

'WE CARE'

POOCH NEWS



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



IN THIS EDITION

Terrible Ticks
Thunderphobic
Deshedding, what is it?
Why does my dog paw me?
Plus loads more....

GOING GREEN!

"When I founded Aussie Pooch Mobile in 1991, my key concern was making things better for dogs, the environment and our customers," explains Chris Taylor.

A water savvy way of washing pets is essential, and the Aussie Pooch Mobile hydrobaths tick all the boxes, while still ensuring a superior finish to your dog's skin and coat. In fact, hydrobathing your dog only uses 20 litres of water, which is a substantial water

saving. With a lot of our customers having their pooches washed every two weeks, this amounts to less than two litres of water per day. A lot less than using the messy old hose and bucket.

Furthermore, all of the Aussie Pooch Mobile solutions are environmentally friendly so they won't harm your dog, your groomer or the environment. The solutions are all PH balanced especially for dogs' skin and are Australian made with natural ingredients: pine oil, tea tree oil, rosemary, lavender, vitamin E, coconut oil and neem oil, to name a few. Your local groomer can also provide additional services like dog facials, pooch massage, sensitive skin treatments, flea and tick treatments, a deshedding service and a conditioning treatment, all using our eco friendly products.

Operating for 28+ years with franchises all over Australia, environmentally aware owners and their dogs are choosing Aussie Pooch Mobile for their commitment to the environment, and for their philosophy of 'We Care'.



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FLEAS AND TICKS



TERRIBLE TICKS

Ticks are dangerous and can be harmful for you and your pet. By far the most dangerous is the Paralysis Tick which is found from the East Coast of North Queensland to Northern Victoria. Ticks can be found year round, but are more common in the warmer months.

There are a lot of preventative products on the market and your vet or Aussie Pooch Mobile groomer can help with this but unfortunately, none are 100% effective. That is why it is important to check your dog regularly, especially if they have been out on adventures. Check your dog by running your fingers all over, right down to their skin. Don't forget to check their underarms, paws, gums, nose passages and around their eyes.

Some signs that your dog may have a tick include, but are not limited to:

- A small lump under the skin
- A wobbly walk or inability to stand
- A cough or difficulty breathing
- Weakness, especially in the hind legs

If you do find a tick on your pet try not to stimulate it. Remove it quickly, with tweezers or a tick remover, in an upward motion and keep it to show your vet, if necessary. Alternatively you can take your dog to a vet straight away; time is of the essence when it comes to ticks. It is always best to contact your vet for advice on ticks.



FLEA FRENZY

Fleas can be an all time common problem for cats, dogs and even you! Sometimes it feels like nothing kills them completely. This is because to effectively kill fleas you need to target them at all four stages; egg, larva, pupa and adult. It is also important to treat all animals in your home at the same time when fleas are present. Here are some more tips to help you kill fleas on your pets:

- Medicate your pets with a flea preventative treatment all year round (your Aussie Pooch Mobile groomer has a full range of medication available to purchase at competitive prices or you can ask your vet).
- Wash your pet's bedding regularly.
- Vacuum your pet's areas regularly ie. their bed, carpet, your car, basically anywhere they spend any time.
- Wash your dogs regularly or call Aussie Pooch Mobile to do it for you as we have a safe, fast, flea knockdown solution available to kill the immediate fleas on your dogs.
- Brush your pets with a flea comb. Much like a nit comb, this helps to pick up fleas from their coats. Make sure you dispose of them appropriately.
- Continue to monitor and inspect your pets weekly until the fleas have all gone.

After a flea infestation the use of our massaging hydrobath and gentle cleaning solutions will help calm, soothe and repair your dog's skin and can also help to relieve itching.



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THUNDER PHOBIC

It can be heartbreaking to watch; even before the first clap of thunder, otherwise well-behaved dogs begin to pace, pant, cling to their owner, hide in the closet, or jam themselves behind the toilet. You can see the fear in their eyes and all you want to do is help them and let them know that everything will be ok.

Veterinarians and dog behaviourists don't know all the triggers of storm phobia but suspect the dogs are set off by a combination of wind, thunder, lightning, barometric pressure changes, static electricity, and low-frequency rumbles preceding a storm that humans can't hear.

It can be difficult to treat but there are tools to reduce your dog's distress when those storms start to roll in.

Safe place

Make sure your dog has a safe place they can go during a storm. That might be an open crate, somewhere where they can't hear or see what's happening outside, an interior room with music playing, or a bathroom. Don't forget to allow them access to this place if you are not home.

Consider a snug garment

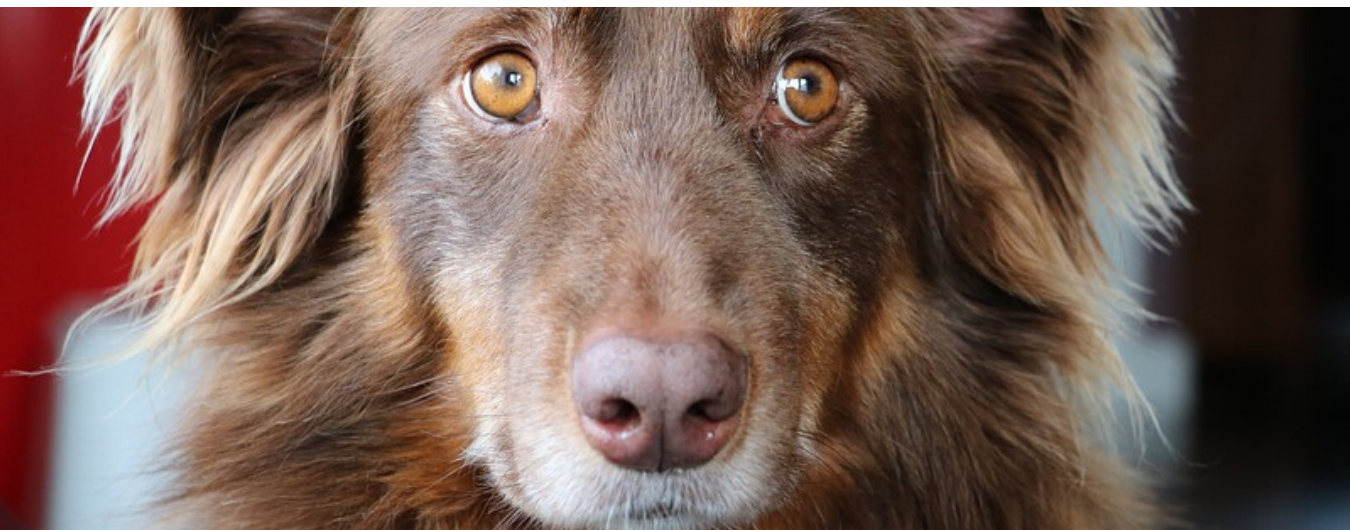
Snug-fitting shirts and wraps specially designed to calm anxious dogs can help.

Try not to mollycoddle them

It can be really hard, but try not to pat and reward your dog when they are really scared. Your dog takes this as praise and thinks that being scared is "good behaviour". Instead, be there for them by staying within their sight.

Ask experts for advice

Your vet can assess whether anti-anxiety medication may be needed. Also, a dog behaviourist may be able to give you further strategies to help.



PICTURE PERFECT

Pooch Photography Tips

Keep it fun and have patience! Nothing is worth doing if it is not fun right? You will get the most natural and fun shots of your furry friend if you have a light hearted, fun session with them and don't forget to keep calm and be patient.

Timing! For different, artistic shots, timing is everything! The more you practice, the faster you will get.

Beware of photo bombers! Other animals, rubbish bins, chairs, tables, people, powerlines (just to name a few), can all 'photo bomb' your perfect picture.

Pay attention to your dogs habits! Do they do the cutest head tilt when they hear a certain sound? Do they perform some tricks on command that are picture perfect? These quirky antics are perfect to capture on camera.

Treats! Use treats to get your dog's attention. You can place them just above the camera for that pawfect portrait shot! (Your local Aussie Pooch Mobile groomer will have some healthy treats available your pooch will just love).



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Dog Fur Questions Answered

Why does my dog have to shed?

A dog's fur helps control his body temperature and protects his skin against environmental elements. Shedding occurs when your dog loses dead or damaged hair and makes way for new healthy hair to grow. It is a natural process for your dog and there is no way of stopping it.

Do all breeds of dogs shed?

Yes, in fact all animals with hair and even humans shed! Some dogs do shed more than others though. Breeds with an undercoat are known as 'double coated' breeds and these breeds shed more as they have two layers of coat.

Why does my dog shed so much in Spring?

Much like us putting on warmer clothes in Winter, your dog naturally grows a thicker, warmer coat to help keep him warm. When Winter comes to an end and Spring hits, your dog will begin to shed a lot more as he loses his Winter coat.



DESHEDDING

What exactly is it?

Deshedding is the process of removing hair from your pet's undercoat which may not be effectively removed by just brushing your dog with a regular brush. Regular brushing focuses on removing hair from the top layer of fur only.

As there is no way of stopping the natural process of your dog's coat from falling out and renewing itself, deshedding your pooch has the ability to leave less hair fall around your house and yard. Correctly deshedding your dog rids them of their undercoat before it has the chance to shed naturally.

The Aussie Pooch Mobile Easy Shed Service

Aussie Pooch Mobile has created a deshedding service that can be added onto your Classic Hydrobath service for a small additional fee. It works by loosening and removing the excess hair and undercoat of your dog.

Our special solution helps to separate the hair follicles and reduces fibre to fibre interaction which allows us to blow dry out any loose undercoat.

Furthermore, we also provide a thorough brushing and your local groomer is skilled in determining which brush to use depending on your dog's coat type. This further helps to deshed your pooch.



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COMMUNITY SPIRIT

NATIONAL DISASTERS

Everyone at Aussie Pooch Mobile shows a huge amount of community spirit when it comes to national disasters across Australia. We are so proud of our caring team!

With the recent devastation caused by bushfires, our groomers are helping by supporting fundraising events where ever possible, working with their local rescue groups and are offering free dog washes at rescue centres when needed. Furthermore, our groomers are being gifted with hampers from Aussie Pooch Mobile to give to any families of their customers who have been directly affected by the fires. These hampers are also being donated at fundraising events. The hampers contain dog toys, treats, water bowls and blankets, to try and lift the spirits of the families affected and their pets.

During this hot season, please ensure you leave additional water bowls out for your pet and make sure they have adequate access to shelter and shade.

A part from the fires, earlier in 2019, some of our groomers were faced with another national disaster. The Townsville floods. Close to 20, 000 homes needed to be evacuated and many of those homes had pets, which had to be transported through the flood water. Liz Keeley, owner of the Aussie Pooch Mobile franchise in Townsville, collaborated with her operators to get to these emergency shelters to wash the dogs, free of charge.

Liz had this to say, "I could not believe how such a simple thing like sleeping next to a clean dog meant to people. It brought me to tears. I would like to say a big thank you to Christine Taylor, founder of Aussie Pooch, who supported us through this hardship and also donated our solutions. The support from everyone at Aussie Pooch really helped us get back on our feet, so thank you."

The generosity of Australians will help our fire victims get back on their feet too. Generosity shines a little light amid the darkness. Stay safe!



Join our caring dog wash family!

Who are we looking for?

Motivated, caring, dog lovers with an entrepreneurial spirit.

Why Aussie Pooch Mobile?

Working with Aussie Pooch Mobile really is like joining one big family. Our support system is second to none and our proven, 28+ year, successful system is easy to follow. The Aussie Pooch Mobile brand continues to be the market leader in the pet care industry, which attracts thousands of customers each month. Becoming your own boss means choosing your own hours and building a life for yourself that some could only dream of.

Do I need experience?

A love of dogs and a car equipped to tow our trailer is all that is required. We teach you everything else!

Can I go on a trial day first?

Yes! Approved applicants will get to go out on road with one of our successful groomers, ask any questions and literally trial your new career pampering pooches.

Still have more questions?

Please contact our Support Manager, Mark Welham on 0411 553 796 or email opportunity@aussiepm.com.au



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Want to win a cruise and join the best dog wash company around?

Do you or anyone you know love dogs, would like to be their own boss and earn a great income? Aussie Pooch Mobile have positions available for immediate start.

Simply by referring yourself or your friends to join the Aussie Pooch Mobile dog washing team, you could win a holiday for 2 valued at over \$2000!!!

For more information call our dog lovin', friendly support manager, Mark on 0411 553 796 or email him at opportunity@aussiepm.com.au

Puppy Swim School

The key to making swimming an enjoyable time for your dog is to give them lots of praise and reassurance.

Doggy paddle is named after them so surely it is natural for your dog to swim right? Wrong! Believe it or not, most dogs need a little extra help when it comes to swimming. Just like kids, the earlier you introduce your pup to water the better. Some dogs instantly love it while others can be fearful and take a little longer to enjoy swimming, even on hotter days. The good news is, teaching your pup to swim comfortably, is quite easy!

It is important you teach your pooch to swim in calm water that does not have a lot of waves. Allow your dog to gradually approach the water and use a positive voice with lots of encouragement. It also helps if you go into the water with them. Take several steps ahead of your dog and if they are reluctant to come in, you can use toys or treats to entice them in. Do this a couple of times each time you visit the water and in no time you will have a very happy, water fur baby!



WHY DOES MY DOG EAT DIRTY LAUNDRY?



Do you sometimes find your dog eating your dirty socks or even worse, a pair of your soiled underwear? Our dogs live in a world of heightened olfaction; their sense of smell is so much more heightened than ours. To a dog, every human has a unique scent and that is pretty much all they need to tell one person from another. To our dogs, we are our scent. If an item of clothing bears our strong, intimate scent, your dog sees it as valuable. When you leave it lying on the ground they assume you would never leave a special item unless you wanted them to have it! Furthermore, anything that has been close to us bears our scent and becomes a prized resource in your dog's eyes. This is also why leaving a piece of your unwashed clothing with your dog can help them feel more calm when you are away.



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Superior pet nutrition does not have to cost the earth

For a lot of us, buying commercially prepared dog food is just not an option. Even the expensive stuff is full of cheap fillers like corn, wheat, rice and pasta. It may sound good, but complex carbohydrates do not make an ideal diet for dogs.

Regardless of the ingredients, dry food should also be avoided as it is heavily processed and will eventually lead to digestive issues and skin conditions.

Hand preparing your dog's meals seems like a good alternative, but what should it ideally contain and, well, who has the time?

Now you don't have to compromise

Frontier Pet food has developed an extraordinary product that is made right here in Australia. It is exactly the same as feeding your dog a raw meal - without any of the hassles.



A world first

Developed with a leading Australian animal nutritionist and vet, Frontier Pet food is made from 100% high welfare ingredients - sourced direct from Aussie Farmers.

The range includes Free-Range Chicken, Free-Range Organic Pork and Free-Range Grass Fed Beef.

It also contains Free-Range eggs and organic fruit & veg.

“ I have worked with Frontier Pets to develop a complete, nutritionally balanced food that I believe is the most ideal pre-prepared dog food available on the market today. Dr Kathy Cornack

In a world-first, Frontier Pets have taken all of these magnificent ingredients, combined them into bite size nuggets and then freeze-dried them.

The freeze-drying process is very clever. It extracts the water from the frozen raw nuggets, leaving a dry product that you can just keep in the cupboard.

When you're ready to feed, you just add water to the dry ingredients, reconstituting it to its raw form.

So you're serving a warm, fresh meal, every single time.

Most Importantly, your dog will benefit... it will be healthier, have more vitality and will be more likely to maintain a healthy weight.

Dogs suffering with skin conditions will likely improve substantially.

Frontier Pet Food:

Is made from free-range proteins

Contains offal from the same free-range proteins

Is extremely low in fat - so perfect for dogs with pancreatitis

Contains free-range, pasteurised eggs, organic fruit & vegetables, turmeric, linseed & almond meals and kelp

Is gluten free

Is GMO free

Is low carbohydrate - less than 2%

Is freeze-dried so that the colours, flavours, smells and nutritional content remain intact

Provides a complete balanced food developed in conjunction with an holistic animal nutritionist & vet, with over 30 years experience

Is suitable for all breeds, for all life stages

Is proudly 100% Australian made & owned

Contains only human grade ingredients

Is easily stored as it requires no refrigeration, takes up minimal shelf space and has a super long shelf life

Weights four times less than traditional dog food, so it's easy to carry and is fabulous for travelling

Is ultra convenient - just add warm water

Is more satisfying with most dogs taking longer to eat it than traditional food



frontier | Ethical products
pets | for a better world

Every time you purchase a Frontier Pets product you are directly and indirectly supporting Animal Welfare.

Ask your Aussie Pooch Mobile operator for a brochure on how to order, or type this link into your browser:
frontierpets.com.au?aff=AussiePooch

KNOW YOUR BREED

Standard Schnauzer

The Schnauzer breed comes in miniature and standard. The Standard Schnauzer was bred for ratting and guarding and originated in Germany. This breed often appeared in paintings and interestingly enough, are reported to be a cross of the Grey Wolf Spitz!

This breed is recognised for their beard and bristling eyebrows. They have a square built body and stiff, medium length coat that does take a fair bit of grooming work. Their coat colours come in pepper and salt or pure black.

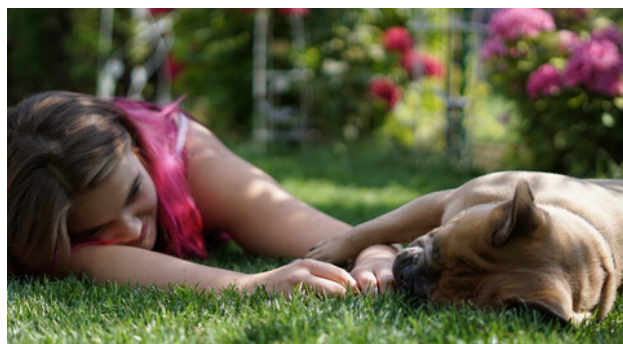
The Standard Schnauzer's devotion and bravery make them excellent guard dogs.



They are watchful, easily trained and loyal as a family dog. They prefer to be with your family than to be left alone in the backyard. Standard Schnauzers need a fair amount of exercise and are very energetic dogs. When they become bored, they will usually entertain themselves by running through the house with toys and getting up to all kinds of mischief. Their high level of intelligence can be a blessing, but sometimes a curse in disguise. Early socialisation and extensive training are necessary for this breed to thrive.

WHY DOES MY DOG PAW ME?

Dogs have been domesticated for a very long time, and over that time they have gotten very good at reading our body language. So good in fact that they sometimes mimic it! When you are petting your dog and he gently puts his paw on you, it is kind of like petting you back! This is a sign of affection. He is telling you that he loves you. Another time this may occur is if you have been petting your dog for a while and you stop. He may hit you with his paw to tell you to keep petting him because he likes the affection.



Routine washing is best practice

To keep your dog's coat and skin in in the best possible condition, and to keep them smelling and feeling their very best, a routine wash and grooming cycle of 1 to 4 weeks is recommended. With various services and specially designed shampoos for different coats and conditions, your local Aussie Pooch Mobile dog groomer can provide their expert advice on what washing and grooming cycle is best for your furry friend!

CONTACT YOUR LOCAL GROOMER

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