

Pooch News

Your Pooch Clean, Flea Free & Smelling Great... Or It's FREE!



Pooch Play Time!

Playing with your pooch and giving them your undivided attention on a regular basis is very important for the well being of your dog. It can also be super satisfying and rewarding for you too! Remember that your pooch loves you unconditionally and the more time you can spend with them the happier they will be. Here are some fun play time tips for you and your furry pal.

Make an obstacle course- You will be pleasantly surprised with what you can use around the yard and home to make an entertaining, boredom breaking obstacle course for you and your pooch.

- A sturdy milk crate or sturdy chair to balance on
- A kitchen chair or small outdoor coffee table to run underneath
- A box with two open ends that they can crawl through
- A pile of dog toys that they can bring to you
- A broom across two boxes or laundry baskets that they can leap over
- A hula hoop to jump through
- A doormat or old towel to stay, sit or drop on

Take a scenic walk- Everyone knows that exercising your dog is important, but try taking different, scenic walks every now and again. This will see both you and your dog discovering some different areas and having some exciting adventures.

Pet Products delivered direct to your door with any Aussie Pooch Mobile service!

In This Edition:

- Understanding Barking
- Frustrated With Dog Fur?
- How To Introduce Your Dog To A New Cat
- Win A Holiday

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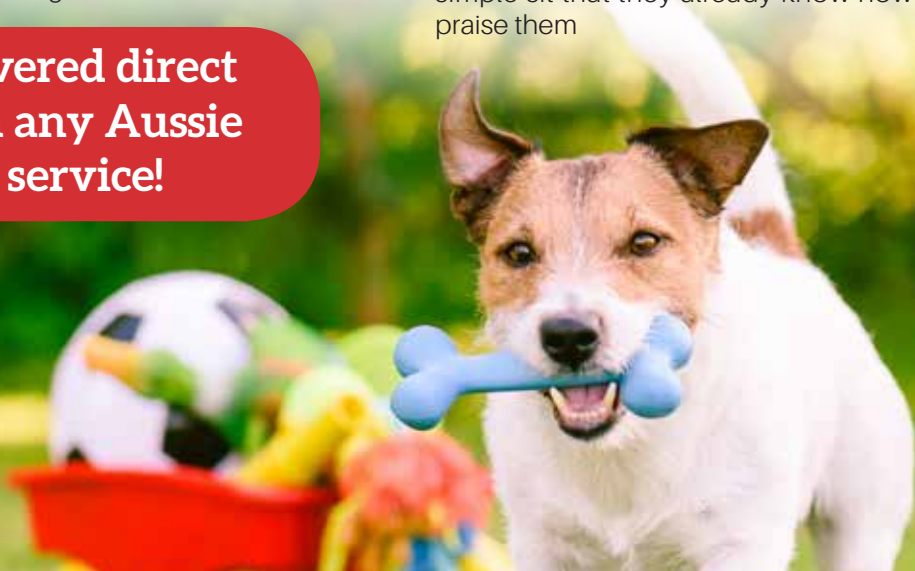
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Teach a new trick- Everyone loves to show off how clever their dog is. Here are some training tips for you.

- Ensure you have your dogs full attention with no distractions
- Have some treats ready to reward your pooch when they do the right thing
- Keep the session short. About 15 minutes maximum
- Be patient, some dogs take longer than others to understand what you are asking them to do
- Speak firmly, but never use aggression while training
- Always end on a positive note, even if it is with a simple sit that they already know how to do and praise them



Why Does My Dog...?

From smelling other dog's bums to chasing their own tails round and round, our dogs sure do get up to some strange behaviour. Let's break this down and help you understand a little more about why our pooches do these wacky things.

Why does my dog like sniffing other dog's bums?

Although it may seem funny and gross to us, dogs smell each others backsides to say hello and find a little more out about each other. Through the scents of their pheromones found at the tail end of each other, they are gathering all the information needed to get to know and remember their new friend. The scents tell your dog if the other dog is a boy or a girl and a little bit about them. It's important for you to always allow your dog to greet another dog in a way that is natural for them. For dog's, this nose to bum greeting is much more polite than a face to face greeting.



Why does my dog turn in circles before lying down?

Do you often see your dog roaming around in circles before they lay down almost like they are trying to move their bed and make it more comfortable for themselves? This is a natural behaviour that was formed in dogs many years ago, left over from their dog's ancestors if you like. They used to settle down in dirt or grass and did have to maneuver it a little to get comfortable. This natural instinct has stuck with our dogs to this very day.

Why does my dog chase his tail?

There are many different reasons why your dog may chase their tail. The first being quite funny. As puppies, your dog may not realise that their tail is actually attached to their body and become quite obsessed with trying to catch it. Other reasons for your dog chasing their tail include boredom or attention seeking. If your dog is continuously chasing their tail in quite an extreme way causing hair loss when they do catch it, it is best to get them checked by a vet. However, for most dogs it is all fun and games and nothing for you to worry about.

5 Health Check Tips

If you are like us, your pooch is a part of your family and their health is very important to you. Here is a checklist for you to check over with your four legged friend:

1. REGULAR EXERCISE Some breeds need more exercise than others, so it is important that you do your research to find out how much exercise your pooch needs to be happy and healthy. Regular exercise helps keep your pooch's weight under control and helps keep their muscles strong and joints nimble.

2. HEALTHY DIET Much the same as exercise, different breeds need different diets. Your local vet can help put you on the right path so your pooch is getting a balanced diet for their breed and condition. It's important to also remember that most dogs will eat almost anything they are given, but it does not mean that it is healthy for them.

3. FLEAS AND TICKS These creepy crawlies can pose big health risks for your furry friend. It's important to perform a regular nose to tail check on your pet looking for fleas, flea dirt or ticks. It is also important to keep your pooch on regular flea and tick medication all year round. Your local Aussie Pooch Mobile groomer can help you out with this and also perform flea treatments if needed.

4. PEARLY WHITES Check your pet's mouth regularly for signs of poor oral health. This can include swollen gums, bad breath, wobbly teeth and/or brown tartar spots on their teeth. If you notice any of these, it is best that your dog gets a dental check from their vet. There are also a lot of teeth cleaning treats and toys out there to help keep your dog's teeth in their best health.

5. EAR CLEANING Regular cleaning with a baby wipe can help keep ear infections at bay. (Please do not put your finger or cotton buds down your pooches ears.) Your local Aussie Pooch Mobile groomer will always clean your pooches ears with every hydrobath and can provide a thorough ear cleaning service if your pooch has any specific ear problems.

If you have any other general health questions speak with your local Aussie Pooch Mobile operator and your local Veterinarian. Visit AussiePoochMobile.com.au to find the details of your local operator.



Understanding Barking!

Barking can be a common and frustrating problem for many dog parents but it's important to note that your dog always barks for a reason. Barking is how dogs communicate and it's in their DNA. The challenge for us, is working out what they are trying to say, and because dogs have a superior sense of smell and hearing to us, this can sometimes prove to be quite difficult. So let's explore a little more into the minds of our four legged friends..

Protection- Dogs can bark at unfamiliar objects or people. They may be trying to warn or protect us if unfamiliar objects or people are in or around our home.

Confidence- Your dog may be barking because they feel confident and secure while roaming around the perimeter of the yard. They may be letting other neighborhood dogs and you know, that they feel confident, they have a good house, a good yard and good parents.

Excitement- Dogs can bark if they are excited or playing. They are trying to tell everyone around them that they are happy and free. They may also bark provocatively to promote more play from you or another dog.






Asking for help- Your dog may be barking because they are wanting to alert you to something in the hope that you will help them. For example, their toy has fallen under the couch. This behaviour is actually quite clever of our four legged pal.

Wanting more information- Barking can be an effective way of your dog asking questions. They may see another animal or object in the yard that they are unsure about and want to know if it is a threat. They will bark at it and see how it reacts to confirm or deny whether it is a threat. This is most common amongst anxious dogs whose brains are wired to perceive threats more than normal.

It's important to remember that over our previous 15,000 years with dogs, their barking has been a desirable, helpful trait for us. From guard dogs to hunting dogs or herding dogs, we have had a heavy role in shaping them and barking lingers in their genetics and instincts to this day, it's natural for them.



What Can I Do If My Dog Barks Excessively?

-  Try to find out why the barking is occurring and rectify the problem. eg. separation distress.
-  Is your dog bored? Do they get enough exercise and toys to play with? Rotating your dog's toys can be a great way to help minimise barking and destructive behaviour.
-  Speak with your local vet.
-  Seek advice from a force free behavioural trainer.
-  Ask your local Aussie Pooch Mobile groomer for any advice/contacts they may have.

Barking is a complicated topic. Dogs bark for many different reasons in many different ways. Where barking is causing a nuisance, we first need to understand what is causing the barking and treat the underlying issue.

Frustrated With Dog Fur?

At home tips for shedding dogs

Brush your pooch regularly. The fur is going to come out anyway so wouldn't you rather it come out in a brush when and where you want it to? Brushing will also make your dog's coat softer and provide a massage for them too! Ask your Aussie Pooch Operator for some grooming tips and about the best brush to use on your furry friend.

Feed your dog a high quality diet. Look for dog food that contains Omega oils. These fatty acids can reduce dandruff and improve the texture of your dog's coat.

Give your dog access to clean, fresh drinking water. Even mild dehydration can cause your dog's skin to dry out which will result in more shedding.

Bath and blow dry your pooch fortnightly. This will help rid your dog's undercoat and reduce dog shedding. In addition, be sure to use a gentle shampoo designed for dogs or simply call us on 1300 369 369.

Have you heard about our Easy Shed service?

As there is no way of stopping the natural process of dog shedding from occurring, this de-shedding service can be added onto your classic hydrobath service from just \$10 extra! (Dependant on your dog's breed and condition). It helps to remove excess fur by utilising specific solutions made especially for shedding breeds, that help to rid your dog of their loose undercoat and excess fur. Your dog will also be thoroughly groomed and blow dried. This speeds up the shedding process, leaving less fur falling around your yard and home. Furthermore, it also has the added benefit of hydrating dry skin and uses pure essential oils to further benefit your dog's coat and skin. Call your local groomer today on 1300 369 369 or ask them about the de-shedding service at your pooches next service.

How to Prevent Destructive Behaviour in Dogs

While exploring, playing, digging, chewing, etc. tend to be normal behaviours for dogs, there are times when these may escalate to become destructive. This typically results in the destruction of household property like furniture, shoes, carpets & doors, barking incessantly, and engaging in other behaviours that are not normal. You can easily prevent your dog's destructive behaviour by following some of the simple steps outlined below.

Invest in Dog Day Care services

The majority of dogs are social animals that crave for human contact. If you are leaving your pet alone for long periods, do not be surprised when the end result is destructive behaviour. This happens more often when they stay in a confined space. To avoid this, it is wise to consider pet sitting services who can take care of them when you are not in a position to.



Give appropriate chewing toys and rotate them

The easiest solution to stop your pooch chewing furniture and other household possessions is to make sure that your dog has appropriate toys to play with and chew on. Remember that dogs will get bored if they always have the same toy in their play areas. Cycle the toys each week/fortnight so that your pet has something new to explore and have fun with (instead of your new shoes!).

Try to understand

Barking is a very natural form of communicating for dogs. Rarely will man's best friend just "go off". There has to be something that will trigger this sort of mannerism. As their owner and friend, you should take some time out to problem solve and try to understand why they are barking.

If your beloved pet has any destructive behaviours, the most important thing to do is identify where it is coming from, so that you can decide whether you need to rectify this or offer an alternative. Interact with your pet as much as you can and try and make them as happy as possible. If things are getting out of hand, you can always seek advice from a professional dog trainer who will guide you on the best way to handle the situation. Your local Aussie Pooch Mobile groomer may also be able to share further hints and tips with you.



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4 REASONS TO FOLLOW US ON SOCIAL MEDIA!

- 1 TO WIN** We are constantly running competitions where you can win prizes for your furry friend and even free baths!
- 2 TO LEARN** Learn all about our furry friends. Pet care hints and tips as well as the latest Aussie Pooch Mobile news!
- 3 TO LAUGH** Funny pooch videos and of course memes!
- 4 THE CUTENESS** We post the cutest photos of our furry friends. You can even tag @aussiepoochofficial on Instagram to have your pooch featured!

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

 [Instagram.com/AussiePoochOfficial](https://www.instagram.com/AussiePoochOfficial)

Aussie Pooch Mobile Pooch Party

Why not bring some friends together and have a Pooch Party? Aussie Pooch Mobile provides discounts on your classic hydrobath service and extra treats when more than one dog is booked at the same house at the same time!! Ask your local groomer for more information today!
Ph: 1300 369 369



Aussie Pet Pantry **NEW!**

Our Australian owned and made Aussie Pet Pantry range will have your pooch jumping for joy! Choose from...

Crunchy Biscuits

Bone shaped, chicken flavoured treats your pooch will love.

Soft & Chewy Bites

Gluten and grain free, chicken flavoured bite size treats.

Ask your local groomer about these great new treats and our other pet products delivered to your door with your next service.



Post The Perfect Pooch Picture!

Everyone loves taking the perfect picture of their furry friend and at Aussie Pooch Mobile, we just love seeing them. You can even win prizes (follow our social media pages for competition info)!

The best tip we have for you when taking a photo of your four legged friend is to make sure the environment is fun and playful. You want to make the photo shoot feel like a playful adventure for your pup.

This will capture their cheeky, happy side and will turn out to be the perfect pooch picture!

You Can Win Prizes!

We are regularly running competitions on our Facebook and Instagram pages so make sure you are following us. To ensure we don't miss your photo, make sure you tag us @aussiepoochofficial. You might even end up featured on our pages!

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

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Caring Groomers

There's a silent force that often goes unnoticed in many cities in Australia. That are those of the small business owners who dedicate their free time to give back to their local communities. Our caring groomers support many charities and they are no exception. The Aussie Pooch Mobile philosophy of 'We Care' not only relates to cleaning and caring for dogs, it is strongly tied to caring and helping the community.

Charity involvement

Aussie Pooch Mobile and our giving dog groomers have been involved with many charities over the years. One of which is the RSPCA's Million Paws Walk held each year in May. Aussie Pooch Mobile has been fundraising with this event across Australia for over 20 years. Other charities Aussie Pooch is involved in include EmpowerAssistanceDogs.org.au, Animal Welfare League - www.awla.org.au as well as dog rescue groups like Greyhound Rescue - AdoptAGreyhound.com.au. Furthermore our groomers help out other charities which are close to their hearts.

It is part of who we are at Aussie Pooch Mobile - 'We Care'.



A few inspiring words from Christine Taylor, Founder of The Aussie Pooch Mobile dog wash franchise:

"Instilling a philanthropic culture within Aussie Pooch Mobile and all of our team has been one of the most rewarding parts of building the business. I have found that these charitable acts of kindness spread - a simple act of caring creates an endless ripple effect. I truly believe that successful businesses have a responsibility to give back to those less fortunate than themselves".

Would you like to be a part of our caring franchise family?

A large percentage of our groomers were previously customers of Aussie Pooch Mobile, so it makes sense for us to ask you this question!

When you commence with Aussie Pooch Mobile it truly is like becoming part of a big, caring, family business. All of our groomers are provided with the support and guidance to help ensure they enjoy what they do. When you join this family business you will have the good fortune of choosing your own hours, earning a great income and playing with happy pooches all day long.

Make contact with us today!

Are you ready for a change? If this sounds like a career that you would love, contact us today and organise a discovery day where you can go out with one of our operators and experience first hand what it would be like to become an Aussie Pooch Mobile Operator. Find out more at AussiePoochMobile.com.au and contact Mark Welham 0411 553 796 or email opportunity@aussiepm.com.au



How To Introduce Your Dog To A New Cat!

As much as we are all team dog at Aussie Pooch, we know that the world does not have to be split in two. Cats have their up sides too, and we want to give you some advice on introducing your beloved dog to your feline friend.

Personalities

When adding a new cat to your home, it's important to consider both your dog and new cat's personalities. If your pooch is really adventurous and playful, adding a fearful feline to the mix will not be very nice for the cat. However if you have an older, relaxed pooch, a fearful, cute cat could work. Take the time to get to know your cat before bringing them home and choose one that will mesh well with your dog's personality.

Step 1. Alone time

Start with introducing your new feline friend to your home without the presence of your dog. Coming into a new home can be stressful enough without the addition of adding in a curious pooch.

Step 2. Boundaries

Once your new cat has taken the tour of your home, put them away, behind a closed door. Let your dog into the home and watch how they react. Both your dog and new cat will be able to smell each other. If your dog reacts calm and content, reward them. If they act over excited, bark, and/or start scratching the closed door, try to draw their attention away with treats or a training session. Only move onto the next step when they are no longer obsessed with the door.

Step 3. Love at first sight (hopefully)

Now it is time for them to see each other, but still not have contact. For this step you may have to move your dog outside a screen door and have your cat inside. Put your dog on a leash so you have more control over them. You want your dog to mainly be focusing on you and not the cat, so try giving them praise every time they look at you or react to your commands.

Step 4. Meet nose to nose

Now it's time to remove the barrier. Keep your dog on a loose leash and let them approach your new cat. If everything seems happy and friendly, with a little excitement of course, dole out praise to your dog and cat.

It may take a few days or even weeks before your dog and cat are living in perfect harmony, but don't rush the process. Always supervise their interactions. Bonds between pets take time and it's important that they both feel safe and comfortable together in your home.



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

Speak with us today for further information.

Call 1300 369 369 or email us at opportunity@aussiepm.com.au



Know Your Breed - Briard

The Briard is a large, long coated ancient French breed with an independent nature. Briards were bred for herding and also make excellent guard dogs. During World Wars I and II, the French used many Briards as guard dogs and search and rescue dogs.

Briards have a strong, muscular body built for work. They are a double coated breed which require regular grooming to keep their long coat from matting. They have naturally floppy ears and come in all common colours except white. This breed generally range in weight from 22kg to 45kg making them quite a large dog.

Briards are known for their highly intelligent behaviour and need activities and daily exercise to keep them from destructive behaviour such as chewing, digging and excessive barking. Given their independent nature, you must first earn a Briards trust and respect through consistent obedience training.

Over all, Briards have a very high energy level and make the perfect companion for people who want a large, active dog for herding, hiking or other outdoor activities.



Rate Us



At Aussie Pooch Mobile we pride ourselves on caring for your best friend like they are our own.

Happy with the service? Tell the world! You can place a review via Facebook, Yellow Pages, Google and various other websites you may find online.

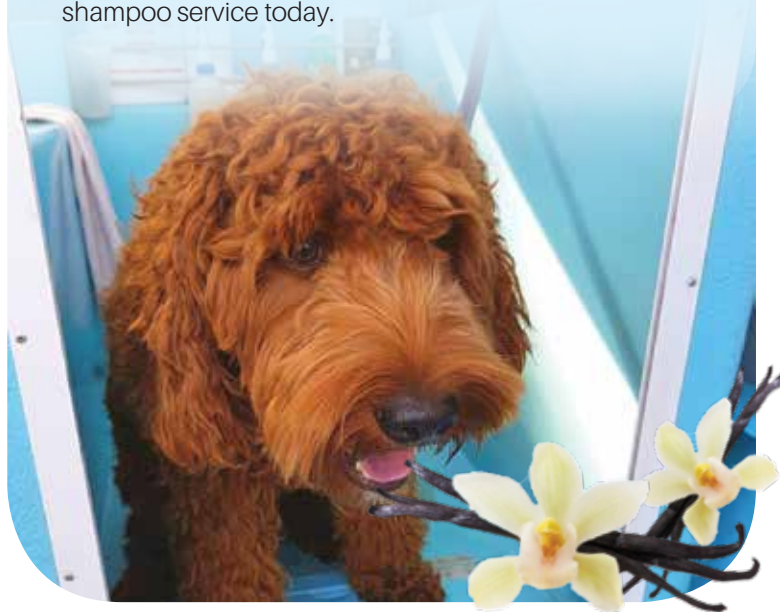
Help us do better? Email us direct.office@aussiepm.com.au

Thank you in advance for taking the time to let us know what we can improve on or simply just letting us know how wonderful we are with your pooch!

NEW!

Curly Coat Shampoo Service

Bouncier, shinier pooch curls and a long lasting vanilla fragrance! Ask your local groomer about this new shampoo service today.



**CONTACT YOUR LOCAL, FRIENDLY AUSSIE
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