

For The Love Of Dogs

Loyal companions in the lonely days of lockdown, providing comfort, cuddles, and for many perhaps the only reason to get up in the morning and out of the house - dogs have truly lived up to their reputation of being (hu)man's best friend in the past two years. Not surprising that the number of dog owners is at an all-time high, many of them newly learning how to care for their furry friends and keep them happy.



If you believe dog grooming is just a luxury for over-indulged pooches, then think again. No matter what size, age or breed, regular professional grooms are in fact essential to keep your dog in good health. And a healthy dog is a happy dog.

"Grooming is so much more than a haircut," explains Daniela, animal lover and owner of the **Mobile Dog Grooming Salon WOOF & GO**. Because they get up close and personal with the dogs, groomers can spot health issues and flag concerns long before they become a case for the vet. "Consider it an MOT for your pooch to ensure everything is in good working order."

Whether short, curly, smooth or fluffy, keeping your dog's coat in good condition is crucial for their well-being. Yes, even short haired breeds need grooming once per season to remove the dead hair and bacteria and let air get to the skin to avoid infections. Long haired breeds, especially the popular poodle crosses such as Cavapoos or Cockapoos, are hugely susceptible to matting which often causes the dogs extreme discomfort unbeknown to the owner.

Matting, one of the main issues groomers deal with, means knotted hair gets more and more tightly wound and continuously pulls on the skin. Just imagine how painful that is! It can also lead to rashes or infections from debris getting pushed further into the skin. Daily brushing at home is a must - especially after getting wet and in areas such as ears, feet, face, belly and armpits - but this does not replace professional grooms every few weeks, even if the coat looks fine to you.

Staying on top of the grooming schedule is a big commitment. A trip to the Groom Room wanted to be planned and can often be hectic, noisy and altogether stressful, especially for puppies, anxious, or elderly dogs - and usually their owners too.

A Mobile Grooming Salon is the least common yet extremely clever solution alternative. A fully converted van - fitted with heating, hydrobath, grooming table and dryer - that comes to your home. All you need to provide is parking and power. No barking madness, scared pooches, stressful journeys, or need to arrange a whole day around the grooming appointment. You can get on with your day whilst your pup is pampered on your doorstep.

Daniela always dreamed of working with animals but it wasn't until she swapped her office desk for the grooming table that she realised just how involved this profession is.

"My priority is that the dogs are happy", says Daniela. "I respond to what they can and cannot tolerate and usually they soon realise that grooming is nothing to be scared of. In fact, most dogs walk away with a swagger!"

Her vision is to offer free grooms to dogs that would not normally be able to enjoy the experience, such as those living in shelters or with homeless people. "I want to make them feel comfy, cared for, and walk away waggy-tailed and with a swagger too!"

MOBILE DOG GROOMING



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