

# Pooch News

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



## Is A Designer Dog Just Another Word For Mutt?

Every day we hear about the new hybrid dog or designer dog. They are always marketed next to an adorable photo of a 'designer' puppy that is an example of this new breed. But aren't all puppies cute? Let's explore in a little more detail exactly what the fuss is all about.

Every dog breed, and there are hundreds around the world, were all created by humans. Mating together different breeds developed and designed for a specific purpose. Whether that original job was herding sheep or being the perfect, short haired lap dog. If there is a need for a dog with particular characteristics, enterprising individuals, still to this day will come forward to fill that need.

However it may take many generations to breed true. Let's look at the Australian Cattle dog a bit closer as an example. Stockmen began a long process of trial crossing a Smithfield, which was a breed imported from Britain, but this dog was unsuited to the high temperature and rough terrain of our Australian land, so they decided to breed them with our Dingo and also a Scottish Highland Collie. This breed was close to being the perfect Aussie herder. But true perfection came later when two brothers bred Dalmatians into the mix. The Dalmation's faithfulness, protectiveness and ease with horses mixed with the original breeds working ability was just the right combination to produce the Australian Cattle dog we know of today.

So that brings us to the question of should you pay thousands of dollars for a hybrid dog? Well that's 100% your decision, but we would recommend you research all the traits of the contributing breeds. An equally adorable mixture with the size, temperament, colour and that adorable face, may be in need of a forever home and waiting for you at your local shelter.

Visit [www.petrescue.com.au](http://www.petrescue.com.au) where all the rescue groups post to the one website.



## In This Edition:

- Children With Fur Children
- Tips On Building A Dog House
- Pooch Present Ideas
- Win A Holiday
- Tips To Help Your Shedding Dog

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# Children With Fur Children

Dogs, like children, are part of our family. So it makes sense that we want the best for our fur baby and our human baby. For both their safety, it is crucial that they learn how to play nicely with each other. Here are our top tips to keep both your child and puppy safe.

## Understand your pooch's behaviour

Dogs can become upset by too much stimulation. Sometimes when we think our children are just playing with our puppy it may not be the case. Your pooch may find this very annoying or even upsetting. Look for warning signs from your pooch, like hissing or lip curling. These indicate that your pooch wants to be left alone.

## Teach the kids good manners

Children should all be taught to never disturb your dog while eating, sleeping or playing with their favourite toy.

## Demonstrate how and where to pet your pooch

Children should learn which parts of the dog's body they can touch and where they shouldn't touch. Some dogs don't like their tail being pet and while pulling their tail may be fun for your child, it's not nice for your dog. They should also be taught to pet your dog gently.

**Keep your pet calm** Some dogs get very excited and agitated when confronted by a lot of kids. And some dogs can be frightened by the high-pitched sounds and quick motions of children playing. If this is the case for your pooch, take them out of the situation by tying them up in a safe, quiet place or keeping them calm by your side.

**Keep an eye on things** Young children and dogs should always be supervised when together. And when your baby starts crawling, keep the dog by your side (on a leash is a good idea) until it gets used to seeing a tiny human speeding across the floor.

**Walk together** Children love holding a dog's leash, but an adult should be there until they are old enough to walk the dog by themselves. They should also be taught not to pull and to walk calmly with your puppy.

# Tips On Building A Dog House

It's easy to buy a dog house but isn't it so much more rewarding to custom build your own? This is one way to show your fur baby how much you love them, and it can be a fun DIY project for the whole family too. Make sure that your dog is safe, comfortable, and happy by following these tips when building your dog house.

**Size** On average, humans enjoy having about 2 feet of air above us in a room in order to live without feeling claustrophobic. The comfort zone for both humans and dogs is about 1/3 of their standing height. Use a tape measure to measure your dog in all of his positions including him stretched out in his most comfortable one, and build the house accordingly.

**Comfort** Ventilation is important to dissuade pests from invading the dog house and to prevent humidity from building up inside. Use building materials, such as wood, that will allow air to move more freely. Also make sure the main door is large and is able to be left open for air flow (You can also add a window or two).

**Weather Proof** Raise the dog house several inches from the ground to allow air and water to flow underneath. To avoid rain coming in, make the floor just a bit slanted toward the doorway and build the roof a little bit slanted so the rain falls off easily. It is also a great idea to check online what direction storms usually come from in your area for the placement of the dog house.

**Paint** If you are going to paint your dog house, make sure to use a non toxic paint and remember that white and light colours reflect the sun

**Bedding & Decorations** Now you have finished building and painting you can start to decorate. You can even go as far as hanging pictures on the walls but keep in mind that dogs like to chew! You can add a blanket, pillow and mattress so they are super comfortable. Pop in a few of their favourite toys and they will be a happy, comfortable puppy!



**Extra Tip!**

You should clean your dog's house as often as you give them a bath.



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# Pooch Presents

Love spoiling your fur baby? Aussie Pooch Mobile has some great gift ideas for your fur child including our new relationship with Best Pets Gift Cards! These gift cards can be bought online from [www.bestgiftcards.com.au/pets](http://www.bestgiftcards.com.au/pets) or from your local Coles, Woolworths, Big W and other participating retailers, and can be redeemed at over 300 pet businesses and Aussie Pooch Mobile is now one of them!

You can also buy pooch presents directly from your local Aussie Pooch Mobile groomer. Liver Treats, Pooch Cookies, treats, healthcare products and of course pooch toys, plus loads more.



## DOGSHARE®



*Jess & Duke*

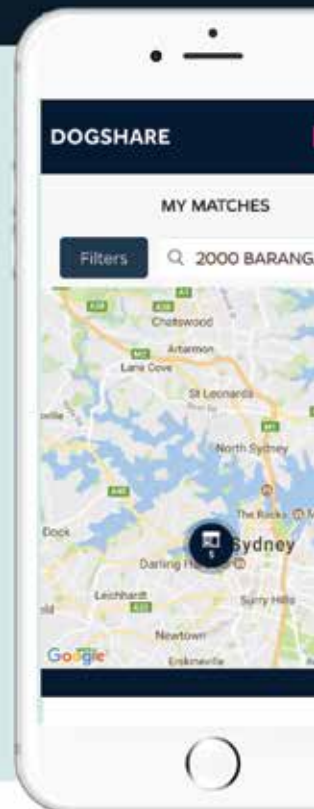
Dogshare began when I found an ingenious way to provide additional care for our beloved family dog Duke.

A neighbour and I struck up an arrangement. He would walk our two dogs of a morning and I would care for them in the afternoons.

There was: no cost and no travel time. It was easy to care for an additional dog but when the favour was returned it was highly valuable

That's when I thought.. what if we looked at this differently?

Dogshare allows dog lovers to easily ask for and offer a 'hand' with dog walking & minding. We do this by building connected communities of locals and pairing them together based on similar attributes & requirements.



**Easily find;**



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**Services**

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# Pawfect Pampered Pooch

## Massage or Facial?



Did you know that Aussie Pooch Mobile can provide your pampered pooch with more than just a fabulous massaging, warm hydrobath? Our Classic Service also includes their ears and eyes cleaned, their nails trimmed, deodorised, brushed, blow dried and a yummy doggy treat. But did you know we can also provide additional services that you can add onto this?

Just as humans benefit from massages, so do dogs. At Aussie Pooch Mobile we call it the Pooch Massage and your dog will love it! We use the pressurised water from the hydrobath known as hydrotherapy, combined with a specific hands on routine that has been designed by human massage therapists to benefit your dog. The Pooch Massage can help relieve aches and pains, increase blood circulation, help with arthritis in your dog plus much more.

Or maybe your pampered pooch would benefit more from a Dog Facial? Our Aromacare Dog Facial routine cleans, exfoliates and nourishes your dog's skin using our Aromacare Doggy Facial Cleanser. This helps with tear stain removal and doggy slobber. Also, much like the dog massage, the facial will leave your pooch feeling relaxed and smelling beautiful. Ask your local Aussie Pooch Mobile groomer about these additional services at your pooch's next bath or call 1300 369 369.



# Tips To Help Your Shedding Dog

Are you sick of dog hair on you, your clothes, your furniture and basically everywhere? We are here to help with these 5 easy tips.

First of all it's important to note that there is no way of stopping the natural process of your dog from shedding. Most dogs shed at least a little, and after the colder months they begin to lose their winter coat. Therefore you may find excess hair basically... everywhere. After you have ruled out health issues like allergies, immune disease, or parasites (like fleas), there are some steps you can take to reduce dog shedding.



**Clean drinking water** Even mild dehydration can cause your dog's skin to dry out which will result in more shedding. Therefore to reduce dog shedding, make sure your dog has access to plenty of clean, fresh drinking water.

**Diet** To reduce dog shedding make sure you are feeding your furry friend a balanced, nutritious diet. While cheap dog food is cheap, it is also made up of fillers and is the equivalent of our fast food. Instead look for dog food that contains Omega Oils. These fatty acids can reduce dandruff and improve the texture of your dog's coat.

**Bath regularly** A fortnightly bath and blow dry will help rid your dog's undercoat and reduce shedding. In addition, be sure to use a gentle shampoo designed for dogs or simply call Aussie Pooch Mobile on 1300 369 369. We will come out to your home and wash your pooch with high quality, environmentally friendly solutions specifically designed for dogs and also give them a fab pamper while we are there!

**Upgrade to the Easy Shed Service** To REALLY reduce dog shedding this service is designed to release loose hair and undercoat which allows your Aussie Pooch Mobile dog groomer to blow dry out any excess hair easier. Therefore leaving less around your yard and home. It is added onto your Classic Hydrobath Service for a small additional fee.

**Brush your dog** The dog hair is going to come out anyway so wouldn't you rather it come out in a brush when you want it to? Brushing will also make your dog's coat softer and provide a massage for them too!



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# Pooch Training Tips

Training your pooch is all about timing, rewards, no distractions and consistency. It is also very important to remember that your dog does not understand english and they are learning from your body language. To teach your dog tricks, even simple ones, you will need to:

1. Keep the training sessions short (5 mins)
2. Train in a quiet place where there are few distractions
3. Reward with treats as soon as they do the right thing
4. Try not to get them too overly excited until the end of the session, otherwise they will lose focus
5. Always finish on a positive note, even if it is a trick they already know

## Win A Holiday!

### LOVE DOGS? WANT TO WIN A CRUISE?

Simply by referring yourself or your friends to join the Aussie Pooch Mobile dog washing team, you can gain \$100 PLUS a ticket into our \$1000 mega prize draw when they commence as a company owned representative or a franchisee PLUS anyone who goes onto purchase a franchise sees you receiving an entry to win a holiday of a 7 night Pacific Island Cruise valued up to \$2000. \*conditions apply

Check out our newly revamped website for information on joining our team at [www.AussiePoochMobile.com.au](http://www.AussiePoochMobile.com.au)

**Speak with us today for further information.**

**1300 369 369 or [support@aussiepm.com.au](mailto:support@aussiepm.com.au)**



# Circus Pooch Trick

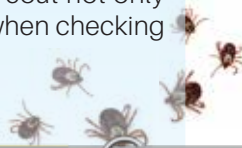
Want to teach your pooch a fun trick that is a little different to most? Why not try jumping through a hoop! It's quite easy.

Before you start be sure to not hold the hoop too high. Sit your dog on one side of a hoop. Take a treat in your hand on the other side of the hoop and give your dog the command to release them from the sit. A fun, simple word like 'hoopla' will work well. At first they may attempt to go around or under the hoop. If this happens start again. Your dog wants the treat and will soon learn that going around or under means they do not get it so they will soon start going through the hoop. When they do, say "hoopla" and give them the treat. They will soon be jumping through the hoop on the command of hoopla. If you really want a performance dog you can then slowly raise the hoop a little higher.



## Tick Reminder

The warmer weather is notorious for attracting ticks, which when left unchecked can be deadly. There are a lot of preventative products on the market, but none are 100% effective. Because of this, it is important to check your dog regularly for ticks especially if your dog has been to dog parks, bushland or swimming in lakes or dams. When checking for ticks, look in areas such as gums, nose passages and around eyes. As with fleas, having a clean, knot-free coat not only makes your dog feel better, it makes it easier when checking for ticks.





## For The Love Of Dogs!

**In the beginning she woke up each morning thinking about the cute dogs she was going to care for and bath that day.**

She became a dog care professional and a DARN GREAT ONE.

She had a passion like no other to care for her customers and their furry friends.

In the beginning it was her love of dogs.

She has always loved dogs and always will.

BUT

She also loves helping people.

She found another passion in helping people grow their own successful business washing and caring for the family dog.

She loves helping people fulfil their dreams of doing something that they love!

She loves her Aussie Pooch Mobile family like her own.

And she realised that the more her dog wash and care company grew...

The more people she could help.

More could be given back to the community.

More pooches would be clean and happy.

The more people she could help have a career that sees you being your own boss and having the good fortune of enjoying what you do and earning a great income.

She realised you don't have to be a slave to your success.

You can go to work each day being greeted by four-legged tail wagging friends!

**NOW... what if you could leverage that success, her business model and her 25 + years of knowledge and create the same for yourself?**

Well guess what? You can!

If you have a love of dogs just like the managing director of Aussie Pooch Mobile, Chris Taylor, I think it's time you kissed your old job behind and find a career you passionately enjoy.

**Join the Aussie Pooch Mobile family today and get the work life balance that you have always dreamed of.**

**Contact us today on :**

**1300 369 369 or [opportunity@aussiepm.com.au](mailto:opportunity@aussiepm.com.au)**



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# Can I Please Pack Princess In My Suitcase Mummy?

Travelling with your pet can be a very special time for your whole family. After all your pet is a part of your family and you want to take them everywhere you go. But there are a few things you need to consider before hitting the road...

**Is your pet healthy and well?** Give your pet a thorough once over, or get your vet to do a check to ensure they have no health concerns that will affect them whilst traveling.

**Vaccinations:** Is your pet up to date? If you know your dog is going to be mixing with other dogs it is especially important to make sure they are up to date with their kennel cough vaccination. This is an annual vaccination.

**Accommodation:** Check that the places you will be staying allow for pets all year round. Some have special "no pet" periods in peak season.

**Identification:** Make sure your pets collar is in good condition and clearly shows your contact details. Ensure your pet's microchip details are up to date.

**What to pack:** Food, fresh water, water bowl, dog lead, doggy bags, bedding and any special comfort toys to make them feel at home. If you plan to feed your dog fresh meat, still pack some dry food for emergencies.

**Puppy seatbelt:** It is highly recommended you restrain your pet in your car with a harness or crate/box secured to the car. Unrestrained pets are a potential hazard and in an accident they can cause serious injury, often fatal, to passengers and themselves.



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- ✓ Health check, second opinion
- ✓ At home euthanasia
- ✓ After hours care

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[www.pawssum.com.au](http://www.pawssum.com.au)



## Photo Competition!

We love seeing photos of your fur babies and we love hearing your feedback.

If you post a photo to our facebook page

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

of your pooch after their massaging bath, and let us know what he/she loves about us you will go into the draw to win a \$50 Pooch Hamper!

The competition is drawn at the start of every month and you can enter as many times as you like! Good luck!



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# Know Your Breed - Greyhound

Greyhounds were amongst the most highly-favoured of all dogs; Pharaohs and other Egyptian, Asian and African leaders had images of their Greyhounds engraved into their tombs dating as far back as 4000BC.

The greyhound is the fastest breed of dog being able to reach a speed of over 60 kms per hour. However, while many believe that this breed is made to run and has a lot of energy, Greyhounds are generally docile and quiet. They do well in apartments and homes with small yards but despite their short coat, Greyhounds do shed. Brushing them regularly can help with this. This pooch breed is very graceful and athletic, with the ability to maneuver easily and despite their name come in many different colours.

When Greyhounds aren't socialised they can become timid and have problems adapting to changes in schedule or environment. Take the time to socialize your Greyhound by introducing new social situations gradually. Overall, beyond their grace and speed, people love Greyhounds for their sweet, mild nature.



# Do You Have A Barking Doorbell?

Do you feel like sometimes you don't even need a doorbell because your noisy pooch always runs to the door and barks at your guests, sometimes even jumping up on the door before you get the chance to open it? If this sounds like your playful pooch and you would like some tips on keeping him/her quiet, keep reading...

## Barking Is Communicating

Barking is just one of the ways our dogs communicate with us and others. They may be barking at your visitors for attention or because they are excited. It's just that we can't understand what they're saying! This makes the barking sound just like an annoying noise to us.

## Barking Can Be Self Rewarding Behaviour

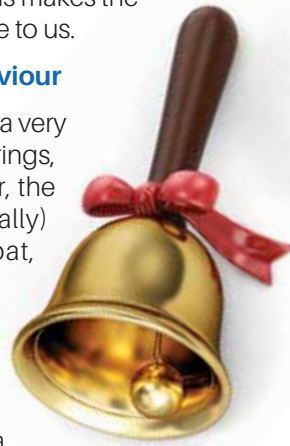
Unfortunately, barking at the front door is a very self-rewarding behaviour. The doorbell rings, the dog is excited and barks at the door, the door opens and then somebody (usually) gives them a lovely greeting and a pat, therefore rewarding them for barking and jumping up.

## How You Can Counteract This Self Rewarding Barking

You can try putting your dogs in a separate area until they settle down. You can also call your dogs to come to you when the doorbell rings, rewarding them with a treat for coming to you. Furthermore, you and all visitors should ignore your naughty puppies at the front door.

## Be Consistent

If you are consistent with this it won't take them long until you see those puppy dog eyes and no barking when you have visitors.



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