



Mr A Sample  
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9th October 2008

## **Professional Pet Care from the City and East London's Premier Pet Groomer**

Dear Mr Sample,

Finding the right pet groomer for your dog is as important as finding a good vet. And just as crucial for your dog's health.

Ensuring your dog is clean and well groomed is vital for keeping them healthy and happy. But sometimes it can be a struggle to manage your work and family life, whilst also finding time for your favourite pet.

I provide the perfect solution. My name's Mark and I pride myself on being the premier pet groomer for the City and East London.

From my years of experience and training with dogs, I know exactly how to handle your pet so they feel confident, relaxed and happy throughout their visit.

My dog grooming service provides not only a great clean and hair trim, but also my expertise in being able to identify any conditions that could develop into problems later on.

I provide the time, skill and experience to ensure your dog's coat becomes clean, shiny and free from matting. And they're toenails will be well trimmed too.

Your pet will feel pampered, cared for and rejuvenated by my grooming service, and you'll have the piece of mind knowing they've been well looked after by a qualified professional.

Because I'm trained to diploma in city and guilds standard in animal care you can be rest assured that your pet will be in safe hands.

I'm also an approved member of The Pet Care Trust, which is a national charity that promotes responsible pet ownership and pet care through education and training.

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## **Professional, qualified pet care**

My pet grooming service was born from my love of animals and a lifetime of looking after dogs. I've been handling dogs all my life and this passion led to me becoming trained to city and guilds standards, as well as holding a diploma in show training and pet care.

After speaking to other dog owners in the area, I realized that there was a severe lack of properly qualified and trained dog groomers in East London and the city. I then knew that I had an opportunity to use my experience and training to meet the needs of the area's many pet owners.

Many people struggling to find time to manage their work and family life, whilst also ensuring their pet dogs are regularly groomed. Many also lack the experience to know how to spot the tell tale signs of sores or infections and other problems caused by matted hair.

Both very important reasons why I knew many local dog owners needed the services of a professional groomer

From my new salon on the edge of East London, I pride myself on being the area's leading professional and caring dog groomer, and providing a service that is as vital for your dog's health as a visit to the vet.

I'm fully trained and qualified up to show standard, as well as being a member of many pet care organizations, including the National Association of Registered Petsitters (NARP), dogsit.com and petcare.org.uk.

## **Why Your Pet Must Be Groomed Regularly**

Ensuring your dog is groomed and their coat kept clean is as vital as taking them for a regular check-up at the vets. Domesticated pets aren't able to be kept clean as they would if they lived in a pack in the wild. Therefore it becomes your responsibility to ensure that they're looked after.

Dogs need to be groomed at least once every four months, perhaps even more often if they're a long haired breed.

If their coats aren't regularly groomed then the matted hair can pull the skin, create hot spots and sores, hide skin infections and other irritations such as clinging plant pods or thorns. If unspotted or untreated, their skin can become itchy, painful and red sores can become infected by parasites like fleas or ticks.

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Combine this with the smell of tightly matted hair and unpleasant body odours and you've got one very unhappy pet. If your dog becomes irritable, resents being stroked or touched then you now know the reason why.

Grooming is not just a pampered luxury, but a vital responsibility of looking after your dog's health.

Other problems your dog might have such as tumours, being overweight and vision impairment can also be identified by a well trained groomer; problems that might go unspotted by a less experienced eye.

A properly groomed, cleaned and well trimmed dog will be cooler in the summer, smell better, be more huggable and bring happier times for both you and your beloved pet.

## **A pet care visit your dog will enjoy**

Grooming is a vital part of keeping your dog clean, healthy and is also a great opportunity for them to get used to being handled and interacting with people.

Your dog's first visit can be frightening if the dog groomer isn't properly experienced or trained in handling pets. From my years of working with dogs, I know exactly how to get the balance right between being too hesitant or too heavy to ensure they're relaxed and feel confident throughout their visit.

With every session your dog will become more at ease, and you'll have the peace of mind knowing they're comfortable with the groomer.

After you've dropped off your dog at my salon, I'll start by grooming the coat to remove any matting, check the skin is in good condition, clear hair from their ear canal and then deodorized.

Your dog will then be treated to a warm bath using special dog shampoo which has a calming, pleasant aroma and a low Ph for their comfort and is less irritating on their eyes.

Afterwards, they'll be rubbed down and dried with a clean, warm towel and dabbed with dog cologne. I'll then treat their feet by clipping their toe nails and shaving their paw pads.

The final stage will then be to trim their hair in the popular style for their breed, or in a style by your request.

Your dog will then be waiting for your arrival: clean, smelling fresh, rejuvenated, with a pristine, shiny coat and a wagging tail.

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## **Much more than a shampoo and rub down**

Being a dog owner myself, I understand how it can be difficult to find the time to deal with all your work and family responsibilities whilst also finding time to take your dog for regular walks.

I also understand how trips away from home can be spoilt by the anxiety of worrying about your dog's well being if they've had to be left in a kennel.

I can help alleviate the strain and worry with our dog walking and house sitting services.

With my years of experience and training you can be assured that I'll be able to control your pet at all times whilst taking them for walks whilst you're away or at work and ensure that your dog's getting the exercise they need.

When you go on holiday it can be upsetting having to remove your dog from the freedom of your garden for the seclusion and confinement of a kennel. It can also be stressful for your dog to be kept in strange surroundings and surrounded by the barking noises of unfamiliar dogs.

I can visit your home whilst your away to make sure your dog is well fed, happy and safe whilst you're away. You will then be free to relax and enjoy your holiday knowing your dog is being well looked after.

Do you think about entering your dog into a dog show? Well, I'm fully trained to show standard in being able to groom, trim and style your dog so they're looking at their absolute peak attractiveness when you take them before the judges. I'll ensure your dog's coat will look healthy, shiny and in pristine condition.

Whatever your dog care needs, please just ask me and I'll be more than happy to help.

Yours sincerely,

  
**Professional Pet Groomer**

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