

## THE IMPORTANCE OF REGULAR PET GROOMING

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**As a professional groomer with over 40 years working in the Pet Care Industry**, it hits me hard every time I see an animal that has been neglected. So let's look at what can happen in such cases.

The skin is, naturally, the big concern and can go to havoc if a dog is not regularly bathed with the appropriate shampoo. Problems such as dandruff, bad smell, infections, fungus, itching and disease-causing parasites such as fleas, ticks and mites can occur. The coat can become dry, oily or out of condition. In long-haired breeds it can become matted and the skin can become sore underneath. In addition, the animal feels uncomfortable it can behave badly and we must always consider their feelings too! A good bath with the appropriate products, brushing, combing and if needed, trimming are extremely important.



I NEED REGULAR GROOMING!

The nails need to be trimmed regularly if not naturally worn down so the animal can walk properly, to prevent ingrown nails and not tear their skin or ears when scratching. Remember that, if done improperly, this can cause bleeding and pain.

The ears need to be cleaned with the correct cleaner and, in long-haired breeds, the hair removed from the ears so as not to promote infection or ear mites.



Jennifer Mahfood-Forte at work

A full, professional grooming every month or two can take care of all of the above, regardless of the breed or size of the dog and can be an enjoyable experience for your pet. Even at home, regular brushing and or combing with the correct tools can remove loose hair and stimulate the skin.

Several pet products are available that are specially designed for various grooming needs. Shampoos containing aloe or oatmeal can be soothing to the skin. Coal Tar shampoos can reduce irritations from allergies and itching. Shampoos and conditioners with wheat germ oil, protein, and whiteners can make your dog's coat bright, soft and lustrous. There are even

aromatic shampoos and colognes with gentle and relaxing scents for your pet. Flea and tick shampoos kill parasites while cleansing at the same time.

Grooming your pet is an important part of your pet's health and welfare!

**Jennifer Mahfood-Forte operates It's A Dog's World Ltd., manufacturers of Smart Line Pet Products.**

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