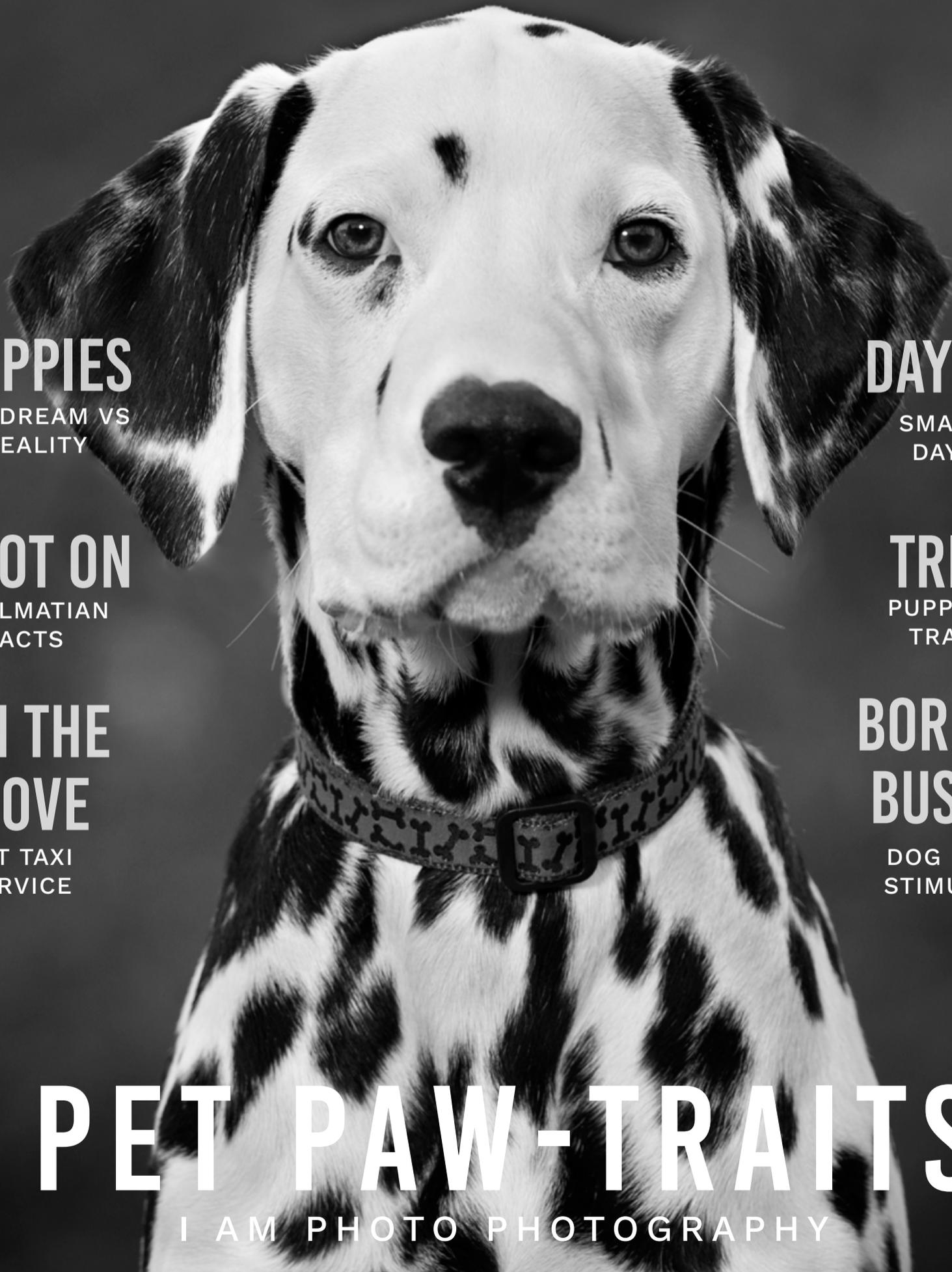


# TOP DOG

E-ZINE

ISSUE 4



## PUPPIES

THE DREAM VS  
REALITY

## SPOT ON

5 DALMATIAN  
FACTS

## ON THE MOVE

PET TAXI  
SERVICE

## DAY CARE

SMALL DOG  
DAY CARE

## TRICKY

PUPPY TRICK  
TRAINING

## BOREDOM BUSTERS

DOG MENTAL  
STIMULATION

# PET PAW-TRAITS

I AM PHOTO PHOTOGRAPHY



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...dog crazy people.

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Cushions

Jewellery

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# I AM PHOTO PHOTOGRAPHY

## *The Lady Behind The Lens.*



We know many of you are familiar with the name I Am Photo Photography, but only a few of you know the person behind the lens. Well, here I am, my name is Iryna and I am passionate about all things to do with dogs and photography.

I was always around dogs from a very early age, being from Ukraine we regularly had dogs roaming the streets and this was where I started making contact with them feeding them and getting to know their habits which would help me in a very positive way in the future, I actually never had a dog so these strays were my entry in to the dog world.

I bought my first dog, a Rough collie, after watching Lassie, 35 years ago. At the same time, I bought my first film camera and started to learn photography to photograph dogs at dog shows and local championships. Also became a Rough Collie and Sheltie breeder and founded my own kennel. Many of the dogs I breed became Champions in various European countries, as well as International Champions and even one Young World Champion.



During this time, I was photographing the dogs and combining both of my passions.

I moved to England about 13 years ago and continued to improve my photographic skills. I achieved a degree in photography from Eastleigh College and joined the Southampton Camera Club, where I won Photographer of the Year title two years running in different categories and also twice became runner up. I Also, gained a number of notable recognitions in the International Photography Competition catalogue.

When the time came to make an important decision, I decided to take both of my passions to a professional level.

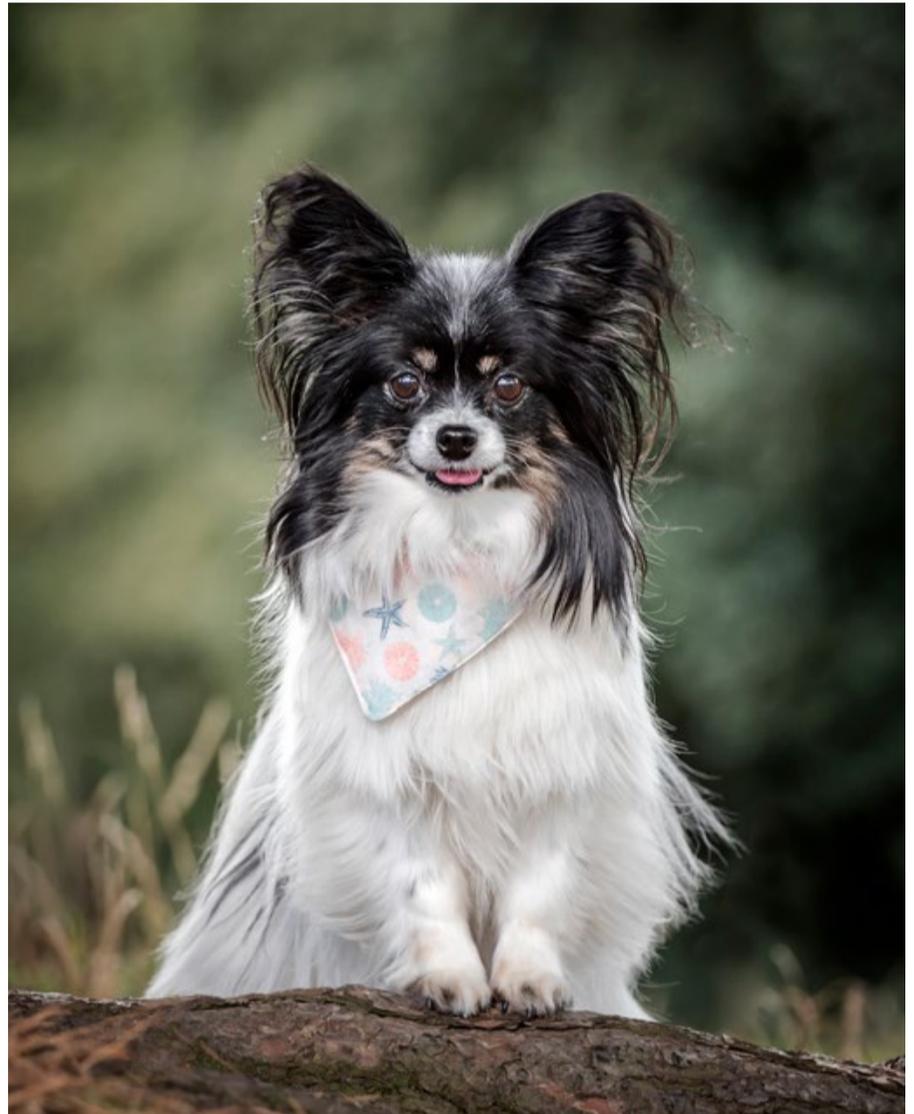


“ BEING A PERFECTIONIST, I  
ALWAYS ENDEAVOUR TO GIVE MY  
BEST TO EVERYTHING I DO ”

Over three years ago I registered my business, I am Photo Photography, offering dog lovers professional photo sessions on location. I always dreamed of being able to work with dogs as this has always been my passion and true calling. So, I eventually plucked up the courage to take the big first step and basically just went for it.

My shock cancer diagnosis over 2 years ago made me even more determined to achieve my life-long goal. Being a perfectionist, I always endeavour to give my best to everything I do. And in the long run it has paid off – in 2019 I was awarded the Dog Photographer of the year title in the prestigious Xperience competition between professional photographers in the UK and Northern Ireland.

Trying to balance life between fighting cancer and running my business is extremely hard, but winning this prestigious award has spurred me on to achieve even greater things. When you love what you do it can never be classed as a job, and striving for a better customer experience and seeing the results on their walls makes my career even more fantastic!



In a world dominated by photography, thanks to the smart phone and all its technology, I make sure I push myself outside of my comfort zone and get even more creative every day.

I personally love to see dogs in their natural environment. I am so lucky, living where I do, as only a few yards from my house is a natural beautiful location of aged wood and parkland giving the opportunity for a vast variety of back drops and landscape shots throughout all four seasons. Don't think only hound dogs or large dogs look good in natural surroundings. All of our dogs look absolutely stunning photographed in the woodland and parkland areas.

These range from Irish Wolfhounds and Newfoundland's down to Miniature Dachshunds and Chihuahuas. That is why I specialize in on location dog photography and I receive a lot of compliments from my clients about that. I have clients travelling to me from far and wide because they love what they see.

My secret is to inspire them, by creating images they cannot take themselves. This is achieved using my combined mastery of light and my imagination, to give them a unique experience and an amazing memory in the form of a stunning wall art for their homes.

To create my own style, I always try to bring a creative aspect into my photography by using various natural elements and techniques to enhance the image.





Our sessions always have an easy-going fun aspect to them with the dog's health and safety being paramount.

This April I launched an Exclusive Puppy Paw-trait Club and already have a few gorgeous members.

You can join the Puppy Club if your Pup is under 16 weeks old.

For its first year your Puppy will have three Paw-trait sessions and the sooner we arrange the first one the better.

To find out how to join our Puppy Club, please see our page with offers.

I am hoping to see lots of new four-legged friends and their hoomans on my paw-trait sessions in the near future.



JOIN OUR EXCLUSIVE

# Puppy PAW-TRAIT CLUB

Capture your Pup's first year, with three portrait sessions over the year! The first session takes place at around 8-14 weeks, the second session is at about 6 months and the last at 1 year. These sessions provide you with a fantastic record of the first year of their life as a member of your family. You'll be able to see just how much your little chunky, wrinkly pup changes in that first year and becomes a gorgeous fully grown Dog.

INCLUDED IN THE EXCLUSIVE

## PUPPY PAW-TRAIT CLUB ARE:

- Three fun **Paw-trait experience sessions on location** (the first session could take place at your house/garden).
- Three **viewing experiences** via Zoom, scheduled after each paw-trait session to choose your favourites for the included triptych desk frame & Digital App. There is also an option to purchase Wall Art, Albums & Collections at a 10% discount.
- A complimentary **framed triptych desk portrait** (worth £145) with one portrait from each of the three sessions.
- A complimentary **Digital App** with one social media image from each of the three sessions.
- **Milestone Cards** to record important achievements of Puppy's first year.
- **Complimentary portrait session each year** for your Pup's life **with 10% off any wall portraits** purchased at your subsequent viewing sessions.

ALL THIS FOR JUST

# £75

(SAVING **£355!**)

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# HERE

USE CODE: **eZine21**

TO SAVE EXTRA  
**£50!**

## DON'T HAVE A PUPPY?

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We have a limited number of free dog portrait sessions available, with one image from each session being chosen by us for entry into the Xperience Awards with the chance to win a beautiful 20" framed wall art portrait **worth £500!**

Also, every entry will receive a complimentary Photo session and one digital image on the App for your mobile phone worth a total of **£125.**

To Get this offer **CLICK HERE**

**I am Photo**  
PHOTOGRAPHY





# GETTING PETS 2 PLACES

BY CLAIRE HARRIS

Pets 2 Places was founded in Milton Keynes in 2014, by Claire Harris. It's one of the first of its kind, a taxi for pets and owners.

At Pets 2 Places we pride ourselves on being different. We use a normal car which is adapted to transport animals, meaning the owners can accompany their pets if they want to come along.

Typically our day to day transport requirements include trips to the vets, groomers and kennel runs. But this isn't the full scope of our services – we are also called upon to safely transport a pet when people move to a new house, when they buy a new pet and we even take people with their dogs on holiday.

A lot of our customers are older people, or they have a disability and they either don't drive or they don't have anyone local who can help them. Some of our clients require that little extra support such as putting the cat into the basket or carrying the pet to the car – and that is what we do, we provide an excellent level of service support to the owner.



We understand our customers needs differ from each other. Where one may not be very mobile and need an arm to hold onto to walk to the car, another may have arthritis and need help putting the seat belt on.

We have younger customers too, and younger is anyone under 80, so when we tell our 'younger' customers they love being referred to as young, even if they are 75!

I believe customer service is the key to the success of any business, which I have proven with Pets 2 Places. Our customers are really important to us, we are happy to always go above and beyond, whatever it is they need, nothing is too much trouble.

This is what we are known for and our customers value that extra care they are given.

Pets 2 Places really is a community business, we provide our service locally so it's the same driver every time and the customers use us again and again. Its great to get to know our customers and build relationships with them. The same goes for the other local pet businesses we regularly visit such as the vets and groomers. We've been instrumental in helping our customers with other things not just pet transport. Our customers turn to us for advice, such as do we know a good groomer or dog walker. We make it our business to know who's who so we can recommend the very best for customers.



**“PETS 2 PLACES REALLY IS A COMMUNITY BUSINESS, WE PROVIDE OUR SERVICE LOCALLY SO IT’S THE SAME DRIVER EVERY TIME AND THE CUSTOMERS USE US AGAIN AND AGAIN”**

We also assist with local rescues so along our travels if any customers want to donate anything, such as food or new items that a rescue can auction off to raise valuable funds, we are always happy to help where we can.

When I tell people what I do they are always really surprised so its such a great conversation starter. When I say I’m a taxi driver for animals they give me that look like ‘are you pulling my leg’ It always leads to more questions which is great because it’s a way of advertising without really advertising. Our customers talk about us too. Around one third of our business comes from word of mouth, which is great it means the customers value us and the service we provide.

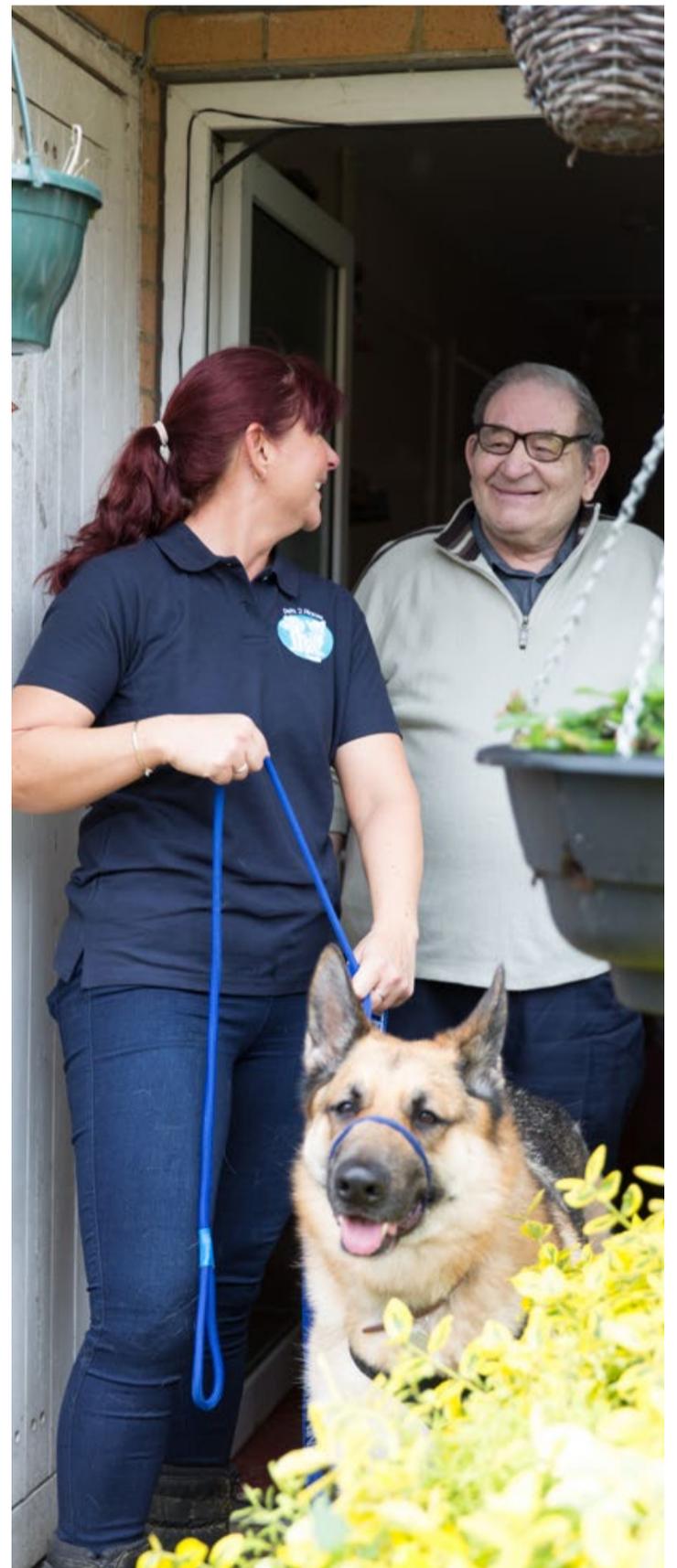
It always amuses me when customers give me gifts to thank me for always arriving on time or being there for them, when to me I’m just providing the service they are paying for.

A lot of our day to day work is pre booked like groomers

or vets. But we also deal with emergencies and this can be anything from a dog has trodden on glass to a collapsed dog. This is really stressful and upsetting for the owner. As a pet owner myself I have been in that situation, when your beloved pet is sick and logic and reason can sometimes take a back seat. That is where we come in – we calm the situation down and take charge. Part of the role of working in this business is having the ability to maintain a level head and do exactly what is needed to take charge of situations.

Some of the other more unusual services we’ve offered are; a divorced couple who shared custody of the dog and didn’t want to see each other, so we transported the dog between the 2. We have even been called out to pick up a pigeon who was injured and needed to go to the wildlife rescue.

Wildlife isn’t something we normally deal with. Its domestic pets, mostly dogs and cats but other small furries.





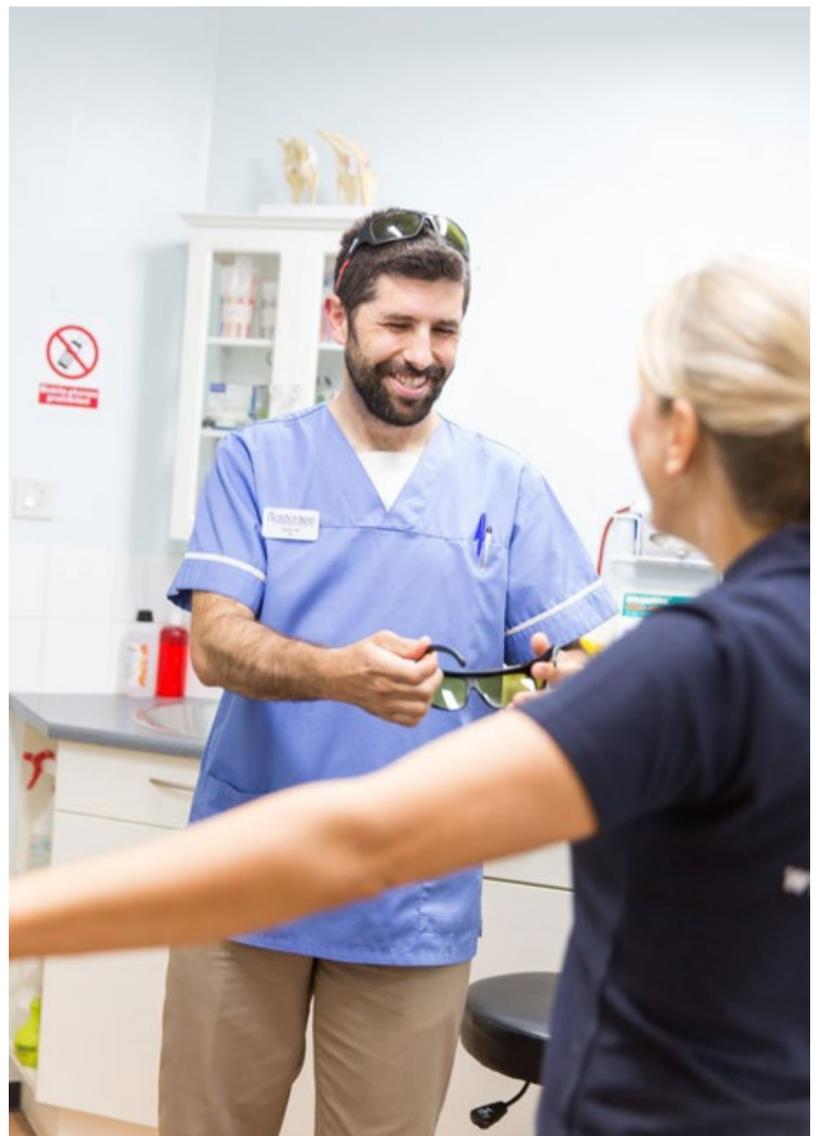
We can take pets wherever they need to go. With or without owners. Since lockdown began in March 2020 we've taken a lot more pets without owners due to most of our clients being classed as vulnerable and them needing to self-isolate. Our new customer rate has also increased massively. With people not able to rely on friends and family, they've had to take to the internet to find a solution.

Another positive for us is; people who are looking at their life and what's important to them. I think we can all agree animals are the best, and getting to work with animals all day and their owners is a true pleasure. I love what I do

and I want others to love what they do.

Which is why in 2021 I am launching Pets 2 Places franchising opportunities across the UK. We are just in the process of joining the British Franchise Association, and I've been short-listed as New Woman Franchisor of the Year award from Encouraging Women Into franchising - its really exciting times for Pets 2 Places this year.

Pets 2 Place is making a huge difference in the community and is looking for people who have a genuine love of animals and a genuine passion for helping people, no business experience needed.



# Lockdown Boredom Busters

FOR YOUR DOGS

EMILY FROM  
EMILY'S CANINE CREW

In this article, you will be able to be read about new ways to enrich your dog's lives. First of all, we need to understand what enrichment and/or mental stimulation is all about for our dogs and how it has a positive impact on their lives. Mental Stimulation is a way in which to enrich and better the lives of our dogs, which will in turn reduce boredom within our dogs, further reducing possible destruction. It's also a way to burn off additional energy that our pets have. I feel that it is important to include at least a 5-10 minute session of mental stimulation each day, to help our dogs use up additional energy they have.

Some people will think taking their dog for a walk every day is enough for them, and for some dogs that would be fine. However for high energy and working breeds like Border Collies, Spaniels, Labradors etc, they will need a little bit more mental stimulation to keep their brains occupied so they don't become destructive.



## 1. Food

Most dogs absolutely LOVE their food, and most dogs will be fed from a bowl, every day for both of their daily meals. If we just stop for a minute, and imagine that if we were to have lightly buttered toast, for every meal, for the rest of our lives, we'd soon get pretty bored of the same food. Now if we apply that same theory to our dog's meals, we need to find ways to keep them interested in their food.

Scatter Feeding is a fantastic way to make meal times more fun. This works especially well if your dog is fed dry kibble. You simply measure out their food allowance, and then scatter their food over the floor or various surfaces; make sure these surfaces/areas are clean and safe for your dog to eat from. A great area to Scatter Feed from is in your garden via the grass.



## 2. Sniffing

When a dog is born, their first sense is their nose. They use their noses to smell their way to their mums and smell their siblings, as their eyes are closed, for the first week or so, and by using their noses they can explore the world and environment around them. I enjoy taking my own dogs for Sniffy Walks, we take our time, and I make sure they have a good sniff of the objects in their surrounding environments. I use key words like 'go find it' or 'sniff sniff' as this indicates to my dogs I want them to use their noses.

**FUN FACT:** A 20 minute Sniffy Walk is the same as a 60 minute lead walk.





### 3. Puzzle Toys

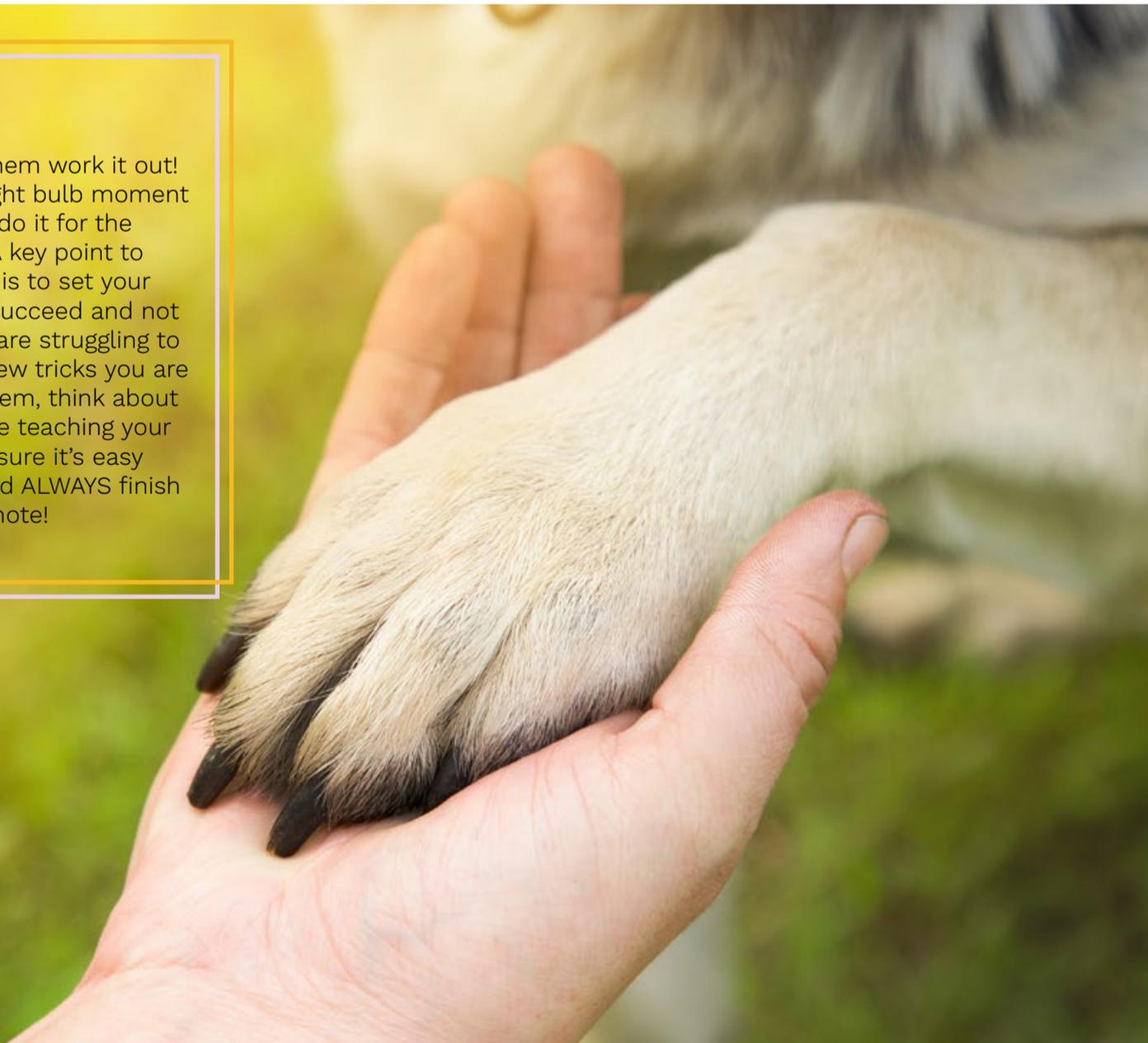
Dog Puzzle Toys have become very popular over the last couple of years. When I got my first dog in 2015, I wasn't that aware of puzzle toys or mental stimulation in general. Now that's completely different, and my dogs have a big box full of puzzle toys and food dispensing toys, which they use throughout the week for their meals.

Nina Ottosson is a Swedish lady who created her own range of Dog Puzzle Toys back in 1990, and she's continued to develop her range over the years. If you've not heard of Nina Ottosson games, then go and give it a google! Other Puzzle Toys include Sniff and Find Mats (commonly known as snuffle mats), this is where you put your dogs food into the mat and they use their first sense; their nose to sniff out the food. It's also a great way to help slow down your dogs if they are fast eaters. For people who feed their dogs a raw diet, Slow Feeder Bowls are a good alternative to a Sniff & Find Mat, as they are wipe clean

### 4. Tricks

Can your dog do tricks? This is a really fun way to bond with your dog, whilst making them use their brains. Easy tricks to teach include Paw, Beg, Bow, Spin & Twist (turning left and right circles), and many more. I've found teaching tricks to your dog, is not only fun, but it's also great to see your dog really thinking about what you're asking them to do and then

watching them work it out! It's like a light bulb moment when they do it for the first time. A key point to remember, is to set your dog up to succeed and not fail. If they are struggling to learn the new tricks you are teaching them, think about how you are teaching your dog; make sure it's easy and fun, and ALWAYS finish on a good note!





## 5. Playing with Toys

Encouraging your dog to play with their toys, is a fabulous way to bond with them. Some of my personal favourites include tug of war with our fleece tuggy toys, and also playing Frisbee in the garden or at the park. When playing with your dog and their toys, make sure that you allow them to win the game; not all of the time, but some of the time, otherwise they may get bored of the game and not want to interact with you anymore.

## 6. Dog Sports

Dog Sports such as Flyball and Agility, are another great way to provide mental stimulation and enrichment to our dog's lives. Currently with the Lockdown restrictions, we're not able to take part in Dog Sports, as this involves being at a local Dog Sport Club where there will be trained professionals teaching us safely how to take part in Flyball and Agility. The Kennel Club website, is a great place to search for local Dog Sports Clubs, so why not take a look and maybe take up a new sport once Lockdown restrictions ease.





## 7. Food Parcels

Food Parcels are a quick and easy way to provide enrichment and mental stimulation. Remember when the country went crazy in the first Lockdown and we all panic brought toilet rolls... Well the empty cardboard tubes make great food parcels for your dogs. Simply fold one end over, put food in the open end, then close and present to your dog. It's funny watching them try to work it out for the first time, my own dogs made a right mess, and there was soggy cardboard everywhere but they had fun!

I hope you've enjoyed reading these 7 ways to help provide new ways to enrich your dog's lives on a daily basis. For more tips and hints, please visit my website below where you can read more useful articles, and view my own range of handmade dog toys including Sniff & Find Mats and Fleece Tuggy Toys.





## TALK TO THE HOUND

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# PUPPYHOOD

### THE DREAM VS REALITY!

Puppies make people smile! With their cute round faces, big brown eyes, wiggly bodies and wagging tails. This is the image that is conjured up when one thinks of these cute little bundles of fun.

The relaxed image of dog ownership shown on TV or by your neighbours aging Labrador, can appear very far from the truth and will have taken years of training and commitment.

Remember, pups do not arrive trained. They grow and mature with the help and guidance of their human families.

#### **So, let's look at what it is like raising a puppy?**

Maybe you have it all planned. You have beds, toys, food and lots of love to give. Pup will sleep in a soft, fluffy bed, will snuggle with you and your family on the sofa. You will play ball games, run and laugh in the park and go on long country walks. You and puppy will be best friends and your days will be filled with joy, happiness and laughter. Having a puppy will be perfect and a dream come true.

Now, I am not saying that the former will not happen and no doubt you will share all of that with your pup. However, let us look at what it is like for many owners during those first few months of puppyhood!

Now picture this alternative; does it still sound as appealing? – Sleepless nights and early mornings. Hours of standing in the cold and rain, waiting for your puppy to go for a wee, only for you to come back in and for

them to wee on the carpet. No more walking bare foot through your home, as every step you take, you have a puppy nipping at your heels. Holes in your favourite clothes, your furniture covered in teeth marks. Forget having time to relax in a bath and no more toileting on your own. Well, at least you can take puppy outside to tire him! Stop! think again. Firstly, you must wait for the vaccinations to take effect, and this can seem like a lifetime, especially when you have a puppy who is full of energy and acts like a Duracell bunny. Then, when the time comes to enjoy your first walk, your pup either sits down like it has been super glued to the spot and won't move or alternatively runs at full speed, pulling at the end of the lead, whizzing from one side of the path to the other, tripping you up as you go. Finally, those long country walks you dreamed of must wait too! While a pup is young, care must be taken when exercising, as too much walking or vigorous play in the first year may damage a dog's growth plates. Finally, along with barking, biting, dog hairs in your breakfast, lunch and dinner, every penny spent on dog paraphernalia and a garden that resembles swiss cheese, raising a puppy now seems a little less dreamy.

Despite all this, if you are prepared, have the right management in place and have the support from friends, family and dog professionals, you can get through the puppy stage without too many grey hairs!

## REALISTIC EXPECTATIONS

The best advice I can give, is to set yourselves up to succeed and don't expect too much too soon! Puppies do not come pre-programmed and have so much to learn. Training basic manners is important to help you to raise a dog who can integrate safely in our human society, but teaching pups how to cope, giving them plenty of positive, early experiences and building up resilience and confidence is important in those early weeks too. I would say this should be priority!

Last year has seen a spike in dog ownership, and a study done by the Kennel Club in 2020, revealed that a quarter of owners bought a puppy during the Covid-19 pandemic with little research, and a fifth don't know if their dog will suit their lifestyle after lockdown.

This poor planning will affect the lives of thousands of dogs and with a little preparation, this could have been avoided.

Many owners do not seek out advice, until after they have their puppy and by then it may be too late. Here at Talk to the Hound Dog Training & Behaviour we run free Pre-Pup Presentations to help potential new owners, for just this scenario. Other trainers will be happy to help you prepare too.

Prior to bringing a puppy home, ensure the whole family is on board, research the breed, contact reputable breeders, ensure you have the finances (as dogs can be expensive) and ensure the dog will be suited for your lifestyle choices. If you have done your research, you are ready to go.



## T O P T I P S

### LET SLEEPING DOGS LIE

Sleep! Puppies, like babies, require hours of sleep. A young pup will need approximately 18-20 hours of sleep each day. With families working from home and children currently home schooling, ensuring your pup gets enough sleep can be challenging. Tiredness can be the cause of many inappropriate behaviours, including excessive mouthing and those well-known zoomies! Puppy mouthing is one of the many causes of stress and worry in a household. Having been living with my own landshark for the past few months, I tend to agree! As with many behaviours, knowing what is causing it will be the easiest way to resolve it.



To help give pup the sleep it needs, set up a safe space in an area where pup is close to the family, but not directly in a walkway or a place with many comings and goings. This area should be for pup only and avoid letting children play in crates and pens. Having somewhere safe, will help you to build boundaries and allow pup to sleep and settle as required. If you are struggling with puppy troubles, maybe lack of sleep is the cause?



## CONSISTENCY

Ensure you teach your puppy what you want them to do from the start. Guidance, clear boundaries and consistency will help both you and your puppy, as you travel together through your training journey. Make sure everyone in a household knows the rules. By using up to date, reward-based training methods, you can build your bonds while you educate your pup. Always be careful when following the advice, you find online, on TV or advice given from well-meaning friends or family. Some of this advice will be out dated and may not be right for your pup.

Training is ongoing and will need reinforcing on and off throughout a dog's lifetime. With so much to learn, including toileting outside, what is a legal chew toy, walking nicely on a lead and coming back when called as just a few examples, the expectations on a puppy are high.

Raising a puppy can be a challenge, but despite the time, mayhem and commitment it takes, it is worth every chaotic minute. Dogs become part of you. They fill your lives with love and joy and leave large holes in your heart when they leave. If you are only just starting your new journey, then embrace the ups and downs and enjoy every minute.





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# DIDDY DOGS LODGE

HOW IT ALL BEGAN!



Luxury Pet Service exclusive to small dogs

It all began back in 2013 following a life changing event- the devastating loss of my father, such an enormous blow for us all and as a family we were consumed with grief.



Several months later I also lost 'Little Boo' my best friend and companion of 15 years, she was such an amazing little dog with such a beautiful soul, I missed her dearly.

As time passed the feeling of emptiness grew stronger, we were really missing the pitter patter of tiny paws and felt that now was maybe the time to bring a new addition into our family- a little puppy. When we saw an advertisement online for 'Cavapoo

puppies' we had to go and see them and consequently fell in love with an adorable little puppy, the one that licked my face, we named her 'Heidi'.

Heidi was a tiny, nervous little puppy, who was born in terrible conditions, in an outdoor damp and dirty shed, in the middle of April with only her siblings for warmth. We knew all the warnings and pitfalls of buying online, but we couldn't bring ourselves to leave 'Heidi' behind.

The summer was fast approaching, and we found ourselves turning our attention to holidays and discovered a great cruise. Then our thoughts turned to Heidi who will look after her? Will she be ok in commercial boarding kennels?

We started searching online for kennels, indoor boarding centers, big outdoor kennels the list was endless. After several enquiries I couldn't find anywhere to accept our 5-month-old little puppy and was worried that Heidi's needs wouldn't be met in some of the available boarding facilities. Heidi was a tiny puppy who was very nervous and anxious, I felt she needed a more homely environment where she could feel safe, warm and nurtured without the added fear of being around large dogs, that could potentially overwhelm, harm and frighten her.

The following day I got a phone call from a friend who gave me the name of a lady that looked after dogs in her home. She was a lovely warm, kind and honest lady, I could tell she loved her guest dogs

and Heidi seemed to warm to her. We had never heard of 'home boarding' before and it seemed a great concept and wondered why it hadn't been done before.

The 'Light bulb moment'

On our return from holiday, we anxiously drove over to collect Heidi who incidentally had such a great time, we needn't have worried at all as she had been well looked after and spent her time having fun, on great beach walks and playing with her new doggy friends into the bargain!

When I went home that evening that's when I had that 'light bulb moment', I could take care of small dogs in my home couldn't I?... I wanted to create a place where only small dogs and puppies could spend time together in a safe, secure, loving environment very similar to their own homes they'd grown accustomed to.



“I WANTED TO CREATE A PLACE WHERE ONLY SMALL DOGS AND PUPPIES COULD SPEND TIME TOGETHER IN A SAFE, SECURE, LOVING ENVIRONMENT”



I started to put things in place as I searched for insurance quotes and read up on what's involved in achieving a boarding license. I created a Business Facebook page, got some business cards designed by my son and a logo to help advertise my pet service. As Diddy dogs grew and evolved it became apparent a lot of my clients were feeling very thankful to have found me for their little dogs and I was getting very busy indeed, so I took the `plunge` and decided to leave my NHS Nursing job and put everything into my dream, my very exciting new business venture.

The rest is history as they say, Diddy Dogs Lodge was born in the summer of 2014 and has grown from a small unique business to a thriving successful luxury pet service. Diddy Dogs Lodge is a unique, luxurious and exclusive 5-star professional pet service, specifically for small dogs and puppies. We pride ourselves in offering bespoke day-care and a

boarding holiday service, where little dogs can feel safe, flourish and thrive together forming unique bonds.

You can find Diddy Dogs Lodge tucked away in an idyllic rural setting on the outskirts of Fareham, surrounded by breath-taking views of the neighbouring countryside. We always strive to create a harmonious environment ensuring all our guests can fully relax and unwind, whilst enjoying a safe, fun and loving experience.

We now share our life with, not one but two amazing little companions `Heidi` our mischievous Cavapoo and fun-loving rescue dog `Ella` we adopted from 'Many Tears Animal Rescue' in Wales as company for Heidi. They're both now totally inseparable Best friends and both happily and excitedly welcome all our Diddy Dog guests to stay and play.

### what makes us so different?

We are a unique specialised service as we offer Day-care, Puppy club and luxury Holidays to only small breeds dogs and puppies. Breed sizes start at tiny chihuahuas up to small spaniel size.

It is always the dog's personality, character and ability to fit in with all other guests that determines who we offer our services to. We offer a Free settling in morning to assess if all dogs are going to get along with each other prior to accepting any new dogs' registration. After all we can't expect all dogs to like each other, they're like people we don't always get on with everyone we meet do we.

We have been awarded a 5-star boarding and day-care License in 2019 from Fareham Borough Council Animal Welfare Inspectors, for our day-care and boarding facilities, in achieving all the highest standards set.



We are also a registered as a Private Limited Company, so can offer our clients a high level of professional commitment, assurance and bring a reliable, trustworthy service to all our clients.

At Diddy Dogs Lodge we only take small numbers of dogs each day to ensure each dog receives the utmost attention they truly deserve, which we've found results in calm, happy and content dogs and puppies.

“WE ARE A UNIQUE  
SPECIALISED SERVICE AS WE  
OFFER DAY-CARE, PUPPY CLUB  
AND LUXURY HOLIDAYS TO  
ONLY SMALL BREEDS DOGS  
AND PUPPIES.”

### Amenities

Diddy Dogs Lodge is a beautiful, detached property and our family home, which is set in a semi-rural location with a large secure garden, overlooked only by countryside, wildlife and woodlands that go on as far as the eye can see. Daycare and Puppy club guests love to play and relax, enjoy the sand pit, plunge pool and relax under the dog parasols in the warmer months. We also have underfloor heating in all the downstairs accommodation which guests enjoy in the wintertime. All our dogs/puppies are always under constant supervision and are never left alone. Diddy Dogs Lodge has 24-hour CCTV surveillance system ensuring all guest's safety which is our priority. All guests enjoy Free access to our chill-out lounge for our V.I.P guests (Very Important Puppies) for a little quiet time to enjoy a nap, treats and doggy TV including all the homely luxuries dogs deserve. This gives guests time to unwind, relax and have a quiet moment and some much-needed cuddles if it all becomes a little overwhelming.



### **VIP Puppy Club**

We have created a 'VIP-Puppy Club' which we started as a result of the COVID 19 pandemic back in March 2020. Dog owners were having to work from home and change the way they would normally work, as a result found themselves not able to focus on their puppies or give them the attention they so needed. We were inundated with 'lockdown puppies' that were in desperate need of socialisation, human company and interacting with other dogs, which is so very important in the first few months of a puppy's life.

We only invite small groups of puppies to attend Puppy Club each day. We find that puppies thrive if able to express themselves with fewer dogs, less overwhelming, until they develop more confidence.

All Puppies are nurtured, comforted and given the utmost attention throughout the day. Lots of Snuggly dog beds are also freely available for all our guests to rest their tired little paws.

All puppies are given a 'Report card' on registration, which is a record we keep of the progress each puppy makes, we add comments daily on behaviour, settling in and any issues we feel may need highlighting for owners to address.

### **Luxury Day-care extras**

At Diddy Dogs Lodge we always have a fully stocked treat cupboard and offer only natural healthy treats to our guests, the most popular time at Diddy Dogs is 'Treat time' which is on arrival where they all gather round for a treat and a photograph to send home to their 'pawrents'...



We have a variety of toys to offer, enrichment activities and 'brain games' to keep our guest dogs happily entertained throughout their time spent with us. We have activity tunnels, ball pools and snuffle mats which they all enjoy foraging for treats. At Diddy Dogs Lodge we always ensure we celebrate all our Diddy

dogs Birthdays, as we feel this day is very important to all our customers. We celebrate with a birthday dog friendly cake and a gift, complete with party games and a photoshoot of the party guest and friend's which we send home to owners to show what fun their dogs enjoyed throughout their Birthday at Diddy Day-care!!



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# WHY WE ARE ON A MISSION TO EMPOWER DOG OWNERS

TO SAVE LIVES!

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## GEMMA FROM DOG FIRST AID MANCHESTER



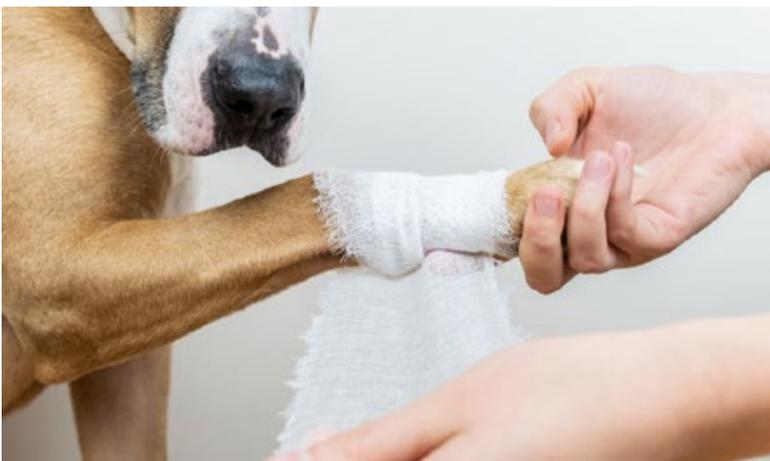
Not many dog owners know that dog first aid is 'a thing'. However, if you have a baby and something happens you can ring 999, right? They will help you perform first aid over the phone until paramedics arrive who take over, while transporting your baby or child to the hospital.

Unfortunately, pets do not have that luxury!

At Crufts this year I was in my dog first aid uniform and a kind lady approached me and told me a story. It went like this:

"...I wish I had known dog first aid when my dog was alive, it may have saved his life.... I gave my little Westie a treat, and after gnawing on it for a while, he got tired of chewing it and swallowed it whole. It became lodged in his throat and he started to choke. I didn't know what to do so I rang the vet. The receptionist told me to bring him straight down to the surgery. By the time I got there, he had died. They tried to revive him by pumping him full of adrenaline, but they couldn't bring him back..."

It is a horrifying situation, and it would leave you feeling completely powerless.



There are 4 ways to help a dog who is choking – do you know them?

Did you know that abdominal thrusts can cause fatal internal injuries, and should be the very, very last thing you should try – only after you have tried the other methods first, your dog is losing consciousness and you are sure he will die should you then attempt abdominal thrusts.

Do you know that there are certain human foods, house and garden plants that are toxic to dogs?

Would you know what to do if your dog suffered an arterial bleed while out on a walk? Collapsed and had a seizure? Suffered heatstroke? Was hit by a car? Required CPR?

We do not plan accidents, but they do happen.

It is knowing these vital life-saving skills that could mean the difference between life and death for your beloved four-legged friend.



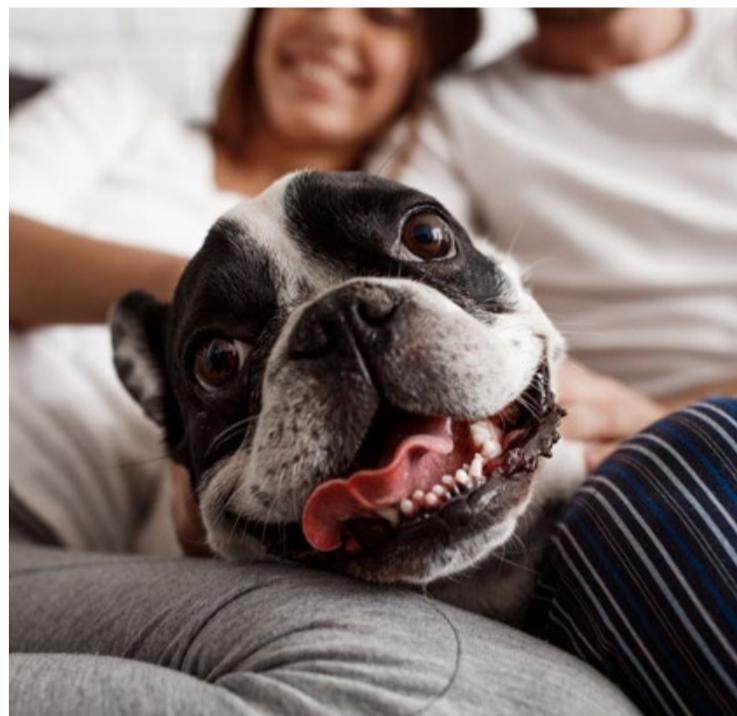
Would you want to:

- Lose your dog because you did not know how to act?
- Have your dog suffer because you didn't recognise the early signs of renal failure, heatstroke, bloat, Alabama rot, poisoning, gum disease, or ear infection (to name only a few?)
- Be panic stricken in a situation that requires calm and rational action? Dog first aid is important as a dog owner because it promotes early diagnosis, treatment, and recovery. It means that we can act calmly in a canine emergency and rationally prioritise what requires first aid, ensuring our dogs are given the best possible chance of survival.
- Nobody wants the worst to happen and feel they could have done more. That is the worst possible outcome, and there is a way to prevent that from happening.

#### Dog Businesses

Dog first aid is especially important to a dog business because someone is leaving their beloved pet entirely in your care. Someone is trusting you to keep them safe, and this is of utmost importance to you, your business, your reputation and to your clients.

You do not want to feel disempowered or panic stricken in an emergency and lose a dog in your care because you did not know how to act. How would you explain that to the owner? Would your business recover from the aftermath?



Having a dog first aid qualification not only allows you to stand out ahead of your competitors, it tells your clients that you care about their dog; you will keep them from harm, and you know how to act should the worst happen. It inspires confidence and it makes you look competent within your professional circles.

Whether you are a pet business or an owner, knowing how to prevent emergencies, and act with confidence when they happen is incredibly empowering.

Taking a dog first aid course and keeping your skills current ensures that 'everything in your power' is everything that is required to save that dogs' life. No one can expect any more than that. No dog deserves any less than that.



### **Melanie & Stitch's story**

In March 2020 Rochdale attendee Melanie was able to save her dog from choking on a hosepipe nozzle that he had found in the garden. Stitch had swallowed the round object which then became lodged in his throat obstructing his airway.

Stitch could not breathe.

Melanie was able to use the milking method she had learned at her dog first aid course to move the object up his throat until she could reach in and grab it. Stitch made a full recovery.

Melanie advised that had she not attended our dog first aid course; she would be telling a completely different story.

### **Hayley & Ralph's story**

In October 2020 Merseyside Virtual Course Attendee Hayley, who runs a secure dog field in Merseyside was able to aid a dog who was having a seizure for the very first time.

Hayley advised that because she had attended a dog first aid course, she knew exactly what to do, and what not to do to help Ralph through his seizure.



### **Sam's story**

Whilst on a Boxing day walk with her dog, her sister and her sister's dog Sam dropped a turkey sandwich. The two dogs, who ordinarily were best pals, both went for the prize and ended up fighting quite violently. Sam said "I honestly thought my dog was going to lose an ear as the other dog ragged her around. Thankfully your training taught me how to deal with this and the distraction technique you taught me worked instantly".

**This article was written by Gemma from Dog First Aid Manchester. Dog First Aid delivers courses nationwide. To find a course in your area go to [www.dog-first-aid.com](http://www.dog-first-aid.com) or call 0800 999 6632**

THEY'LL HAVE YOU HOWLING!

# Dog Jokes

Why did the snowman name his dog "Frost"?

Because he bites!

Why do dogs make terrible dance partners?

They've got two left feet!

what do dogs eat for breakfast?

Pooches Eggs

what do you call a dog magician?

A labracadabrador

5 TOP FACTS ABOUT

# Dalmatian



## • They are Born Without Spots

Dalmatians may be famous for their spots but they're aren't born with them, a puppy dalmatian is plain white with their spots start developing from around 2-3 weeks. Most of their spots will have arrived by the time they're 4 weeks old but they can keep developing spots for their entire lives.



## • One of The Oldest Dog Breeds

The breeds history is quite mysterious with many different ideas about where and why the dogs was first bred. With some thinking the breed originated in the Dalmatia region of Croatia and others stating that dogs resembling the dalmatians can be seen in Egyptian tomb painting.



## • Hearing problems

Sadly Dalmatians are prone to deafness with 30% of dalmatians suffering from hearing loss. This is due to breeding them for their spots, as a result of their spotty coats they can lack melanocytes in their inner ear, so the larger the black spots a dalmatian has the less likely they are to be deaf.



## • Not Just Black & White

When most people think of the breed they picture a black and white coats, but there are actual several colours of spots dalmatians can have, they include:

- Black
- Liver (brown)
- Lemon
- Orange
- Blue (Grey)
- Tri - Colour
- Brindle



## • A Horse's Best Friend

Dalmatians get on very well with horses and for many years their role was to run alone side carriages to protect the horses and keep them calm on their journey and alerting the driver on any danger.





# 101

## PUGS

FREE E-BOOK



C A N I N E  
ACUPUNCTURE

DIETRICH VON SCHWEINITZ



Dietrich von Schweinitz is a well-respected vet worldwide with a passion for using an alternative form of medicine to treat and cure the ailments of his patients. Acupuncture that has evolved from Traditional Chinese Medicine is rapidly becoming more accepted in modern society, but have you ever thought about seeking it out for your dog's ailments? We were lucky enough to speak to Dietrich recently to find out more about him and his work.

Hi Dietrich. Please could you tell us a little bit about your background and your work today?

I qualified at the University of Georgia in 1982 and practiced as a vet in Maryland until 1986 when I decided to move to the UK and founded an equine practice in Guildford in 1989. My interest in acupuncture began back in the US and I became certified through the International Vet Acupuncture Society (IVAS) in 1998. At one stage, I was the President

of the Association of British Veterinary Acupuncturists and I continue to work as the Education Director to this day. I run a referral acupuncture practice alongside my teaching commitments and besides my daily work, I am involved in Vets with Horsepower. This is a charity fund raising for animal and children welfare organizations, which is something that I am very passionate about.

Why acupuncture?

I have pursued an interest in using acupuncture in chronic pain and disease management for over 25 years now. It is an underestimated and underused treatment in many conditions. In my opinion, it should become a standard part of an integrated medical (and veterinary medical) care system. It is at least now earning ever wider acceptance in the medical and veterinary world.



“ T H I S M E T H O D F O S T E R S T H E E M P A T H Y  
C O N N E C T I O N B E T W E E N M A N & A N I M A L ”

My practice of acupuncture has continued to evolve through experience and a continuing interest in following the research (the “art” combined with the “science”). The methods that I use are a blend of the classical Chinese approach (very palpation based) combining acupressure and TuiNa or manual body work with needle and laser acupuncture also based on the results of the emerging science. This method fosters the empathy connection between man & animal (between doctor & patient) that itself has a powerful effect on accepting the treatment and in general well-being.

The vast majority of my patients respond exceptionally well to my approach. I rarely need to use a sedative for the anxious animal to receive acupuncture and they instead become “sedated” through the acupuncture treatment. It

is a very satisfying treatment to offer due to the very positive feedback from clients and their animals.

I have invested a great deal of my professional time to acupuncture practice and teaching commitments for the Association of British Veterinary Acupuncturists and other CPD providers. I also have carried out some self funded research and published on acupuncture in peer reviewed journals such as Veterinary Clinics of N America, Equine Veterinary Education, and Acupuncture in Medicine and hope to spend more time in acupuncture research as there is always more to discover and learn.

What conditions can acupuncture be used for within pets?

Anything really but I would strongly recommend that pet owners seek acupuncture for

their animals in the following circumstances;

- Chronic and or multi-faceted illnesses where conventional treatment is inadequate or has significant side effects and risks.
- Pain management including post-operative patients where confinement is enforced often leading to a distressed emotional states.
- For older patients with greater drug side effect risks.
- Sporting animals to manage muscle or myofascial pain and improve stamina and recovery.
- Nerve injury cases where electro-acupuncture is especially useful.
- Autonomic dysfunctions such as incontinence.
- Infertility.



“ T H E R E I S U N A R G U A B L E E V I D E N C E T H A T  
A C U P U N C T U R E O F T E N P R E V E N T S A N D  
R E S O L V E S T H E S E P R O B L E M ”

The predominant use of acupuncture today seems to be as a last resort for chronic conditions. We still see a surprising level of improvement here, but it must be said that the optimum acupuncture intervention would ideally be in the early stages of disease.



Treated early enough, it significantly reduces the complications often seen

through stress including immune impairment, endocrine dysfunction, poor healing, autonomic imbalance, depression, sleep disturbance, behaviour problems, and unwanted drug side effects. There is unarguable evidence that acupuncture often prevents and resolves these problems and there is also a very rare risk of serious complications. So, in answer to your question, any condition really and the earlier acupuncture treatment can start, the better!

Is there a case that you can share with us?

Let's look at Bertie, a 3 year old Labrador who was presented to me with a 1 year history of Irritable Bowel Disease (IBD) and pruritis. The owner

described his symptoms to me as him having “gurgle guts”, periodic and severe abdominal spasms, variable stools (loose, runny, granular, excessive amount of grass, mucus and blood at times), lip-smacking, pain when passing wind, terrible smells when passing wind, severe loss of weight and condition (including muscle weakness), and generally very unsettled & very subdued. After treatment from her vet and referral specialist, the owner had tried various medications and diets to no avail. Bertie was suffering too much and in continued decline so at one point the owner contemplated euthanasia but thankfully a friend suggested acupuncture.





“ T H E R E I S U N A R G U A B L E E V I D E N C E T H A T  
A C U P U N C T U R E O F T E N P R E V E N T S A N D  
R E S O L V E S T H E S E P R O B L E M ”

On Bertie's first visit, I noted that he was dull, listless, and very thin weighing in at just 22 kg. The needles were placed at specific acupoints into muscle, gently rotated in alternating directions and left in situ. Bertie usually lay down once the needles were in place and he was always cooperative to the examinations and acupuncture. In fact, the owner even commented on how happy he appeared to be coming back for each treatment thereafter! It was reported that there was a noticeable reduction of symptoms and a happier Bertie from the first treatment

but even more so after the third. I continued to treat Bertie many times for the next 6 weeks and we were all thrilled to see a return of his appetite and the gaining of 1kg to his body weight! After five months, Bertie was up to 28kg and could vastly reduce his medication. He came back to me infrequently for the next 7 months and I am happy to pass on the news from the owner that Bertie is now IBD free and no longer takes medication for the disease.

What is your hope for the use of acupuncture within modern veterinary medicine?

Considering the advances in the study of acupuncture and its growing acceptance by academics and the public, it is my hope that in the future primary care vets and specialists will recommend acupuncture to owners and their pets more and more often. I also hope to see an increasing number of vets looking to train with the Association of British Veterinary Acupuncturists in acupuncture to make the treatment more readily available to the public.

Thank you Dietrich.





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# Lockdown Fun

## Talk to the Hound

**Preparation** – Always start training in a quiet location free from distractions and when your pup is happy and relaxed. Have a treat pouch of small, tasty bite-sized treats ready for your session.

**Marker Word** – Think of a marker word you will use as a signal to let your pup know they have done well. This could be a 'yes', 'good' or you could use a clicker. This marker will always be followed by a reward.

## Shake Paw

A fun exercise to teach but has many uses. – It can help get pups ready for claw clipping and also helps when checking for grass seeds between the toes.



**Step 1** – Pop a treat in a closed fist and hold out in front of your pup. Now keep your hand still and wait. Pup may lick and sniff your hand to begin with. At some point, as they try to get the treat and their paw touches your hand, mark with your marker word and reward.

**Step 2** – Repeat Step 1 until they are touching your closed fist with their paw consistently

**Step 3** – Now hold out your closed fist, but remove the treat from inside. When your pup's paw touches your hand, use your marker word and reward with a treat from your treat pouch.

**Step 4** – Repeat Step 3 until pup is doing this consistently.



**Step 5** – Now offer an open hand in front of pup and as their paw touches your palm, mark and reward with a treat from your treat pouch.

**Step 6** – Repeat until pup is doing this consistently.

**Step 7** – Now you can add your cue. Just before you offer your hand. Say 'Paw' or your cue word and then when pup touches your hand with their paw mark and reward. Then repeat. Well done you have now taught your pup to shake paw!



## Chin Rest

This is a useful behaviour to help with husbandry. It can help with grooming and also help when giving medication such as ear or eye drops.



**Step 1** – Hold a flat hand, palm upwards under your pups' chin. When pups chin makes contact with your hand then mark and reward, then repeat.

**Step 2** –If you can get your pups chin touching your hand consistently, you can begin to add duration. Once your pups chin touches your hand, wait for 1 second, then mark, 2 seconds then mark, and 3 seconds then mark. Then slowly increase the duration in varying time increments.



**Step 3** – Now you have some duration, you can begin to add distractions. While your pups chin is resting on your hand, begin moving your other hand around where pup can see it. If their chin stays making contact with your hand, mark and reward. Slowly increase the distractions marking and rewarding as you go.



Jules Harrison MISAP, Talk To The Hound, 07909 851800

Advanced Diploma Applied Animal Behaviour (Canine), Full Member of International Society Animal Professionals, Provisional Member of The Canine Behaviour & Training Society, Approved Dog Trainer with The Dog Training College