



pooch news

Your pooch clean, flea free and smelling great... or it's FREE!



ARE VACCINATIONS IMPORTANT?

Our pets are a very important part of our life and truly are a member of our family that offer us affection, friendship and unconditional love. Just like any other member of the family their health and well-being is no doubt imperative to you. To safeguard your pet from potentially serious and sometimes even fatal diseases vaccinations are a necessity.

WHY VACCINATE?

Most of the diseases vets recommend you vaccinate your pooch against are viral and do not respond well to medication. Sometimes the medication given once a disease has been contracted can prove to be unsuccessful, not to mention very expensive. This is why vaccinations are strongly encouraged. Prevention is better than a cure right?

WHEN TO VACCINATE?

PUPPIES

- 6-8 weeks
- 10-12 weeks
- 14-16 weeks

ADULT DOGS

- Annually

WHAT ARE YOU VACCINATING AGAINST?

Canine Distemper (Hard pad disease)- This is a highly contagious disease that has no known cure. It is spread through the air by contact with infected animals and can affect dogs of all ages. Canine Distemper attacks the gastrointestinal, respiratory and central nervous systems.

Canine Adenovirus (Infectious Canine Hepatitis)- A viral disease that can progress rapidly. It is spread through the faeces, urine, blood and saliva of infected dogs. It attacks a number of organs including the liver, kidneys and eyes.

Infectious Canine Tracheobronchitis (Canine Cough)- A highly contagious respiratory disease in dogs. Young puppies are most at risk to suffer complications such as fever, lethargy, pneumonia and even death.

Parvovirus (Parvo)- A highly contagious disease that can last in the environment for long periods of time. It can easily be spread on the hair and feet of dogs and even our shoes and clothing. Symptoms include severe vomiting, lethargy, loss of appetite and bloody diarrhea. This disease can be fatal.

Talk to your local vet today to ensure your dog is protected against these nasty diseases.

IN THIS EDITION

- Pet allergies
- Plants to avoid planting
- How to store pet food
- Is your dog in its healthiest condition?
- Choosing healthy treats
- Competitions
- PLUS MUCH MORE...**



PET ALLERGIES

Whether we are talking people or pets, the culprit of allergies is an overactive immune system. When the immune system mistakes non-harmful environmental substances (allergens) as threats, allergic reactions can occur. All dogs react differently and the environment and nutrition will ultimately decide how severely the allergy is expressed.

Unfortunately we are unable to completely cure allergies in pets. We therefore focus on maximising your understanding of what is causing the problem in order to minimise any symptoms and keep your pet as comfortable as possible



5 TIPS TO HELP PETS WITH ALLERGIES

- Feed a total, natural, raw food diet – but avoid chicken and beef as primary meat sources.
- Avoid having certain types of plants in your yard such as Bermudagrass, Euphorbias, Lilies, Bottlebrush, Fruitless Mulberry Trees, Daffodils, Male yews & Male Podocarpus Shrubs, Yesterday-Today-Tomorrow plants, Tulips & Hyacinths and Dieffenbachia.
- Avoid foods with chemical additives, preservatives, food colourings
- Use rain water for drinking and avoid treated tap water
- Avoid using harsh cleaning products and chemical sprays

PLANTS TO AVOID IN YOUR GARDEN FOR YOUR DOGS BEST WELLBEING!

There are many plants that cause allergens to occur on your dog and also plants that are toxic and sometimes even fatal to dogs. If your dog is experiencing any severe vomiting, difficulty breathing, foaming at the mouth or anything out of the ordinary after digesting a plant it is important to take your dog and the plant straight to a vet.



Bermudagrass-These types of lawns create a lot of pollen which can irritate your dog's skin causing them to itch and scratch. Opt for lawns with little or no pollen.



Euphorbias- These include spurge, milk bush, chenille plants and pencil trees. These plants produce sap that is toxic to dogs and the pollen from them is allergenic. If your dog comes across these plants you can expect itching and red, runny eyes.



Bottlebrush- The brushes of these plants produce tiny needle sharp pollen. The pollen can stick to your dogs coat causing a lot of itching, coughing and sneezing.



Fruitless Mulberry Trees- These trees can cause allergenic traits within your dog because of their pollen that gets admitted into the air every spring.



Daylily Plants- These plants may cause dogs to itch at point of contact. They are extremely toxic to cats if ingested.



Agapanthus- This entire plant can be toxic to dogs and may cause eye and skin irritation upon contact. It may also cause severe mouth irritation.





HOW TO STORE PET FOOD CORRECTLY

Improper storage of pet food can lead to infections, bacteria, contamination and infestation not to mention attracting yucky creatures such as cockroaches and toads.

Here are some tips to help keep your pooch's food at its freshest!

- Keep the kibble in the bag inside the food container- This will keep the food at its best flavour and will also prevent oils from adhering to the container and contaminating it.
- Make sure the food is sealed- Exposure to air causes food to create harmful bacteria. Seal pet food after each use.
- Store the food in the shade out of humidity and heat- Weather conditions can affect foods freshness. Storing pet food out of direct sunlight, in a cool, dry place, will also prevent vitamin loss and rancidity to the food.
- Be sure to wash your hands before and after handling the food.

HOW TO TELL IF YOUR DOG IS IN ITS HEALTHIEST CONDITION

As pet parents, we always want the best for our pooches especially when it comes to their health. There are many benefits of keeping your dog fit and healthy, including a longer life. It is always better to physically look at the condition of your dog then to use scales to work out your dog's best shape. Use the guide below to help you. If you have any questions you can talk to your local Aussie Pooch Mobile operator or your local vet.

HEALTHY CONDITION

- Well muscled
- Taut belly
- Last few ribs faintly visible
- View from above your dog, the waist nips in behind the last rib



TOO HEAVY CONDITION

- Layer of fat over the body
- Distended belly
- No ribs are visible
- The body is thickened with no visible waist



Once you understand what your dog's healthiest condition should look like the next step is to increase or decrease his feed. Remember that dogs naturally grow wider and larger until they are 6 years of age; take this into consideration when changing their food portion size.

TEACH YOUR DOG THE 3 B'S! BEG, BOW & BARK

For all training the key is having the right timing to reward your pooch. It's best to use a short sharp word like 'yes' when he has done the right thing. And remember, the key to good training is reward, not punishment.

BEG Sit your dog then put your arm just above his head (not too high) and tap your arm with your other hand so your pooch knows you want him to put his paws up on your arm. As you do this say 'beg'. Reward him with 'yes', or a small treat, when he is doing this correctly. From there if your dog has good balance you can tell him to stay and move your arm away slowly. Not all dogs have the balance to do this without the stability of your arm.



BOW For this you need to have a small treat in your hand, lower your hand down to the ground so your dog's head follows and say 'Bow'. At the same time with the other hand firmly place it under their tummy lifting it up slightly so your dog is unable to drop. As soon as your pooch is doing the correct movement say 'yes', or a small treat.



BARK For this one you need to get your pooch really, really excited. If he has something that makes him bark like a favourite toy or another trick work off that. Say speak and close and open your hand. Each time he barks when you ask him to reward him with 'yes', or a small treat.



ANIMAL FIRST AID

AUSSIE POOCH MOBILE IS DEDICATED TO ENSURING YOUR PET RECEIVES THE BEST POSSIBLE CARE.

As a pet care professional all of our operators are trained in animal first aid and are up to date with the best practice in the industry.

You can be confident your pooch is in good hands with us.

LOVE YOUR AUSSIE POOCH MOBILE EXPERIENCE?

Please tell EVERYONE! We love referrals and online reviews! Simply visit us on either Yellow Pages or [Facebook.com/aussiepoochmobile](https://www.facebook.com/aussiepoochmobile) and place a review.

Short and sweet is all we ask, thank us from your pooch for their bath and tell us what you love.

If you are not satisfied please give us a call and we will fix it!

Thank you so much for your continued support and business.



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1300 369 369
THE MOBILE DOG WASH THAT COMES TO YOU



Aussie Pooch has been participating at the Million Paws Walk for over 20 years now and this year was no exception.

Aussie Pooch Mobile had 56 trailers at the events Australia wide and washed a total of 575 dogs, raising a huge \$15,276 for a much needed cause.

The Aussie Pooch Mobile philosophy of 'We Care' not only relates to cleaning and caring for your pooch, it is strongly tied to caring and helping the community. APM operators throw themselves relentlessly into many events to help raise money for charity, the Million Paws Walk being just one of these. The annual Million Paws Walk event is run by the RSPCA to raise funds to help create awareness, educate the community, prevent acts of cruelty to animals and to protect all creatures great and small.

SHOW US YOUR POOCH AND YOU COULD WIN!!

Photography Competition

For your chance to win monthly fabulous prizes, simply post a photo to our Facebook page and tell us what you and your pooch love about Aussie Pooch Mobile.

Your photo could earn you a Pooch Hamper filled with goodies for your dog worth over \$50!

You can enter every month if you like! We love seeing photos of your furry friends!

Winners drawn at random. Photos uploaded may be used as APM advertising material.

[Facebook.com/aussiepoochmobile](https://www.facebook.com/aussiepoochmobile)



We need people to join our team and we need your help. Dogs are waiting for your call.

Do you or anyone you know love dogs, would like to be their own boss and earn a great income? We have positions available for immediate start. Simply by referring yourself or your friends, you can win some great prizes.

Anyone who just refers someone to find out more about this opportunity with APM goes in the draw to win a \$1000 mega prize. Be sure to tell your friends to mention your name.

Then you get \$200 for your referred person who commences with us. Plus you go into the draw to win a 5 night holiday for 2 to Cairns including return flights and a Great Barrier Reef tour. Total value \$2000.

There is no limit as to how many times you can enter.

Speak with us today. For further information phone 1300 369 369, email opportunity@aussiepm.com.au, visit our website or speak to one of our franchisees.

Conditions apply. Drawn August 2017.



PET PRODUCTS

Direct from your Aussie Pooch Mobile operator.



CHOOSING TREATS FOR YOUR POOCH

When you feed your dog treats, either for snacks or training, it's best to give them ones that are healthy for them and that have other benefits.

Here are Aussie Pooch's choice for the top 5 healthy treats for your pooch.

POOCH COOKIES- Made from Australian beef liver, these yummy pooch cookies are made with 100% natural ingredients and are a great healthy treat for your pooch.

LOVE 'EM LIVER TREATS- Liver treats come in pork, beef and chicken. They are 100% Australian owned and made with no artificial flavours or preservatives. They are low in salt and highly nutritious for your pooch.

DENTAL CHEWS- Made from 100% Australian chicken and are Australian owned and made. These dental chews help prevent your pooch from developing nasty oral diseases and classic cases of doggy breath.

CARROTS- Most dogs love crunchy carrot sticks and they also naturally clean your dog's teeth.

FROZEN SARDINES- These tiny fish are rich in omegas and due to their small size, sardines can be fed whole. You can keep a bag of them in the freezer for a chilly, crunchy treat for your pooch.

Like anything, to keep your pooch happy and healthy it's important to feed every treat to your pooch in moderation. For any extra advice or to purchase a healthy treat for your pooch, ask your local Aussie Pooch Mobile operator.



LOOKING GOOD

Brushes
Combs
Fly Control
Deodorants
Aroma Care



FEELING GREAT

Worming
Odour Elimination
Dental Chew (for teeth)
Breath Control
Health Supplements
Flea and Tick Treatments



PLAY AND TREATS

Leads and Collars
Pooch Cookies
Liver Treats
Doggy Toys
Healthy Treats



EXTRA SERVICES

Participating Area
Grooming
Clipping
Medicated wash
Other



POOCH GIFTS

Birthdays
Christmas Celebrations
Purchase a special gift for your dog's special occasion.



GIFT VOUCHERS

Give your pooch-loving friends an Aussie Pooch Mobile Gift Voucher.



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THE MOBILE DOG WASH THAT COMES TO YOU

DO YOU LOVE DOGS?

We sure do! With over 25 years experience Aussie Pooch Mobile is ready for more dogpreneurs!

Could this be your next rewarding, pawsome career?

- **Full training and ongoing support-** Government recognised courses
- **Exclusive territory-** That is yours
- **Guaranteed income-** We back you and ourselves
- **Local launch campaign-** You hit the ground running
- **All equipment-** Including a weather proof trailer

Operating your own Aussie Pooch Mobile Dog Wash business gives you a true work-life balance, great income potential with a supportive team behind you and you get the added bonus of playing with pooches all day long!

No experience is needed as we teach you all you need to know in regards to running and growing your business.



Why become part of the Aussie Pooch Mobile family?

Australia's premier mobile dog wash and care company with over 25 years' experience is expanding all over Australia. We simply can't keep up with the demand and have a number of areas still available.

Aussie Pooch Mobile's unique franchise opportunities can be tailored to fit the budget of any dog lover looking for a fun and rewarding career.

A wide range of services to offer

Aussie Pooch Mobile's service includes the obvious bathing, ear and eye cleaning, nail clipping etc but also enables its franchisees to create other income streams with additional products and services including:

- Aromacare
- Doggy Facials and Massage
- Consumable products including- Pooch Cookies, flea and tick control, dog toys plus much more.

If you would like a no obligation Discovery Day with one of our franchisees to trial this "Pawsome" opportunity and see what it's all about, then contact us today.

Fill out the online enquiry form at Aussiepm.com.au/franchise-enquiry-form or call Mark Welham direct on 0411 553 796



KNOW YOUR BREED

LHASO APSO



The name Lhaso Apso literally means terrier from Tibet. Although they are small in stature they are regarded as watch dogs that protect their family from danger. It is said that when the Lhaso Apso looks in the mirror he sees a lion. They have a gentle yet aloof temperament and are very smart but also dominant and stubborn. Patience and no harsh words are the best approach. It takes a lot of dedication to maintain a Lhaso Apso coat at full length. Dogs that are pets and not being groomed for showing are often clipped to reduce maintenance. It is important to maintain a short cut around the eyes. The full coat of a Lhaso Apso will grow to ground length, covering the

eyes and even grows between their toes. The Lhaso Apso, even though they love to walk and play, do not demand exercise, but regular exercise will keep them fit and trim.

**"IT IS SAID THAT
WHEN THE LHASO APSO
LOOKS IN THE MIRROR
HE SEES A LION."**

The breed has a distinctive regal stance and gait, with the head carried high and the tail curved over the back. They come in many different colours that include gold, sand, honey, dark grizzle, slate, smoke, parti-colour, black, white and brown. The Lhaso Apso generally has a lifespan of 12-14 years.

EAR INFECTIONS IN DOGS

According to Nationwide Pet Insurance, ear infections were the top reason people visited veterinarians in 2016. Did you know that with a bit of regular cleaning, this painful condition can be avoided.

Veterinarians say the amount of cleaning needed at home varies for different dogs. If your pooch is getting a regular Aussie Pooch Mobile hydrobath your operator will always cleanse your pooch's ears for you so you won't have to worry about doing it much. However, those dogs that swim, roll in the dirt, or have predisposition to ear infections may need their ears cleaned weekly.

To clean your dog's ear get a damp baby wipe or cloth and gently wipe the inside of the ear. It's important that this experience is always pleasant for your pooch so take your time. It is possible to overdo this as a healthy amount of wax helps to protect the delicate skin of the canals.



**YOUR LOCAL AUSSIE POOCH
MOBILE OPERATOR IS...**



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