of-the-art photography studios, your expert Venture photographer will capture stunning images of you, your family and your pet(s). Then there will be a private preview where the best images from your studio session will be presented to you and you can either select your favourite image to go in your complimentary 7" x 5" framed gift image or choose to use the equivalent value £95 to spend towards a wall portrait!

For more information visit www.thisventure.co.uk where the experience comes to life! The whole experience really will be a truly unforgettable one for you, your family and your pets.

Mikki are the proud sponsors of National Grooming Week, 25th April - 2nd May 2009.

Mikki products are available from Pets At Home and all good pet stores, for more information please visit www.mikkigrooming.com

For more information please contact Lynette Matthews on 0207 9399902

Email: lynette@rumblecommunications.co.uk

N.b The above prize value equates to approximately £225.00



Calling all Groomers!

CHANCE TO LEARN....

- Tellington Touch with Toni Shelbourne
- Poodle Topknots and shaping of Show Poodles - Lesley Howard
- Canine Massage Therapy - Tracy Gwillim
- Accupuncture and Laser Therapy with Annette Randall
- Grooming Demonstrations - Various Breeds

CHANCE TO WIN...

- £000s prizes - Oster Career Start
- Ten Grooming Competition Classes
- LOOK! New additions to the rules for Junior Class

CHANCE TO TREAT YOURSELF...

to new products and tools from the leading manufacturers and distributors

**Bank Holiday Monday
4th May 2009**

Organised by Anita Bax & Peter Young
Bracknell Sports and Leisure Centre
Bagshot Road, Bracknell, Berkshire RG12 9SE

Prices Held Yet Again! Delegate / Spectator
Fee: £20.00 Pre-booked £25.00 on the door
Students rates available: £15.00

For further information, entry forms and programme of seminars please contact: Fax 01932 400190
Tel: 01276 488003, 01932 354591
or 0207 602 1357

Email: a.gale@ntlworld.com

Bank Holiday Monday 4th May 2009
£5 OFF
The £25 Entrance fee
ONLY £20
paid on the door on presentation of this coupon

Eurogroom Seminar



Grooming Demonstration (throughout the day)

By leading groomers and breed experts on various breeds

10:00 - 11:00 Tellington Touch

Dealing with nervous and difficult dogs the Tellington Touch way. The soft and gentle approach for groomers and kennel owners with Toni Shelbourne

11:00 - 12:00 Poodle Topknots and Shaping of Show Poodles
This top presenter of show Poodles will take you through her unique approach to top knots and the shaping of show Poodles, Teaching you how to get that perfect Poodle profile with Lesley Howard (Grayco Poodles).

12:00 - 1:00 Lunch

1:00 - 2:00 Canine Massage Therapy

Teach your dog to relax and help keep muscles toned in old and injured limbs with Tracy Gwillim - Canine Massage Therapist, JC Biology - Diploma in Animal Behaviour

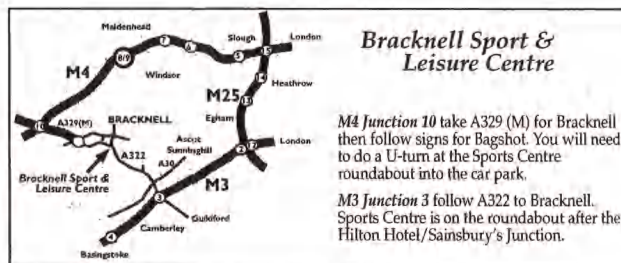
2:00 - 3:00 Accupuncture and Laser Therapy

The benefits of laser therapy and accupuncture for small animals with Annette Randall - BVet Med DMS MRCVS, owner of Mobile Vet Services

from 3:00pm Demonstrations of City & Guild Dogs

4:00 - 5:00 Presentation of Awards.

Map and Directions:



Bracknell Sport & Leisure Centre

M4 Junction 10 take A329 (M) for Bracknell then follow signs for Bagshot. You will need to do a U-turn at the Sports Centre roundabout into the car park.

M3 Junction 3 follow A322 to Bracknell. Sports Centre is on the roundabout after the Hilton Hotel/Sainsbury's Junction.

If accommodation is required, there are many local hotels and bed-and-breakfasts nearby. Please contact the local Tourist Information Centre for details on 01344 354409