



POOCH NEWS



Fall/Winter 2011

1.866.933.5111

www.ThePoochMobile.us

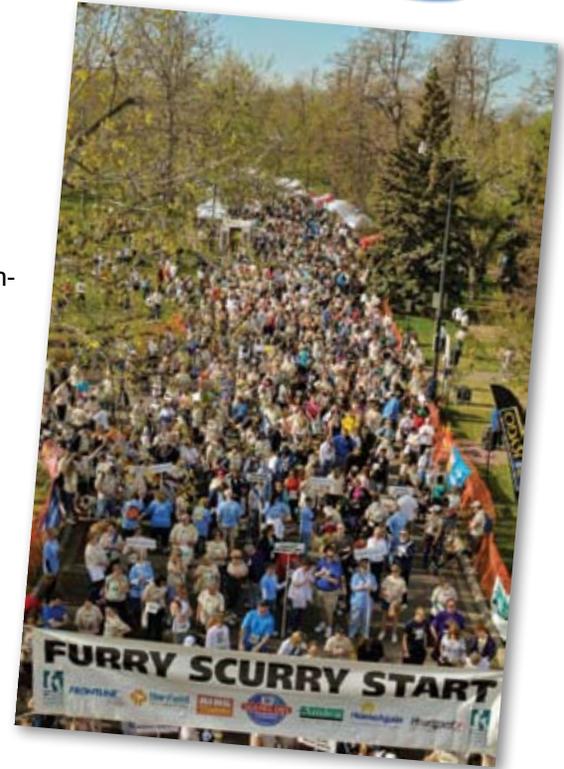
Thousands of Wet Noses & Wagging Tails Walked for Homeless Pets

The Pooch Mobile loves to join in with local communities to help raise money for non-profit organizations and animal shelters. The Dumb Friends League hosted its 18th Annual Furry Scurry - the largest walk for animals in the nation, held at Washington Park, Denver on May 7th and it has been a pleasure for The Pooch Mobile to be part of this great event for the past 6 years.

More than 10,000 people and 5,000 dogs participated in this years Furry Scurry event. In addition to the 2 mile walk through the park, pet lovers enjoyed the next few hours meeting other dogs and their owners, browsing through over 100 vendor's merchandise while meeting local business owners, entering contests and watching demonstrations at the Flea-less Market.

The Furry Scurry is a celebration of the human-animal bond, but more importantly, it increases awareness about pets in need and helps raise much needed funds so they can continue helping and caring for the 25,000 cats, dogs and other small animals which pass through their doors each year. Thanks to the support from caring animal lovers, over \$1 million was raised at the 2011 Furry Scurry event.

If you have not attended the annual Furry Scurry event, make sure to mark it on your calendar for next year. The event is scheduled for Saturday May 5th, at Washington Park, Denver from 8.00am – 12.00pm. The Pooch Mobile looks forward to seeing you all at the 2012 Furry Scurry.



Good Grooming

It's important to introduce regular grooming into your dog's routine. The earlier you begin the better. Grooming should be as important as any other obedience training you are going to provide. Grooming has many benefits, along with a nice healthy coat, your dog can be checked for ticks, fleas, teeth, and mouth care and it also ensures your dog is comfortable in being handled all over. This will help if ever he is injured and when visiting the vet for regular check ups. Having The Pooch Mobile wash and care for your dog on a regular basis – every 2-4 weeks - will ensure your dog's coat is kept in great condition year round. During the cold winter months it is especially important to keep your dog's coat brushed and free from matts to provide maximum insulation protection. When the coat is matted, it provides little to no protection from the cold.



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PET POISON SAFETY

How pets get poisoned

Teething and carrying things in their mouths make pets especially at risk for poisoning. In addition, sometimes parasites and other factors cause animals to eat things that are dangerous. Thousands of pets are poisoned each year by swallowing human medicine, insecticides, antifreeze, detergents, drain cleaners and other products commonly found in the home or garage.

Always...

1. Ask for "safety-lock" tops on all prescription drugs.
2. Keep cleaners, bug sprays, medicines and other harmful products out of your pet's environment.
3. Only feed pet food to your pet. One ounce of Baker's chocolate can kill your dog! High fat foods can cause indigestion as well as damage to the pancreas.
4. When discarding household products, rinse containers and put them in a covered trash can to which your pet doesn't have access.
5. Keep your pet out of the area when using insecticides, pesticides and mouse traps.
6. Keep painted surfaces in good condition.

Fall and Winter Dangers

- Antifreeze (tastes sweet and even a little can kill a pet in 18 hours!)
- Carbon monoxide.
- Black widow spider bites.
- Plants and autumn berries.
- Holly, mistletoe, glass ornaments, tinsel, ribbon and other holiday decorations.
- Chocolate and other holiday foods.

SWEETS: So Scary!

Remember: No chocolate for your pooch! Chocolate is extremely toxic to dogs, resulting in anything from a basic allergic reaction to full-blown cardiac arrest. Same goes for candies containing the artificial sweetener xylitol, which is extremely harmful to pets.

Emergency Action In Case Your Pet...



BREATHES POISON: Immediately get the animal to fresh air. Avoid breathing fumes. Open doors and windows wide.



GET POISON ON THE SKIN: Flood skin with water for 10 minutes. Then wash gently with soap and water and rinse.



GETS POISON IN THE EYE: Flood the eye with lukewarm (not hot) water poured from a large glass 2 or 3 inches from the eye. Repeat for 15 minutes. Do not force the eyelid open.



SWALLOWS POISON:

Medicines: Do not give pet anything until you talk with the poison center or your veterinarian.

Chemicals or House Products: Unless your pet has passed out or cannot swallow, give water right away.

After the Emergency Actions, Call your local poison center.

**information provided by Rocky Mountain Poison Center –
Denver Metro Area 303 739 1123 ~ Statewide 800 222 1222*



NEW JEWELRY FOR DOGS

Pooch Mobile has **FREE** dog key tags for your dog. Ask your local Pooch Mobile operator at your next appointment for your very own doggy key tag.

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.

Our winner will be drawn on the 1st of every month and announced on Facebook. 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



CONTROLLING GAS

Although gas production is a natural part of the digestive process, some dogs produce more than others and are not always fun to be around! If

you want to keep your dog's gas problem under control, follow these flatulence busters.

Slow it down

Flatulence (or farting) is often caused by air that is gulped down when eating too quickly. Putting a large object in your dog's food dish will force him to slow down when eating. The object should be something that is too large for him to pick up in his mouth. A ball (relevant to his mouth size) is ideal. If you have more than one dog, feed them separately to reduce competition for food. You may also try scattering dry food around the yard so that your dog will need to "forage" for it.

Elevate it

Dogs that do not have to bend over to eat will swallow less air, which means less flatulence.



Winter & Dogs

Winter days can be very long, lonely and boring hours for dogs, and it is our job to find things to keep both their mind and body busy.

Although it can be bitterly cold in the early mornings and evenings, dogs still need their daily walks and time outdoors exercising. Shorthaired dogs may need a coat to keep them warm while outside and perhaps dog shoes if they are doing a lot of walking in the snow to protect their paws. If you use Ice Melt on your driveway or back patio, be sure to wipe your dog's feet before they go inside to avoid your dog licking and eating the ice melt off his feet. Inside, they need to have a variety with toys and games to keep them stimulated during the day. There are several dog toys on the market which you can place treats inside and the dog needs to figure out how to get them out. You could also hide raw treats around the house before you leave for the day, making it a hunting game he will enjoy.

This is a great recipe you can make for your dog that can also be turned into a game by tossing him a few meatballs in the yard.

Marvelous Mutt Meatballs

½ Pound ground beef or sirloin
1/3 cup grated cheddar cheese
1 Carrot, finely chopped or grated
½ cup bread crumbs
1 egg, whisked
3 tablespoons tomato paste (low sodium)

Preheat oven to 350 degrees F

Combine all ingredients in a medium-sized bowl. Scoop out by the spoonful and roll into mini-sized meatballs. Place meatballs on sheet sprayed with nonfat cooking spray.

Bake for 15 to 20 minutes. Cool and store in refrigerator in a container with a lid.

Take a walk

Light exercise aids digestion and works out the gas while you are outside. If your dog eliminates during the walk, even better for you.

Change it up

Your brand of dog food may be the culprit, particularly if it is high in soy. Change over gradually so your dog's digestive systems can adapt to the new food. Substitute about 25% new food for the old food each week so that by the fourth week your dog is completely on the new food.

Intestinal Flora

Add acidophilus or enzymes to your dog's food. These products help in the digestive process and may even help eliminate gas completely.

Keep Watch

Watch what your dog eats. Too much food at one time can cause gas, as can eating too many table scraps or extra "treats."

Everything in Moderation!

Helping The Body Get Back In Balance After Antibiotics

Most pets experience some type of bacterial infection in their lives. Antibiotics are the most commonly prescribed medication for such issues, specifically oral antibiotics. Antibiotics take care of one part of the issue but there is more work to do once the medication has done its job.

There are 5 classes of antibiotics. Most commonly used are "narrow spectrum" and "broad spectrum" antibiotics. "Narrow-spectrum" antibiotics target specific types of bacteria, whereas "Broad-Spectrum" antibiotics affect a wide range of bacteria and are not discriminant.

As a side-effect, antibiotics can change the body's normal microbial population by attacking both the problem bacteria and naturally-occurring, beneficial or harmless bacteria found in the intestines, lungs and bladder. The destruction of the body's normal bacterial flora provides an opportunity for commonly occurring bacteria (Candida, Clostridium, Helicobacter, Streptococcus, etc...) to overpopulate and create an imbalance of the system. In worst case scenarios, the imbalance creates opportunity for drug-resistant microorganisms to grow vigorously. This can lead to secondary allergies, infections of the ear, digestive tract, irritation or skin / coat problems. These issues may not show up for months until after using antibiotics but to make sure this doesn't happen there is a simple way that



the body can completely recover from the illness and the effects of the antibiotics.

First, it is very important to finish the entire cycle of antibiotics, even though your pup's symptoms are gone and they are feeling much better. The reason for this is that bacteria have a life cycle and you want to

make sure that every "generation" is taken care of or else the **problem will come back and become a chronic issue.**

Second, once the course of antibiotics is over, you must replenish the good bacteria in the system by providing "food" for the good bacteria in the form of enzymes. Doing a low bulk cleanse is the best way to heal the digestive tract, repopulate intestinal flora, and get rid of mucous that hinders nutrient and moisture absorption.

Low Bulk Cleansing Diet for Dogs. Colorado Pet Chef has a great Low Bulk Cleansing Diet for dogs, which is inexpensive and you can make at home. This Low Bulk Cleansing Diet was recently tested by a Pooch Mobile dog with great results. Ask your Pooch Mobile Operator or Colorado Pet Chef for a copy of this Low Bulk Cleansing Diet and for further information call Lauren at Colorado Pet Chef on 303-388-2604 - Lauren has a Bachelor of Science Degree in Health and Wellness.



DENVER'S A-LIST

VOTED BEST DOG GROOMER 2011

Thank you to all our wonderful customers who voted and made us #1.

I LOVE MY JOB. It's the best job anyone could wish for. Imagine going to work every day and being greeted by clients who can't wait to see you! Well, that happens to me and it's great. I'm my own boss, work flexible hours, meet the most beautiful dogs and get paid for it! What more could I ask for?

I've also met so many terrific people and my business is thriving. I have so much fun and no day is ever the same. Dogs really are incredible.

Contact The Pooch Mobile for more details on becoming a Pooch Mobile franchisee.

Kate Mor, Franchisee

DOG LOVERS

Would you enjoy spending your day with dogs and earning a fantastic income?

FRANCHISEES WANTED
Speak with Us Today!
303-770-5111
www.ThePoochMobile.us

1.866.933.5111

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