

Pooch News

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



IN THIS EDITION

- 5 Tips for living with high energy dogs
- Keeping your dog's nails clipped
- Dental do's and don'ts
- Stop your pooch from pulling on the leash

PLUS MUCH MORE...

WE'VE GOT A NEW WEBSITE!

AussiePoochMobile.com.au

HUNGRY HOUNDS

Does it always seem like your hungry hound can't get enough food? Looking up at you with those puppy dog eyes every time you're eating or even remotely going close to the room their food is kept in? Breaking out their hungry eyes at every chance they get? It's natural for you as a dog owner to feel concerned about your pooch's appetite.

Before you start getting too concerned about whether or not your dog is hungry all the time, it is best to check that they are getting fed the right amount of food. But the truth is, most dog's that live at home with regular meals aren't actually starving. They act like it but canine behaviourists have pinned a few possible explanations for those hungry eyes.

1 INSTINCT

As dogs are descended from wolves they have learnt to value food as a limited resource. It was always instinct for them to eat as much as possible when they did hunt as there was no guarantee when they would get the chance to eat again.

2 REINFORCED BEHAVIOUR

No one knows better than your dog that those hungry puppy dog eyes are very hard to resist. They know that if they follow you around and look up at you that eventually you will cave and drop that last bit of sandwich into their drooling mouth. By giving in though, you are teaching your dog that the more they beg the more food they will get.

3 EXPERIENCE

If you have a rescue dog there is a chance that he is still getting used to being fed on a daily basis. If he has been left on the street to fend for himself, he will still be getting used to your love and attention and of course the constant supply of healthy dog food.

4 CHANGES IN APPETITE

As always there may be underlying issues and your dog may in fact be hungry; especially if you have noticed a change in their appetite. It is most important to make sure you are feeding your pooch the correct amount of food. Intestinal worms or Diabetes may also be a problem. But as long as you have checked you are feeding your dog the correct amount of food and they are showing no obvious medical symptoms while they give you those hungry eyes, you are most likely dealing with your average hungry hound. Don't let those puppy dog eyes fool you because overfeeding can lead to serious health issues for your furry friend.



DOING IT FOR THE COMMUNITY

The Aussie Pooch Mobile philosophy of 'We Care' not only relates to cleaning and caring for your furry friend, it is also strongly tied to caring and helping the community.

We are now very proud to announce that Australia wide we are offering a 25% discount to all registered Service Dogs!

These amazing dogs do so much for physically challenged persons; that is why we wanted to give them the pamper and attention that they deserve and also help out their families.

"I know I speak for all Aussie Pooch Mobile franchisees in saying that we are so fortunate to be doing something we love that we want to be able to give back to the community and these incredible dogs," says founder, Chris Taylor.

Did you know that Aussie Pooch Mobile operators throw themselves relentlessly into many events to help raise money for charity?

One popular event to raise money for charity is the Aussie Pooch Mobile Dog Wash bath-a-thon. A team of operators get together and raise much needed funds for local charities, schools or clubs. People are encouraged to bring their pooch along to be washed and the proceeds are donated to the event holders.

Furthermore for more than 20 years Aussie Pooch Mobile has been participating in the Million Paws Walk all over Australia and this year was no exception.

A major dog bath-a-thon was held, raising a whopping \$11,910 for animals in need.

We commend all of our team involved and look forward to seeing your pooches there next year!

Aussie Pooch Mobile are involved with many charities including the RSPCA, Animal Welfare League, Empower Assistance Dogs, Variety the children's charity, plus many of our operators also support their own local charities.

You can visit aussiepm.com.au/community to find out more.



5 TIPS FOR LIVING WITH HIGH ENERGY DOGS!

Running around the yard hyper, getting so excited when you throw him his toy that he runs into things and sometimes even collides with other people as he only has eyes on that toy! You can exercise him for hours out and about while he chases birds, bee's and pretty much anything that moves only to come home to him barking, rolling around and jumping on you for more, more, more....

You continually think to yourself, will he ever tire? If this sounds like your lovable, hyper hound here are some tips to help calm him.



- 1 STRUCTURED EXERCISE** Not just exercise but exercise with structure, try sticking to a routine at a similar time each day of at least 20-30 mins.
- 2 PLAY** If you can't go for a walk/run, throwing a ball or playing hide and seek with your hyper hound is just as good.
- 3 TRAINING** Mental stimulation is so important for your pooch. Try teaching your dog simple commands at first like sit and shake.
- 4 FOOD PUZZLE TOYS** These will keep his mind active and keep him from becoming bored.
- 5 ROTATING TOYS** Rotating your pooches toys on a weekly or even daily basis will allow your hyper hound to think he has a new toy each day to play with. It will also keep him from destroying items he shouldn't be playing with!



HOW TO PREVENT YOUR DOG'S URINE FROM RUINING YOUR GRASS

Are you a frustrated gardener faced with constant brown patches on your lawn thanks to your four legged friends? Don't worry, you're not alone. There are 3 reasons your dog's wee is damaging your lawn - the pH level, the concentration and the nitrogen load of the urine. It all sounds very technical, but there are some things you can do to prevent damage to your grass...

- Feed your a dog a moisture rich meat based diet – meat is acidic which is perfect for carnivores. A healthy dog's urine will actually act as a fertiliser for your lawn.
- Avoid cereal based/dry food diets as they cause urine to become alkaline and consequently burn the grass.
- Dilute the urine by pouring water on the spot.
- Encourage your dog to drink more water.
- Don't over fertilise your lawn – lawns receiving heavy fertilisers are already receiving the near maximum levels of nitrogen. Your dog's urine could easily tip the balance causing damage.
- Train your dog to urinate in a designated area of the garden. There are some products out there called pee posts containing pheromones to help guide dogs.
- Sprinkle lime or gypsum on the spot to neutralise the area and encourage regrowth.



MYTH

"Just female dogs kill the grass with their urine."

The truth is there is no difference in the urine pH levels between sexes – what is believed is that because females squat, the concentration is much greater whereas males tend to spread it around from spot to spot.

KEEPING YOUR DOG'S NAILS CLIPPED

Back when dogs roamed free in the wild, their nails would naturally wear down. But now that they have become more domesticated, it is important to keep them clipped regularly. It saves our floors, and sometimes even our skin, from becoming scratched. It is also good for your dog to keep their nails clipped shorter. If they become too long and curl back into your dog's skin it can become very uncomfortable. It also keeps their feet tracking correctly, which helps with their posture.

If you are going to attempt cutting your dog's nails yourself the best protocol is to take your time. To make your dog feel comfortable get your dog used to you holding each paw in turn



and then extend this to allow you to hold each nail in turn. You need to be firm but also relaxed so your dog feels at ease and understands that you are in control but also won't hurt them. Like any training make it short sessions and positive for your pooch. You also need to be careful as there is a quick running through the dogs nail, which bleeds and hurts if the nail is cut back too far.

We do however recommend leaving nail clipping to us professionals. Your experienced Aussie Pooch Mobile groomer will clip your dog's nails complimentary with our hydrobathing service.

DO YOU REALLY NEED FLEA AND TICK MEDICATION IN WINTER?

Yes, fleas and ticks are much tougher than you think and although in the warmer months they are more prevalent, even in the dead of winter fleas and ticks can still cause real danger to your pet. Once the calendar turns to Autumn most pesky bugs like flies and mosquitoes disappear for the most part but that doesn't mean all insects and parasites are gone. If your pooch catches a tick or flea in the colder weather from outside, they can then cozy up inside, feeding when necessary and therefore can thrive all season long.

Another reason you should continue your dog's flea and tick medication all year round is that other dogs may be carrying the parasites. Fleas can jump vertically up to 18 cm and horizontally up to 33 cm. This makes the flea one of the best jumpers of all known animals.

Aussie Pooch Mobile and veterinarians advise to use medication all year round. This is because the side effects are very mild and the risks of stopping treatment are serious. Continuing parasite medication through the winter ensures your pooch is never unprotected.

There are a variety of medication treatments available to prevent fleas and ticks and for the most part, this can get confusing for pet owners. Your local Aussie Pooch Mobile operator and your Vet can help discover which is best for your pet.

A danger to YOU and your pets

Most commonly fleas feed on cats and dogs and prefer these as their host but did you know that they can also feed on human blood? Fleas and ticks are known for carrying a number of different diseases that can be a threat to you and your pet. Protection is always better than a cure!



DENTAL DO's & DON'Ts!

Dental health is an important part of your dog's overall wellness and should not be overlooked. Follow these do's and don'ts to keep those pooch pearly whites healthy and shiny!



BRUSH THOSE TEETH

Brushing your pooch's teeth is probably the most effective way to prevent dental disease and tooth decay.

Even brushing those pooch pearly whites once or twice a week will provide major benefits.



FEED POOR QUALITY DOG FOOD

Poor quality dog food is filled with fillers like grains and by products that stick to your dog's teeth increasing tartar and build up.

Instead feed your pooch natural ingredients and whole foods that will strengthen those pearly whites.



TAKE ADVANTAGE OF TOYS, TREATS AND CHEWS

Allowing your pooch to chew on toys, chews and even dry dog treats like our Pooch Cookies, will help to clean your dog's teeth.

The chewing action scrapes off plaque and tartar. Your dog will love our chicken dental chews. They are filled with ingredients to help prevent further build-up and make your dog's breath fresher.

Dental Chews and Pooch Cookies are both available from your Aussie Pooch Mobile groomer.



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1300 369 369
THE MOBILE DOG WASH THAT COMES TO YOU

PAMPER, RELAX & DELIGHT YOUR FURRY FRIEND

At Aussie Pooch Mobile we really do care about your pooch like it's our own. Did you know that we provide additional services and products because we know that every pooch is an individual!

Ask your local Aussie Pooch Mobile groomer what services they offer or call 1300 369 369.

RELAXED POOCH

- Dog Facial
- Pooch Massage
- Aromacare

SENSITIVE POOCH

- Skin Treatments
- Flea & Tick Rinses
- Health Products

HAIRY POOCH

- Clipping Packages
- Grooming & Trimming
- Easy Shed Service

SPOILT POOCH

- Doggy Treats & Toys
- Pooch Deodorants
- Pooch Perfumes



WIN A HOLIDAY!

Do you or anyone you know love dogs? Simply by referring dog lovers to join the Aussie Pooch Mobile team, you could win a holiday! If they go on to purchase a franchise you will go into the draw to win a trip of a lifetime to the Sunshine Coast, Queensland including accommodation for two that is valued at over \$2000!

For further information phone Mark on 0411 553 796



For your chance to win a \$50 pooch hamper every month, simply post a photo to our Facebook page and tell us what you and your pooch love about Aussie Pooch Mobile.

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)

POOCH LOVIN' REVIEW

"Blair just loves it when Debbie from Aussie Pooch comes around to wash him!"



Did you love your Aussie Pooch Mobile experience too? We love referrals and online reviews.

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

[Yellowpages.com.au](https://www.yellowpages.com.au)

Short and sweet is all we ask. Straight from the bottom of your pooches heart!



STEPS TO HELP STOP YOUR DOG FROM PULLING ON THE LEASH

One of the most common reasons pet owners take their dog to a trainer is for dogs pulling on their leash. While everyone wants to enjoy a nice walk with their pup, it's no secret that a dog dragging you down the street is nothing short of awful.

Teaching your dog to walk nicely on a leash doesn't have to be a battle. Here are some simple tips to help you achieve your dog walking goals.

Start Early And At Home

The earlier you start using a leash with your dog or puppy, the better. Allowing your dog to get used to wearing a leash is important and it's also best to start at home where they don't have as many distractions.

Some dogs that haven't been on a leash yet, will often panic when they become restrained. Begin by associating the leash with delicious treats or fun toys and making the experience a positive one.

Time To Sniff

Try to combine leash-walking with some off-leash time so your dog has some time to enjoy sniffing and going at his own pace. He then knows that when he is on the lead it is time to behave. If your dog doesn't reliably come on command, find some off-leash dog parks in your area to enjoy.

Steps To Success

- Ask your dog to sit next to your left leg, with his shoulder in line with you.
- Hold a treat in your hand to get your dogs attention.
- Step off with your left leg, while saying 'heel'.
- As soon as he takes off ahead turn around and start walking in the opposite direction.
- As soon as your dog catches up and reaches the correct position next to your left leg say 'heel' and get his attention with a treat.
- Repeat the turn-around each time your dog surges ahead and correct him by saying 'heel'.
- Initially reward him each time he is in the heel position and walking by your side, it also teaches him to look to you for direction. As he progresses, get him to walk for a longer period beside you before he gets the treat.
- Enjoy your walk and continue intermittently rewarding your dog for paying attention and walking with you. Once the behavior is established, rewards can be in the form of treats, play or just simply a 'good boy' when he is doing the right thing.





FUN FRANCHISE - A FUN WAY TO EARN A LIVING

Working with Aussie Pooch Mobile Dog Wash is an ideal, fun franchise for people who enjoy interacting with customers and their pooches, love the outdoors, have an entrepreneurial spirit and want to help look after our furry friends. Does this sound like your dream job?

Unique Family Culture

Aussie Pooch Mobile offers a unique culture. This is because it encompasses a supportive family focus enabling you to connect with like-minded and passionate business people who share their success. Be in business for yourself, but not by yourself!

World Wide

With a business that is continuously expanding across Australia and around the world, becoming an Aussie Pooch Mobile Franchisee puts you in the best company. Not only with our other successful franchisee's but also with the happy pooches you get to care for each day. Chris Taylor, the founder of Aussie Pooch Mobile, has created a successful business model. Therefore providing you with the opportunity to build a great business for yourself, generating your personal wealth.

Award Winning

Aussie Pooch Mobile has developed an award winning service that has been recognised with many business and industry awards over the years. We are very proud of these achievements and would like you to be apart of them! Furthermore and most recently, Aussie Pooch Mobile has been awarded one of the best rated franchises of 2017. This proves that Aussie Pooch Mobile is continuously moving forward with the times, innovating and evolving.

Accredited grooming courses

A career with Aussie Pooch Mobile Dog Wash enables dog lovers to learn while you earn with government recognised certificate training courses including First Aid, Pet Grooming, Companion Animal Services and Pet Styling.

Could this be Australia's best, low cost, fun franchise going around?

- Low entry cost with the backing of a 25+ year franchise system
- Full training and equipment supplied
- Ongoing training and support to ensure you succeed
- Play and care for pooches while you work

Want to find out more and join our fun, loving pack?

Contact our opportunity manager, Mark Welham on 0411 553 796

Visit AussiePoochMobile.com.au Or Email opportunity@aussiepm.com.au



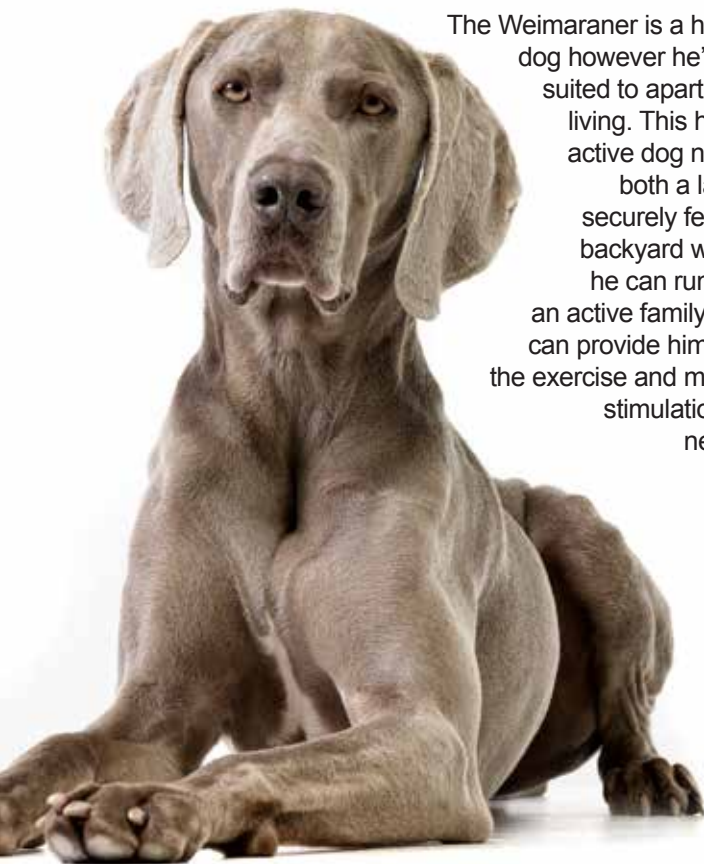
KNOW YOUR BREED - WEIMARANER

The Weimaraner or "Silver Ghost" dates to the early 19th century, when he was developed at the Weimar court in what is now Germany. The noblemen loved hunting and wanted a dog with courage, intelligence, good scenting ability, speed, and stamina.

The Weimaraner is a highly-energetic, intelligent, friendly and affectionate pooch, who is very a powerful-looking, well-muscled for strength and stamina and deep-chested for endurance.

The coat is short, smooth, sleek, and solid-coloured, ranging from mouse-gray to silver-gray, usually with lighter shades on the head and ears. The Weimaraner head is aristocratic, with muzzle and skull being the same length.

This breed makes an excellent companion as they are all-round dogs who love family life.



The Weimaraner is a house dog however he's not suited to apartment living. This highly active dog needs both a large, securely fenced backyard where he can run and an active family who can provide him with the exercise and mental stimulation he needs.

A Weimaraner is one of the easiest breeds to groom. Even when he has been running through mud, the dirt just seems to fall off him. Weekly brushing with a bristle brush should keep his coat and skin healthy. Weimaraners shed, but brushing will help keep loose hair off your clothes and furniture. He takes great pleasure in rolling in anything stinky, so bathing often would be necessary.

FUNNY THINGS US DOG OWNERS DO

Let's face it, we're absolutely crazy about our pups, so crazy in fact we often act a little weird around them. Sometimes we say and do things that we wouldn't want our non dog friends to know about. You may even catch your local Aussie Pooch Mobile groomer giving your pooch a nickname or talking to them in that crazy high pitched dog voice. So no need to worry, your secrets are more than safe with us!



1. *Have daily canine conversations*
2. *Purchase dog friendly treats or lattes for them at restaurants*
3. *Sneak them food under the dinner table*
4. *Let your furry friend lick your face*
5. *Bake your puppa some homemade treats*
6. *Refer to yourself as 'mummy' or 'daddy'*
7. *Let your big dog sit on your lap*
8. *Talk to them in that funny high pitch voice*
9. *Tell them that they are the cutest, iddy, bitty baby in the world and you love them so, so, so much*
10. *Give them a ton of cute, weird nicknames*

YOUR LOCAL AUSSIE POOCH MOBILE OPERATOR IS...



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