



POOCH NEWS



Spring/Summer 2011

1.866.933.5111

www.ThePoochMobile.us

Keeping Your Dog Safe & Happy This Summer

Just like us, in summer and the warmer months there are precautions we need to take to keep our dogs healthy and safe.

Lose that winter coat, when you brush your dog on a regular basis you will decrease the dead hairs on his coat, get rid of dander on the skin and remove that thick winter coat which will help your dog stay cooler over the summer months. Brushing your dog's coat daily will also stimulate his blood to flow freely to the hair follicles making his coat beautiful and shiny. Having your dog booked into a regular bathing schedule every 2-4 weeks with The Pooch Mobile will not only ensure his coat is kept in great condition, but will also inspect your dogs skin to see if any annoying parasites have found refuge in his fur, or if there are any bumps and/or skin irritations.

Be sure you provide your dog access to shelter from the harsh sun and heat. Trees with large canopies can be planted or you could construct a shelter using material such as shade cloth, iron or timber. Be sure your dog is tethered in a location that is shaded. Wind flow is also important for keeping animals cool, be sure to consider this when deciding the location of the shelter.

Never ever leave your dog alone in a car or any vehicle as it could be fatal. Dogs can't sweat the same way as humans can and even with the windows open, a parked car can quickly become a furnace in no time. Even parking in the shade offers little protection, as the sun shifts during the day.

Always carry cold, fresh water when travelling with your dog as he will get thirsty just as easily as you when it's hot.

Pets need exercise even when it is hot, but extra care needs to be taken with older dogs, short nosed dogs, and those with thick coats. The best time for walks and playtime is in the cool of the early morning or evening.

When the temperature is very high, don't let your dog stand on hot pavement as his body can heat up quickly and sensitive paw pads can burn, rather look for cooler surface alternatives.

Pets can get sunburned too and your pet may require sunscreen on his nose and ear tips. Pets with light colored noses or light colored fur on their ears are particularly vulnerable to sunburn and skin cancer.

Heat stroke is a very serious life-threatening disease that can affect dogs quite rapidly. Dark colored dogs are particularly prone to heat stroke due to the fact that their dark coats absorb heat. Other medical factors that predispose your dog to heat stroke are obesity, laryngeal paralysis and heart disease. Some common early signs of heat stroke include panting, excessive salivation, hyper-excitement and increased rectal temperature. Heat stroke can affect every organ in the body. If you suspect that this is taking place, seek immediate veterinary attention for your pet.



THUNDER STORMS

If you have a dog that is afraid of thunder, place him in a safe environment where he cannot escape.

- If your dog finds a place where he feels safe (like under the bed) leave him there; don't try to pull him out.
- Putting a blanket, coat or towel over your dog can have a calming effect.
- Masking the sound of the thunder with an air conditioner or vacuum cleaner might help your dog relax.
- Music can help calm your dogs – classical is best.
- See your vet for medication that may be suitable to calm your dog if he is particularly fearful.



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Doggie Tips for a Healthy 2011



Maybe you've made a few resolutions for yourself this year, but how about your dog? Even small changes can make a big difference in the life of your furry friend.

- 1. Check-up on your dog's health.** Set up your dog's annual check-up this year. A nose to tail exam can help your veterinarian spot and treat health issues in the early stages.
- 2. Brush those pearly whites.** Pledge to brush your dog's teeth regularly and keep an eye out for signs of gum disease like swelling or discoloration. Ask your veterinarian for tips on good dental care.
- 3. Watch your dog's weight.** Extra weight on a pet can result in health problems and be like a person carrying an extra 30 to 50 pounds. Cut down on table scraps and use a well-balanced dog food.
- 4. Get your pooch moving.** Is your dog getting enough exercise to stay fit? Dogs need at least 30 minutes of physical activity twice a day. Take a walk or play fetch and enjoy time together.
- 5. Get your pooch washed by The Pooch Mobile.** Getting your dog professionally washed on a regular schedule will ensure his coat is kept in top condition and your dog will love the attention he receives.

Your Puppy's Eating Habits



The right diet is critical to your puppy's growth and development into an adult dog. Different breeds grow at different rates, so make sure to select nutrition customized for your puppy's ideal adult size.

Some guideline for feeding your new puppy:

- Give several small meals
- Don't overfeed. Stick to recommended servings.
- Don't give table scraps. They can upset the nutritional balance of your puppy's diet.
- Make sure clean water is always available.
- Keep you puppy's feeding times consistent.

NUMBER OF MEALS PER DAY

Toy and Small Breed

(up to 20 lbs. adult weight)

| | |
|----------------|-----------------|
| Up to 4 months | 3 meals per day |
| 4-10 months | 2 meals per day |

Medium Breed

(20-55 lbs, adult weight)

| | |
|----------------|-----------------|
| Up to 6 months | 3 meals per day |
| 6-12 months | 2 meals per day |

Large Breeds

(55-100 lbs, adult weight)

| | |
|----------------|-----------------|
| Up to 6 months | 3 meals per day |
| 6-15 months | 2 meals per day |

Giant Breed

(over 100 lbs, adult weight)

| | |
|----------------|-----------------|
| Up to 6 months | 3 meals per day |
| 6-15 months | 2 meals per day |



Pooch Popsicle

Why not give your pooch a summer treat. Simply make ice cubes out of chicken/beef stock and let your dog lick away. You can also place the flavored cubes into his water bowl to cool the water.

As your puppy matures and his nutritional requirements change, it is important to adjust his diet to meet his changing needs. Remember, when changing your dog's diet, gradually mix the food over a five – seven day period, increasing daily the amount of the new food so that 100% of the new food will be provided on day 7. This gradual change will help avoid digestive upset.

**courtesy of Royal Canin*



FREE PUPPY WASH

As socialization is so important for your puppy, Pooch Mobile will provide you with a **2 for 1 service** for a puppy you, or a friend, may have.

The voucher entitles your puppy to a warm fresh water hydrobath, brushing, nail clipping, ear and eye cleaning, blow dry, deodorant and a puppy treat all performed in a Pooch Mobile Dog Wash Trailer by caring experienced franchisees.

Call 1-866.933.5111 to make an appointment.

Conditions: Puppies under 6 months, participating areas only, second service free within 1 month of first service.

Heartworm Prevention is Vital!

Heartworm disease is commonly transmitted to dogs by mosquitoes.

One mosquito bite is all it takes to develop deadly heartworm disease.

Some veterinarians recommend once a month preventative, but in Colorado some focus on the 6 months when mosquitoes are present. Whether you decide to



treat for 6 months or 12 months of the year, preventative medication is as

simple as giving your dog a meaty chewy tablet once a month. Speak to your Veterinarian before administering any medication.



Win! Win! Win!

THE POOCH MOBILE HAS NOW JOINED THE FACEBOOK COMMUNITY!

For your chance to WIN Dog Toys and Treats, all you need to do is visit us at www.facebook.com/ThePoochMobileDogWashUSA, like us and post a comment telling us what you like about The Pooch Mobile. Everyone who posts a comment will go into the monthly draw to win a box of doggy toys and treats.

For an additional entry into the draw, post a picture of your Pooch and tag the photo.

This will be drawn on the 1st of every month. So tell all your friends to 'like' us to enter.



www.facebook.com/ThePoochMobileDogWashUSA



Refer a friend to The Pooch Mobile Franchise

The Pooch Mobile is looking for great people to join our team of dedicated dog lovers. Are you or someone you know looking to change careers and interested in working in the pet care industry?

The Pooch Mobile will pay you **\$500** if you refer someone which goes on to purchase a Pooch Mobile Franchise.

Contact Annie 303 770 5111



Dogs – a stress buster!

Research shows dogs are good for your health. As well as encouraging you to go outside and be active, dogs are great for your mental wellbeing too. Dogs bring so much happiness. Recent studies found that dog owners require much less medical care for stress, and you will never be lonely. To make your day better take the time to play with your dog!

Join Dog Book Today – FREE!



A fun place to share your doggie photos and connect with other dog owners.

Simply visit www.ThePoochMobile.us and register on Dog Book.

You will be able to create your dog's very own profile and upload photos and video and chat with other dog owners.

SKUNKED DOGS

Has your dog ever been sprayed by a skunk? That smell is just terrible and you simply want to get rid of it!



If your Pooch Mobile operator cannot get to you the same day, you could try this recipe at home...

- 2 pints of hydrogen peroxide (3 percent)
- Liquid dish soap
- Baking soda

Slip on gloves and mix together the peroxide, a quarter cup baking soda and one to two teaspoons of dish soap in a bucket. Immediately sponge the solution onto your dog, let sit for five minutes, rinse. Then schedule your dog in with The Pooch Mobile for his wash to have him looking and smelling great once again.

Body Language BASICS

As dogs can't tell you what the matter is, their body language does the talking for them.

Confident

Confident dogs stand straight and tall with their head held high, ears perked up, and eyes bright. Their mouth may be slightly open but is relaxed. Their tail may sway gently, curl loosely or hang in a relaxed position. They are friendly, non-threatening and at ease with their surroundings.

Happy

Happy dogs will show the same signs as a confident dog. In addition, they will usually wag their tail and sometimes hold their mouth open more or even pant mildly. They appear even more friendly and content than the confident dog, with no signs of anxiety.

Playful

Playful dogs are happy and excited. Their ears are up, eyes are bright, and tail wags rapidly. They may jump and run around with glee. Often, a playful dog will exhibit the "play bow" – front legs stretched forward, head straight ahead, rear end up in the air and possibly wiggling. This is most certainly an invitation to play!

Submissive

Submissive dogs hold their eyes down; their ears down flat and avert their eyes. Their tail is low and may sway slightly, but is

Knowing how to read your dog's body language is the key to understanding your dog.

not tucked. They may roll on their back and expose their belly. A submissive dog may also nuzzle or lick another dog or person to further display passive intent. A submissive dog is meek, gentle and non-threatening.



Fearful

Fearful dogs combine submissive and anxious attitudes with more extreme signals. They stand tense, but very low to the ground. Their ears are flat back and their eyes are narrowed and averted. Their tail is between their legs and they typically tremble. A fearful dog often whines or growls and might even bear its teeth in defense.

Dominant

A dominant dog will try to assert itself over other dogs and sometimes people. They stand tall and confident and may lean a bit forward. Their eyes are wide and they make direct eye contact with the other dog or person. Their ears are up and alert and the hair on their back may stand on edge. They may growl lowly. They are less friendly and possibly threatening. If your dog exhibits this behavior towards people, behavior modification is necessary.



DOG LOVERS...

Join the recession resistant pet care industry.

Enjoy the independence of being your own boss while taking charge of your financial future.

ARE YOU?

- Passionate about dogs?
- Wanting to be your own boss?
- Wanting to work hours to suit your lifestyle?
- Enjoy working outdoors?
- Looking for a rewarding career change?

We currently have franchise opportunities available in your area. With new and existing franchises available for sale, and even the opportunity to work as a Contractor, now is a great time to speak with our support team and take the first step to a fantastic new career.

Contact Annie 303-770-5111

Email: info@thepoochmobile.us www.ThePoochMobile.us



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