



Groomer

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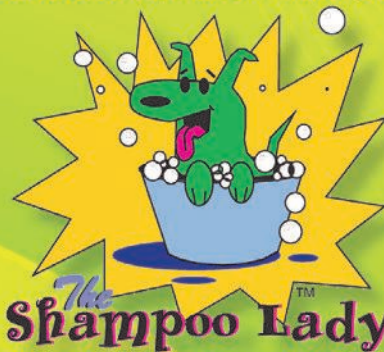
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JANUARY 2013

January 5 to 12
Pet Pro Cruise
www.barkleigh.com

January 25 to 27
12th Annual World of Pets Expo
 Maryland State Fairgrounds
www.worldofpets.org

January 28
Mushroom Cats
 NCGIA Webinar
www.nationalcatgroomers.com

FEBRUARY 2013

February 7
Setting Up a Website
 NCGIA Webinar
www.nationalcatgroomers.com

February 8 to 10
13th Annual Super Pet Expo
 Edison, NJ
www.superpetexpo.com

February 11 to 12
Westminster Kennel Club Show
 New York, NY
www.westminsterkennelclub.org

February 21 to 24
Groom & Kennel Expo
 Pasadena, CA
www.barkleigh.com

February 24 to 25
NDGAA Workshop & Private Training
 Loveland, CO
www.ndgaa.com

February 25
Business Policies & Enforcement
 NCGIA Webinar
www.nationalcatgroomers.com

February 28 to March 3
Atlanta Pet Fair
 Atlanta, GA
www.atlantapetfair.com

MARCH 2013

March 11
From Zero to Busy!
 NCGIA Webinar
www.nationalcatgroomers.com

March 15 to 17
Northwest Grooming Show
 Tacoma, WA
www.barkleigh.com

March 23 to 24
NAPCG Creative Grooming Workshop
 London, England
www.thenapcg.com

March 24 to 25
NDGAA Workshop & Private Training
 Austin, TX
www.ndgaa.com

March 27
When You Are Not the Boss
 NCGIA Webinar
www.nationalcatgroomers.com

APRIL 2013

April 7 to 8
NDGAA Workshop & Private Training
 Barrington, IL
www.ndgaa.com

April 20 to 22
Intergroom
 Secaucus, NJ
www.intergroom.com

MAY 2013

May 3 to 5
Groom Classic
 Kansas City, MO
www.groomclassic.com

JUNE 2013

June 7 to 9
NDGAA Groomfest
 Denver, CO
www.ndgaa.com

June 17 to 18
Advanced Cat Grooming Course
 NCGIA
 Greenville, SC
www.nationalcatgroomers.com

June 20 to 23
PetQuest
 Wilmington, OH
www.barkleigh.com

JULY 2013

July 23 to 25
SuperZoo
 Las Vegas, NV
www.superzoo.org

July 29
One Day Cat Clinic Workshop
 NCGIA
 Greenville, SC
www.nationalcatgroomers.com

AUGUST 2013

August 14 to 19
All American Grooming Show
 Wheeling, IL
www.barkleigh.com

SEPTEMBER 2013

September 19 to 22
Groom Expo
 Hershey, PA
www.barkleigh.com

September 20 to 22
Backer Pet Industry Trade Show
 Chicago, IL
www.hhbacker.com

OCTOBER 2013

October 27
WAPPS WI Pet Stylists International
 Madison, WI
www.wisconsinpetstylists.org

GET INVOLVED HERE!

Meet and greet other groomers going to these and other events. Refer to the Grooming Events Forum on the GroomerTALK Message Board. <http://tinyurl.com/7gnd6du> today. See who is going in the GroomerTALK community and arrange meet-ups.

LIST YOUR EVENT

Get your event listed here and in GroomerTALK Community. Contact us at findagroomer@earthlink.net with your event details.



Christina Pawlosky CMG

National Training Manager of
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The Making of the Cover Groom

German Trim on a Standard Poodle

Over the years some of my biggest wins were showing and grooming Poodles. Even now I love grooming Poodles. But I hate de-matting or grooming unkempt dogs just like the rest of the grooming world.

The German Trim is one of my favorite low maintenance styles because it really helps my clients to manage their grooming demands. Most of them love the German Trim too. It is stylish and yet requires less maintenance between grooming appointments. I especially love it on male Poodles because it is very clean and handsome.

The German Trim is outlined with universal combs and blades. I like that because it helps my work to be more consistent and it saves time. I can easily tweak coat lengths by simply selecting shorter or longer cutting blades or comb attachments. In this way I can also attend to structural faults best left hidden.



I used a #3 blade on the body of the dog pictured here using the new Oster® A6™ clipper. I blended off the shoulders and hips into the legs to show muscle and angulation. I left coat on the neck from the top knot, and then blended just behind the withers. From profile remaining neck hair was in line with the coat left on back of front leg. The remaining neck coat was trimmed to the width of the dog's body. Careful! Try not to pinch the neck or shoulders. For the neck I clipped from just behind the bottom of the ear canal towards the elbow. I clipped and blended the remaining hair in with a #3 blade for a more natural look.

The legs were done with a one-inch comb attachment over a #30 blade. I pressed hard on the inside, outside and front of the front legs. Then I skimmed the back of front legs making sure I had enough coat to align the remaining neck coat and the coat over elbows.

The breed standard calls for the highest point of withers to be equal to elbow. I try extra hard to reflect that standard using the coat length when the anatomy is not correct. In this groom I wanted a good amount of "daylight" between those nice straight legs in order to show a proper well sprung rib.

The rear legs were similarly groomed with a one-inch comb attachment over a #30 blade. I pressed hard on the inside and outside of leg and skimmed over the front of the back legs leaving the hock to scissor. I took the #3 blade down from the pin bone and blended at the bend in the rear legs creating additional angulation.

When looking at a dog's profile draw an imaginary line from pin bone to floor. It should land in front of the toes with the hock set straight. If the hock is straight and the imaginary line lands on the toes the dog is

lacking "angulation." This measure lets you know how much hock hair is needed to correct the outline when lacking correct angulation.

How about another trick? Make sure front and back legs are the same size and at the same time complement the dog's structure. Both legs should be straight and parallel to one another when viewed from the front or rear according to the standard. The better the dog the less coat hair you need to style in order to make the dog appear more correct and beautiful.

Next, I used my new Oster®



Juice™ adjustable blade clipper. Face lines start from a point somewhere between the Adam's Apple and the place where the neck dips back into

the dog. Ideally you go as low as you can downward but stay above where the neck dips in hiding a U-neck. Expose as much length as possible by clipping up to the bottom outside edge of ear canal but remember not too wide as to

(Continued on page 12)



(Continued from page 11)

make the Poodle look thick-necked. Then go from the top inside of ear clean to outside corner of the eye making sure your lines are above the cheek bone and even on both sides. Clip in a slight inverted “V” between eyes to accentuate the Poodle expression, and then clip the remaining hair from the muzzle.

There are other things to consider when clipping faces. Compare your Poodle to the breed standard and whenever possible hide faults, such as the lack of a chin or a dish

face.

Sanitary work should be clean, and not be visible from the rear. Poodles should have a muscular loin and tight clean tuck up provided they have correct body types.

Clipping feet is dependent upon the dog having nicely arched toes or flat feet. Normally, I clip to the wrist all the way around. If a dog has flat feet I set the clipper line and bevel down lower to about the second digit and allow coat to lay neatly over the feet to hide them. In the groom pictured here I tightly beveled

over Beemer’s feet because he has nice feet and the right amount of leg to carry it.

For the top knot comb the coat to one side and use scissors. I started at the clipper work at the back bottom side of the first ear and scissoring over the ear. I used the clipper line reference again to form the front of the ear to the outside corner of the eye.

Remember to keep the blade of your shears angled outward to prevent a Mohawk look.

Keep combing to the scissor line and remove any hair hanging over the line you



Christina Pawlosky CMG



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- *World Poodle Groomer 1993 and 1995*
- *International Groomer of the Year in 1994*
- *Cardinal Crystal Achievement Award for Groomer of the year 1993, Congeniality 1994, and Judge of the year 1996, 1999, 2000, 2001, 2003, 2006*
- *Also nominated for some of these same awards in 2004, 2005 and 2006*
- *Eagle Award from Groom and Board Magazine 1994,*
- *Voted Groomer of the Decade by New England Pet Grooming Professionals 2001*
- *Member of the USA Groom team 1993-1995,*
- *Oster International Invitational Tournament of Champions 1995 (Which was the win that I retired from competitive grooming)*
- *With my specialty in Poodles and Brussels Griffons I have handled and bred many Champions in all three varieties of Poodles and Brussels Griffon.*
- *Specializing two Standard Poodles into the Top 10 in the USA from 1994-1998, both having multi All Breed and Specialty Best in Shows.*
- *Best of Variety winner with Standard Poodle at Poodle Club of America 1998.*
- *Awards of Merit at Westminster Dog Show*



COVER PHOTO

For the cover of this eGroomer issue we only removed the original background.

created at the beginning.
 Repeat for other side.

Now comb all the coat forward. Pull hair with fingers from over the eyes and scissor tight. Then angle shears outward and join the two sides of the head creating a rounded edge with a nice outward angle (slightly more than the sides of the head). To finish tweak the small amount of coat left over the skull and blending into the neck coat.

The German Trim can be done with full or clean feet, and with or without some form of mustache. I personally prefer

clean face and feet. If I were to do a mustache I would consider full feet to match.

I prefer ears and tail to match. My norm is to use a #4F, or even a #3F, on the top sides of both tail and ears. I also use a #10 on the inside of each ear and clean up the back of the tail with a #7F or blending shears. Some groomers do the ears and tail with a #10 or #7F blade. It's up to you!

Enjoy those wonderful Poodle groomers!

Christina Pawlosky, CMG





State of the Industry 2013

German Trim on a Standard Poodle

Christina Pawlosky CMG See The Making of the Cover Groom Page 10

Introduction

Key Moments of 2012

Where the Groomers Are

Personnel Survey Results

Company Survey Results

Marketing Survey Results

Finance Survey Results

Mobile Grooming Survey Results

Tools & Equipment Survey Results

Career Seeker Survey Results

Health & Well-Being Survey Results

Grooming Prices Survey Results (7)

15th Annual Pet Grooming Industry Report

We Did It!

by PetGroomer.com

You did it! We did it! There was reason for anxiety in 2012. Airwaves were filled with critical political electioneering messages round the clock. Ominous predictions of the world coming to an end, or to the brink of disaster, proved false. Pet grooming had its best year since the economic downturn reared its head in 2008. In 2012 we tallied over 3,000 industry experience surveys, over 6,600 grooming price surveys and 2,000 career surveys. Business owners (68.1%) reported that business was better in 2012. Don't you love our industry's resilience?

There is room for improvement in 2013. Fortunately 62.3% shared they have very positive viewpoints for 2013. Only 1.3% reported a negative outlook, and .9% said they are facing decisions whether to close their businesses.

Hiring was up. In 2011 about 12% of those surveyed stated that growth required them to hire more employees. Double that for 2012! Almost 26% of grooming employers sought to hire more groomers.

What makes pet grooming so resilient? Thank the pet owners who love and care for their pets. Some pet owner clients did not share a

better financial year, but they kept their pets groomed. In fact only 21% of business owners reported clients cutting back on appointments. In 2011 they numbered 44.1%.

We are thankful for pet grooming being a versatile industry and career. The positive prospects afforded by pet grooming reminds us of something said by Abraham Lincoln, "Most folks are about as happy as they make up their minds to be." We can be mobile, in-home, home-based or commercially located. We can have one-person businesses, or staffed pet care centers and even

(Continued on page 16)

"The positive prospects afforded by grooming reminds us of something said by Abraham Lincoln, 'Most folks are about as happy as they make up their minds to be.'"

Which best describes how the economy is affecting your business in 2012?

68.1% Business was better in 2012 than 2011.

19% Very little difference.

25.7% I had to hire more employees to keep up with demand.

1.9% I had to let one or more employees go.

18% Clients are cutting back about one appointment a year.

3.2% Clients are cutting back two or more appointments a year.

17.2% I am selling more add-on services to boost sales.

36.2% I raised prices to maintain sales projections.

.9% I might have to close my business.

7.6% Clients are requesting more bath-only services instead of complete styling.

(Continued from page 15)

locate businesses in our homes or other businesses. We can groom part-time or full-time. Factor in relatively strong and consistent grooming demand from loving pet owners and you have the basis for a happy industry facing economic struggles. In 2012 many of you made your minds up to be very happy indeed. It worked. We did it! ♦

Key Events

Three 2012 key moments stand out.

California Groomer Licensing and Certification Bill SB 969

The industry came together across state lines helping to defeat poor legislation to license or certify groomers in California. Even if you favor vocational licensing this legislation (like other attempts in the past) was misguided. It flip-flopped its way to defeat only with the help of several groomers taking charge to lead us in a countering momentum. In the end this event showed the power of the Internet to join groomers in a just cause.

At GroomerTALKSM Message Board we have a dedicated Vocational Licensing TALK forum. Today you can read the 2012 CA licensing attempt messages from to start-to-defeat. It is sort of a historical compendium of every moment through hundreds of messages. We honor those going above and beyond to make it happen including Teri De Marino, Judy Breton and diligent reporting and research at GroomerTALKSM by Barbara

(Continued on page 18)

Opportunities

Highest Concentration of Grooming Jobs

U.S. STATE	ESTIMATED JOBS
CALIFORNIA	14,117
FLORIDA	9,932
TEXAS	8,799
NEW YORK	6,484
PENNSYLVANIA	6,165
OHIO	5,456
ILLINOIS	4,255
MICHIGAN	3,908
WASHINGTON	3,832
NEW JERSEY	2,259

STATE OF THE INDUSTRY REPORT 2013

2011 - 2012 COMPARISON OF WHERE THE GROOMERS ARE

US State	2011 # of Grooming Businesses	2011 # of Grooming Businesses	2012 # of Grooming Businesses	2012 # of Grooming Businesses
Alaska	71	0.23%	88	0.26%
Alabama	412	1.32%	434	1.27%
Arkansas	339	1.09%	362	1.06%
Arizona	606	1.95%	708	2.07%
California	2,816	9.05%	3,023	8.85%
Colorado	707	2.27%	721	2.11%
Connecticut	460	1.48%	476	1.39%
Dist. of Columbia	14	0.05%	15	0.04%
Delaware	93	0.30%	107	0.31%
Florida	2,191	7.04%	2,802	8.21%
Georgia	774	2.49%	788	2.31%
Hawaii	44	0.14%	46	0.13%
Idaho	211	0.68%	222	0.65%
Iowa	410	1.32%	419	1.23%
Illinois	1,251	4.02%	1,618	4.74%
Indiana	825	2.65%	865	2.53%
Kansas	363	1.17%	377	1.10%
Kentucky	457	1.47%	472	1.38%
Louisiana	447	1.44%	455	1.33%
Massachusetts	798	2.57%	803	2.35%
Maryland	517	1.66%	555	1.63%
Maine	153	0.49%	161	0.47%
Michigan	1,140	3.66%	1,209	3.54%
Minnesota	575	1.85%	578	1.69%
Mississippi	224	0.72%	255	0.75%
Missouri	791	2.54%	807	2.36%
Montana	149	0.48%	152	0.45%
Nebraska	213	0.69%	233	0.68%
Nevada	212	0.68%	312	0.91%
New Hampshire	225	0.72%	240	0.70%
New Jersey	888	2.85%	1,093	3.20%
New Mexico	203	0.65%	237	0.69%
New York	1,377	4.43%	1,489	4.36%
North Dakota	71	0.23%	73	0.21%
North Carolina	853	2.74%	887	2.60%
Ohio	1,316	4.23%	1,609	4.71%
Oklahoma	544	1.75%	532	1.56%
Oregon	566	1.82%	559	1.64%
Pennsylvania	1,516	4.87%	1,633	4.78%
Rhode Island	118	0.38%	132	0.39%
South Carolina	425	1.37%	476	1.39%
South Dakota	80	0.26%	82	0.24%
Tennessee	622	2.00%	639	1.87%
Texas	2,008	6.45%	2,201	6.45%
Utah	223	0.72%	239	0.70%
Vermont	77	0.25%	79	0.23%
Virginia	700	2.25%	732	2.14%
Washington	1,177	3.78%	1,289	3.78%
West Virginia	136	0.44%	143	0.42%
Wisconsin	629	2.02%	618	1.81%
Wyoming	96	0.31%	95	0.28%
Total	31,111		34,140	

(Continued from page 16)

"Mechtild5" and Donna Smith "Windswept." Below is a link to the dedicated forum. Tens of thousands have viewed the messages. When another similar attempt arises this forum should be helpful in how to manage vocational licensing efforts. <http://tinyurl.com/akp8vwl>

Sally Liddick

Grooming lost a true icon in 2012.



She was the Founder of Barkleigh Productions Inc., and passed on January 29 at the age of 65. Her accomplishments include growing

the company from a small publisher to the leading trade event producer and publisher of multiple trade publications. Her team including Gwen Shelley, partner and Todd Shelley are keeping the forward momentum going strong. Sally's legacy is in good hands and she will be missed and remembered by many.

Creative Grooming Interest

In 2012 creative grooming moved past legal limitations in Florida. The growing energy of creative grooming events is afire drawing bigger crowds every year at trade shows. Brilliant creative groomers are setting new standards for this art and influencing products. The NAPCG, founded in 2009, continues to add new dimensions to the work and education of creative groomers and influence grooming communities. We're looking forward to the creative grooming arts of 2013. ♦

Personnel

Like an annoying vinyl record skipping, we have reported a chronic shortage of pet groomers since the first annual industry report 15 years ago. As salon owners in the 1960's we can tell you it existed even then, and 2012 was no different. The outlook for 2013 is the same although schools and home study providers continue to generate graduates.

Few regions of the U.S. have a surplus of skilled groomers. In 2012 the publication of help wanted ads worldwide at PetGroomer.com surged back to near peak levels of 2002-2007. Overall demand for skilled groomers remains somewhat high for most of the U.S. and Canada. It is expected to remain steady in 2013. Surveyed grooming business owners indicated 36% expect to hire another groomer or bather in 2013, and less than 5% reported they expect to cut hours or positions.

Opportunities for employment continue to be the greatest in the regular Top 10 States for Grooming Jobs (see page 16). California and Florida continue to hold the top spots. Employment positions grew in all 10 states in 2012. PetGroomer.com estimates there are conservatively no less than 2,000 job openings for groomers in the U.S. and Canada any day of the year.

Commission (54%) continues to be the preferred method of paying pet groomers, but the margin over salaries and hourly continues to decrease, albeit slightly, over the last five years. Hourly wages (84%) remain the preferred method of compensation for pet bathers and assistant pet groomers, with few paying them by commission. The average commission rate is 54% once you average all survey results.

How do you pay your hired groomers?

54% Commission

29% Salaries

17% Hourly

How do you pay your hired pet bathers?

84% Hourly

14% Commission

2% Salaries

In 2012, how many departing employees left to become self-employed?

4% Most

67% Few

29% None

In 2012, how many job openings were available in your business for grooming positions (not management or client relations)?

56% One

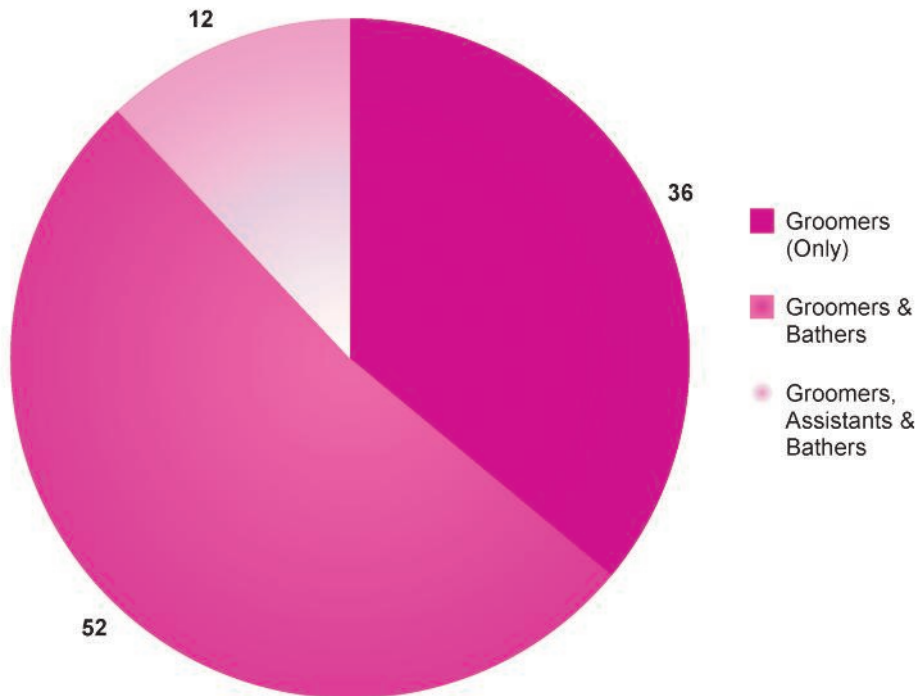
37% Two

7% Three or More

The average salary paid to a full-time

(Continued on page 20)

Percentage of U.S. Grooming Staff Organizations



Do you provide job descriptions to candidates?

34% Yes

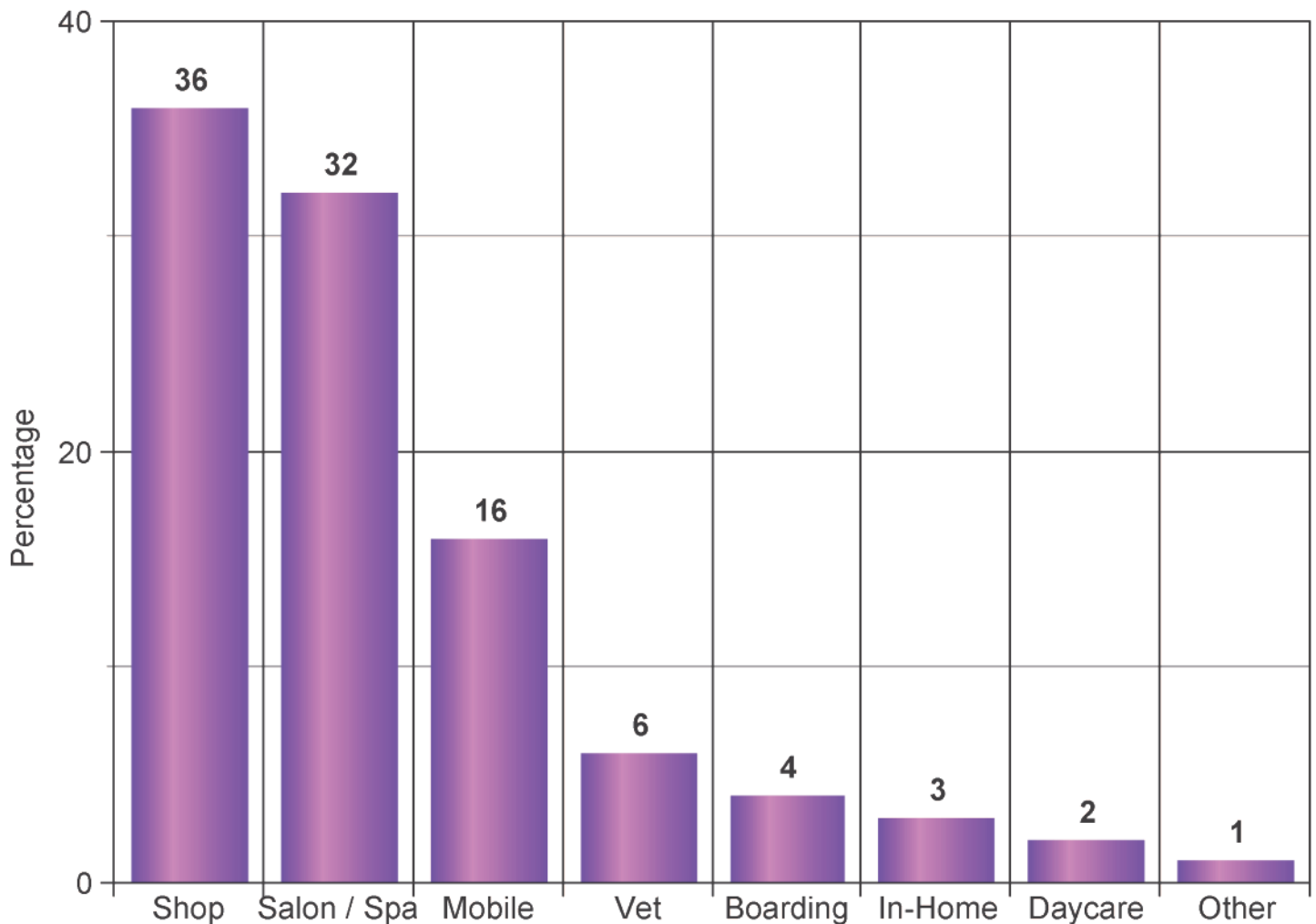
66% No

Do you require employees to have one or more preventative vaccinations?

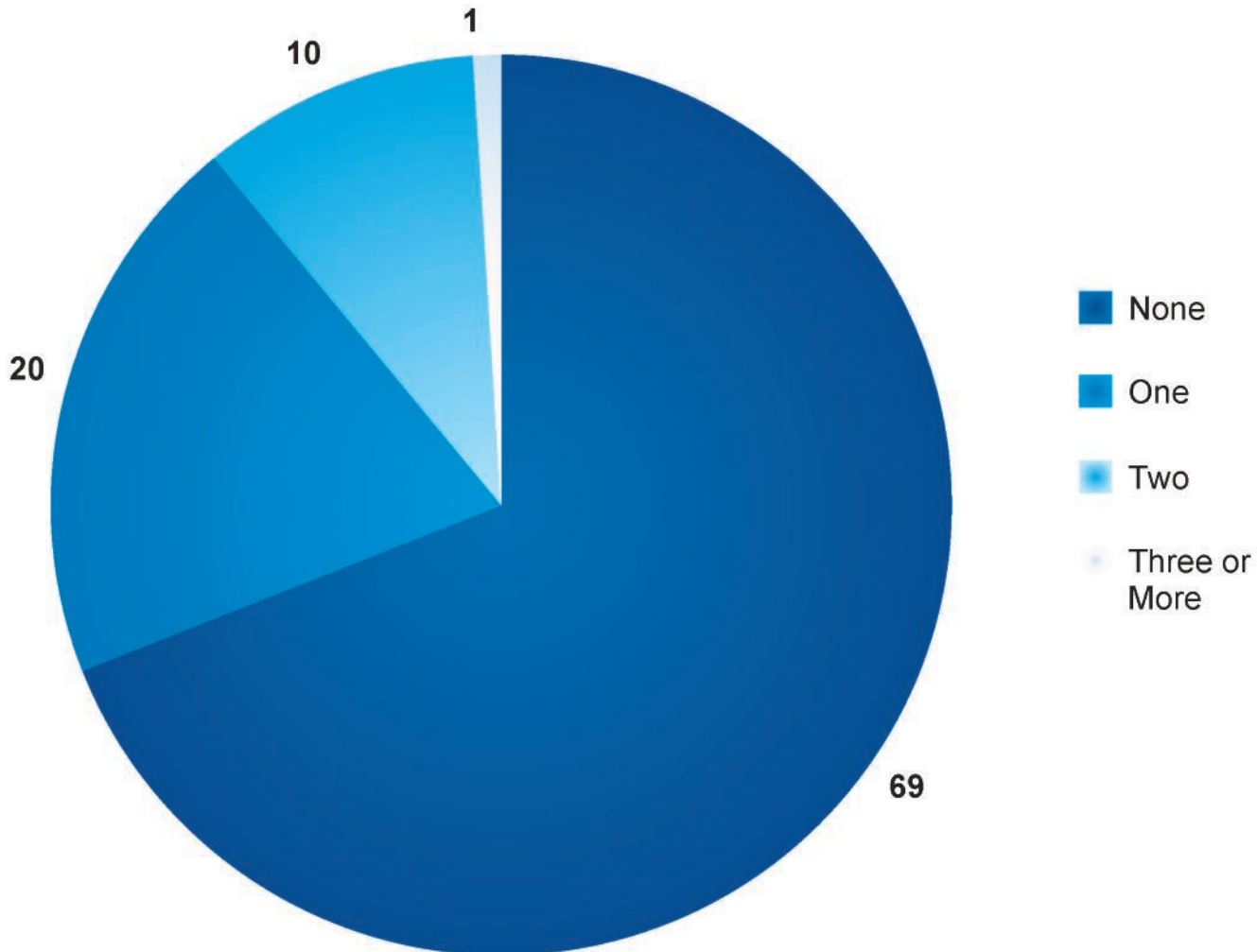
37% Yes

63% No

Type of Grooming Employer



Percentage of Employers with Independent Contractor Groomers



(Continued from page 18)

experienced groomer was \$38,000 in 2012. The highest salary range, \$65,000 or higher, was paid by almost 9% of employers.

In 2013 employers (71%) plan to raise salaries by an average of 2.5%. This figure is clearly tied to 2013 predictions for groomers planning to raise prices by 2% to 4% in order to maintain existing profit margins.

Do you offer healthcare benefits to full-time employees?

16% Yes

84% No

Do you offer paid time off to full-time employees?

49% Yes

51% No

How sure are you that as an I.C. employer you are in legal compliance with independent contractor classification requirements?

10% Very Sure

49% Sure

41% Not Sure

Surprisingly 41% of employers using independent contractor basis versus

employee basis are “not sure” if they are compliant by employing properly classified independent contractors. In our experience with GroomerTALK discussions involving dozens of groomers classified as “IC’s” at best 5% seem to be properly classified as I.C.’s status. For example, they are told when they can work. Few are registered as business owners with local or state jurisdictions and file self-employed tax status. Few carry business insurance, have their own business phone, accept payments from pet owners and several other characteristics of properly classified independent contractors. The penalties for misclassifying employees are severe and increasing. The IRS continues to target such employers.

Over 90% of grooming employers do not have a hired manager, and instead 80%

groom and manage at the same time.

How many full-time employees do you have?

55% 1 or 2
39% 3 or 4
6% 5 or more

How many full-time employees do you have?

73% 1 or 2
25% 3 or 4
2% 5 or more

Do you hire new graduates of grooming schools?

77% Yes
19% Sometimes
4% Never

Do you provide new hires with an employee handbook?

19% Yes
81% No

How often do you provide job performance evaluations for your employees?

19% Once a Year
5% Twice a Year
76% Never

Do you make grooming assignments to employed pet groomers?

34% Customers choose
45% I assign some
21% I assign all

Other than pet groomers and bathers (or "preppers"), the next most popular job position is front counter person or receptionist working part-time. ♦

Company

Over 70% of hired groomers plan to be self-employed within five to seven years. Unanswered questions regarding self-employment encourage many groomers (79%) to access social media dedicated for groomers in order to find their answers, including GroomerTALKSM.

What is your company organization?

71% Sole Proprietor
14% Corporation
11% LLC or LLP
4% Other

Before you became self-employed were you an employed as a pet groomer?

78% Yes
22% No

Before you became a pet groomer what other fields did you work in? (More than one answer allowed).

20% Office Worker
20% Sales
19% Management
18% Military
17% Veterinary
15% Retail
9% Medical (Human)
3% Computer
3% Agriculture
6% Other

Did you consult with an attorney to form your corporation or LLC?

57% Yes
43% No

Do you use the services of finance and tax specialists?

52% Bookkeeper Only
25% Bookkeeper & CPA
23% CPA only

How well does your grooming operation incorporate "teamwork?"

17% Very much
35% Some
23% Little
25% What's that?

Responsibilities for forming companies detracts only 28% of pet groomers from starting businesses. The well-known lack of skilled grooming employees detracts over 44% of business owners from hiring even one employee. An amazing 78% of self-employed groomers worry about becoming dependent upon employees. Should employees terminate owners may not be able to easily replace them and face problems meeting demand.

Over 80% of grooming business owners stated they believe new groomers should have at least two years of employment before opening businesses. Most business owners (77%) indicated they are satisfied if hired groomers remain with their businesses between two and three years before quitting. ♦

Marketing & Advertising

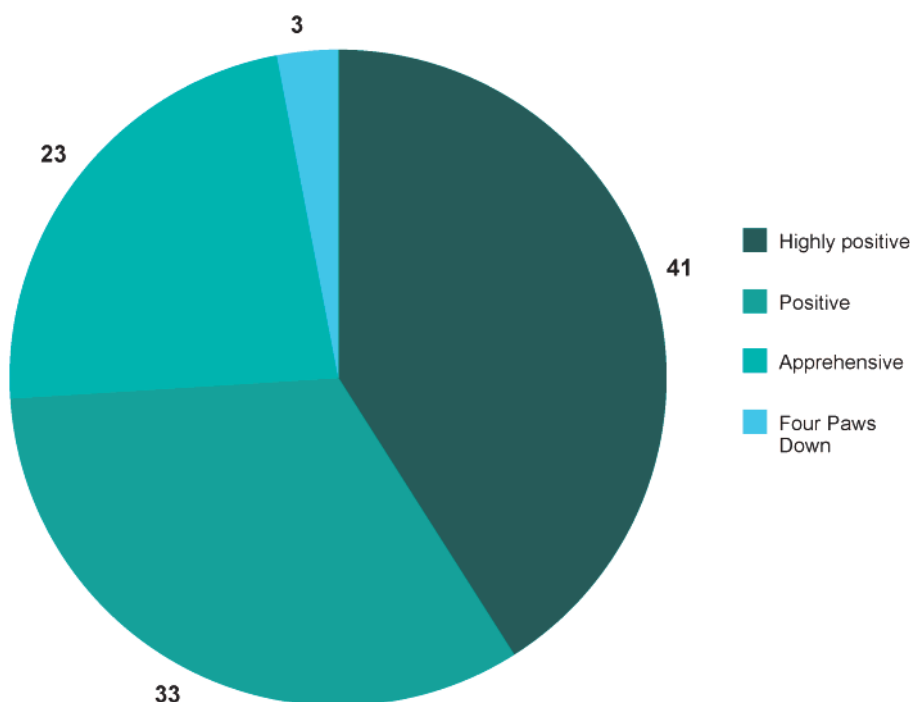
A strong majority (89%) of self-employed pet groomers said they market their services primarily online. In 2012 the majority of grooming business owners (63%) had a web site, and listings in at least three groomer directories such as Find A Groomer Directory for Pet Owners or mass ad sites such as Craigslist. In 2011 only 52% had a web site (FB pages are not considered web sites). Almost 39% were on Facebook with a page for their businesses, and 18% were on other social media sites besides Facebook.

Nearly 62% said they got 25 or less new customers from Facebook per year, and 25 or less from Craigslist. Referrals continued to hold the lead as the primary source of new customers besides road signs. Only 4% reported buying Google ads or similar banner advertising to reach pet owners. Nearly all (95%) said they relied on non-paid search engine results to attract pet owners to their sites.

A good number (66%) responded that they have read pet groomer forums (outside of Facebook) and were members of at least one forum. Almost 9% post an occasional message on grooming forums. At least 70% of message board users never post a message but do regularly read them. Over 19% use Smartphones at work to access social media forums. A large majority (81%) said they have studied marketing and advertising by reading grooming forums.

Cat grooming saw the largest growth sector with 9% more businesses adding the service in 2012. Cat-only groomers grew in numbers up 3% in 2012. Although few in number 1.3% of cat groomers operate mobile cat-only grooming operations. Just a few years ago there were no responses in that mobile category. Interest in cat-only "luxury spas" is up 17% in 2012.

Expectations for 2013 Sales



Do you primarily groom...?

- 31% Dogs Only
- 4% Cats Only
- 61% Both Dogs & Cats
- 4% Dogs, Cats & Exotics

Do you offer pickup and delivery services?

- 20% Yes
- 80% No

Which best applies to your marketing of "add-on's?"

- 43% Strong
- 29% Modest
- 9% Light
- 19% None

Which best describes your competition? More than one answer acceptable.

- 32% Corporate Stores
- 32% Other Shops
- 31% Mobile Groomers
- 3% Vet or Kennels
- 12% Home Based
- 3% In-Home Groomers
- 44% All of the above
- 27% None (no concern)

Do you offer customers a brochure?

- 35% Yes
- 65% No

Do you ever use coupons with discounts for grooming?

- 49% Yes
- 51% No

Do you purchase display ad space in yellow pages?

29% Yes

71% No

How many days a week is your business open?

18% 7

21% 6

44% 5

15% 4

2% 3 or less

Since the economic downturn the use of incentive coupons has gone up 13%. Satisfaction with the results of using coupons was only 37%. Craigslist is being used by 28% of surveyed groomers occasionally, yet the satisfaction rating is lower than coupons at 27%. Almost 54% said Craigslist sourced pet owners rarely return. Over 67% said Craigslist demanded daily monitoring for bad reviews (real or not) leading many to cutback or stop using it for marketing pet owners. Craigslist worked best for selling discounted services according to 74%.

How many hours a week is your business open?

8% 80 or more

29% 60-79

47% 40-59

14% 20-39

2% Less than 20

Do you accept debit and/or credit cards?

71% Yes

29% No

Do you offer hand stripping?

73% Yes

27% No

Sales of add-on's seems to have hit a plateau compared to previous survey years. Sandy Germaine of Pensacola said, "Those that like them keep ordering them, but most new customers watching their budgets just ask for 'basic grooms.'"

In summary, the best news is current marketing and advertising produced a favorable 2012, and a notable majority of pet groomers are somewhat or more optimistic about 2013. ♦

Finance

Finance is more than just dollars and cents. We start with risk strategy including accident and liability prevention and insurance.

Does your business insurance cover groomer "malpractice" professional liability and fleeing pets?

53% Yes

27% No

20% I Don't Know

Do you use a "Release and Hold Harmless Agreement" or similar signed notice and disclaimer for all or some of your clientele?

21% Yes, All

40% Yes, Some

39% No

Do you have a business plan?

28% Yes

72% No

For staffed businesses:

What do you expect your gross sales of grooming services to be in 2012?

11% Over \$250K

29% \$151K to \$250K

32% \$101K to \$150K

21% \$51K to \$100K

7% Up to \$50K

For one-person businesses including mobile, home-based, in-home, small shops or salons (no grooming employees):

What do you expect your gross sales of grooming services to be in 2012?

4% \$151K to \$250K

21% \$101K to \$150K

59% \$51K to \$100K

16% Up to \$50K

There is an old business adage, "It's not what you make but what you keep!" So we asked business owners what they expect to keep as annual gross personal income from their businesses before taxes.

What do you expect your 2012 gross personal income to be from your business after deducting costs (before personal taxes)?

4% Over \$100K

18% \$76K to \$100K

49% \$51K to \$75K

19% \$26K to \$50K

10% Up to \$25K

Compared to previous survey years the personal income breakdown varies little. Price increases have kept incomes stable. ♦

Mobile Grooming

The vast majority of mobile grooming businesses (84%) are organized as sole-proprietorships ahead of S or C corporations and LLC's. Once again a notable majority (62%) started new businesses when they last bought a mobile or trailer conversion. Almost 4% bought an existing mobile business with vehicle.

A majority of mobile groomers (67%) worked as employees before they purchased their mobile units. A solid (84%) said part of their motive to go mobile was based on dissatisfaction working in stationary locations. Plus 78% said they prefer working alone.

Of those surveyed 82% were between the ages of 25 and 45, and 10% were over 45 and up to 60 years of age. Only 8% were males.

Formal pet grooming school education was strongly favored by 67%. Over 20% took at least one home study course before going to school, and 26% attend at least one trade show annually.

A large majority (77%) reported bath-only pets account for less than 25% of their business with at least 75% being "full grooms." Only 20% reported a 50/50 share.

On an average work day 61% groomed 4 to 5 pets, and 31% groom 6 to 8. No one indicated grooming more than 10 pets daily.

The average daily mileage for all U.S. responses was 31 to 50 miles for 51% of those surveyed, and 32%

indicated under 30 miles a day. The remaining 17% travel over 50 miles a day.

Vehicles equipped with inverters were driven by 8% of those surveyed. Only 7% relied solely on hook-ups at pet owner homes.

A commanding majority (94%) said they always feel safe grooming in their vehicles, and 78% keep their doors locked most or all of the time.

Nearly everyone (97%) said they don't sell retail other than some flea treatments, shampoos or basic tools.

When buying a new mobile unit about 52% expect to keep it 4 to 5 years before trading in, or keeping it as a second unit.

Mobile groomers (73%) accepting credit and debit cards held the clear majority.

When asked how many regular clients it takes to keep them booked year round the answers were the majority (68%) said 150, and 22% said 100. Almost 7% said 200 or more clients.

Only 12% said they promote new business with coupons discounting their services. Mobile groomers with web sites accounted for 78% of those surveyed, and 54% said they have Facebook pages. The average number of new customers received annually from Facebook was 12. Web sites brought in far more new customers according to 71%.

What do you like best about mobile grooming?"

23% Sense of freedom
29% My income
26% Setting my pace
17% Working alone
5% My clientele

Do you prefer mobile vans and trucks or trailers?"

63% Vans & Trucks
37% Trailers

Do you operate more than one unit?"

19% Yes
81% No

Would you recommend mobile grooming to others?"

57% Very much so
41% Yes
2% No

How many days a week do you operate your mobile business?"

7% 3 or less
36% 4
41% 5
12% 6
4% 7

Of all groomers surveyed including non-mobile, mobile groomers had the most positive outlook for 2013. Their only key concern was the uncertainty of fuel and maintenance costs. ♦

Tools, Equipment & Spa Products

Who is wearing groomer apparel?

Over 89% of groomers wear apparel at least some of the time. Compared to 2011 groomers wearing apparel all the time is up 23%. The average number of groomer apparel owned is four. The biggest complaint (54%) is fabrics that wear quickly after multiple washings.

Online shopping (63%) remains the dominant shopping method for groomers taking our surveys. Trade show shopping is up slightly at the end of 2012 with 12% favoring it. The biggest complaint (41%) about shopping was waiting in line to make purchases at popular trade shows.

How often do you buy used tools and equipment?

11% Often
41% Not often
48% Never

Most groomers surveyed (58%) said their favorite incentive when buying supplies is low cost shipping. Close behind 40% said fast delivery was most important.

How many types of shampoo do you keep in regular stock?

12% 1 or 2
37% 3
38% 4
12% 5
1% 6 or more

Which of the following do you use most often to purchase new tools, equipment and grooming supplies?

66% Online Internet
18% Mail Order Catalog
12% Trade Shows
2% Store
2% Sales Call

How much do you plan to spend on grooming supplies (not tools and equipment) in 2012?

11% Up to \$500
26% \$501 to \$1,000
33% \$1,001 to \$1,500
18% \$1,501 to \$2,000
8% \$2,001 to \$2,500
4% Over \$2,500

How much do you plan to spend on tools and equipment (not grooming supplies) in 2012?

2% Up to \$500
16% \$501 to \$1,000
13% \$1,001 to \$1,500
24% \$1,501 to \$2,000
31% \$2,001 to \$2,500
12% \$2,501 to \$5,000
2% Over \$5,000

What is your preferred tub even if you don't own one?

72% Stainless steel
16% Porcelain
9% Plastic
3% Other

What is your preferred table even if you don't own one?

44% Hydraulic
52% Electric
2% Basic Four Leg
2% Other

What is your preferred caging even if you don't own them?

67% Cage Bank
32% Individual Cages
1% None, Cage-free

Which best describes your dryer setup?

14% Large HV Only
12% Small HV Only
12% Cage Dryer Only
27% Cage & HV & Stand
4% Stand Dryer Only
29% HV & Stand Dryer
2% Handheld Only

Most (55%) plan to make more purchases for tools and equipment in 2013 than they did in 2012. ♦

Grooming Career Seekers

Over 2,000 grooming career seekers completed surveys in 2012 at PetGroomer.com. We are the only site taking such surveys at this scale. Our hope is that this information will assist educational providers and to serve them best. The large majority (72%) stated they have a serious or strong interest in pet grooming careers. Only 3% indicated casual interest.

A good majority (73%) of them stated they intend to be employed and self-employed later.

Dog grooming (82%) was their first interest and cat grooming (17%) second. Interest in cat grooming continues to grow when compared to past year surveys. In the last five years the interest in cat grooming has more than doubled.

Which best describes your prior work experience? (More than one answer allowed).

15% Office Worker
17% Sales
12% Management
21% Military
14% Veterinary
5% Retail
2% Medical (Human)
4% Computer
5% Agriculture
4% Student
1% Other

In 2012, 65% of those surveyed are employed earning \$29,000 to \$49,000 a year. Past experience working with pets accounted for 22% of the career seekers. Almost 87% indicated they are females.

A strong majority (64%) answered that they would like to attend an on-site only, or part on-site, grooming school. About 18% have already purchased grooming books, DVDs, streaming or home study programs to learn more about grooming before making their final decision on which education source they will choose.

How much income do you plan to earn in your first year as a full-time pet groomer whether employed or self-employed?

10% Up to \$20,000
33% \$20,001 to \$30,000
33% \$30,001 to \$40,000
21% \$40,001 to \$50,000
2% Over \$50,000

Many career seekers have reasonably realistic ideas of what they may earn as groomers if they are talented, productive and committed to doing what it takes. Perhaps 23% are definitely over optimistic to the point where their expectations are more likely after two years of full-time experience and skilled productivity.

The cost of a grooming school education is a major concern for over

50% of career seekers. Over 92% are willing to finance their tuition if possible. On average, career seekers would like to spend no more than 400 hours on-site at school and to complete the balance through online education.

Nearly one-third (31%) are committed to home study training only, up from the period 2005-2011. The majority (61%) would like to spend up to \$1,500 on home study and basic toolkits. Yet, 22% indicated they are willing to spend to \$2,500 including more tools.

Have you considered an apprenticeship with an independent groomer?

52% Yes
41% None Available
7% No

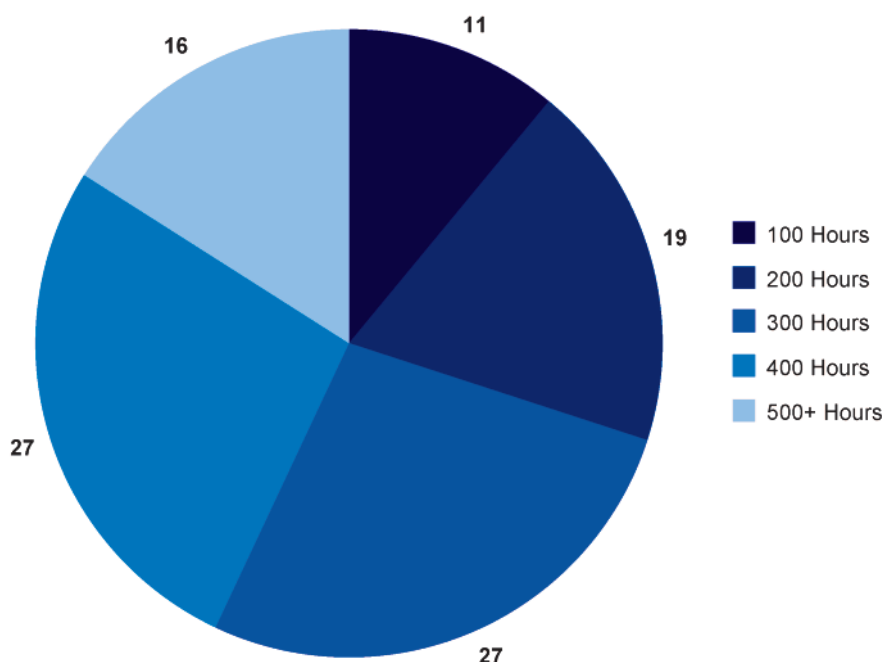
Have you considered working for a corporate chain offering possible educational opportunities?

47% Yes, Interested
31% Yes, No Luck
22% Not Yet

Would you relocate 75 or more miles away for a great grooming job once ready to work?

18% Yes
82% No

Hours of Grooming School Onsite Training Desired



How important is the availability of tuition financing for grooming school?

37% Very
20% Somewhat
22% Not Very
21% Not

If you are planning to be self-employed someday will you write a business plan?

56% Yes
12% No
32% I Don't Know

Are you willing to travel out of your area or state to attend the school of your choice?

39% Yes
32% No
29% Maybe

Are you considering being certified by a grooming association in the future?

49% Yes
10% No
41% Maybe

Which best describes your dream business if you were self-employed?

21% Mobile
7% Home-based
32% Salon/Shop/Spa
3% Vet Office
2% Pet Daycare
3% Boarding
5% In-Home Housecall
27% None, Employed

Since we started surveying in 1997 the majority of career seekers express surprise when learning grooming is not vocationally licensed. Every year a majority of

them have favorably responded to vocational licensing. In 2012 the favor fell for the first time (44%). We speculate the failed 2012 attempt to license or certify groomers in California spread unfavorable reviews of the process through trade magazines and web sites.

When selecting a school to attend there are several factors that concern prospective students. Almost 36% said that the cost of tuition is their biggest concern. Other than dollars and cents the quality of the curricula concerned 21% of those surveyed, and 25% indicated the location of the institution was important. Only 5% planned to check references and the reputation of schools they consider. About 3% indicated concern for the number of pets their school would provide them to groom. Most did not favor sharing pets with other students. Almost 60% want reinforcement training DVDs or streaming media after graduation.

A large majority (70%) said they were planning on building a library. Books were the most anticipated purchased, followed by streaming media and DVDs. Over 90% had never been to grooming trade shows but 94% expressed an interest.

Career seekers related that family and friends were skeptical about their becoming pet groomers. Nearly 27% faced the doubt of others. When asked if that was an ongoing factor in deciding if and when they would become pet groomers 82% said, "No." Those experiencing the greatest skepticism were high school grads whose parents had "groomed them for college." Follow your passions! ♦

Health & Well-Being

Every groomer has felt the wear and tear of grooming pets. Surveyed groomers (34%) indicated it was the biggest “bother” of their careers. Getting bit (2%) was far less of a physical concern. When asked about preventative methods they use to reduce wear and tear the following responses were noted most often:

- Wearing proper shoes
- Not skipping lunch
- Using a stool while grooming
- Using wrist wraps
- No large or heavy dogs
- No low cages on floors
- Taking supplements
- Wearing grooming masks

More than 60% said they frequently skip lunch on work days and 21% take supplements for joint and muscle health. Eleven percent see a chiropractor at least once a year.

Seventeen percent chose not to groom large dogs, and 9% resorted to sitting while grooming.

Grooming has emotional effects on groomers too. The second most popular answer to what bothers groomers was “Pet owners that do not take proper care of their pets.”

Management tends to bother groomers more than co-workers. Virtually no one reported that working with co-workers was their primary bother. However, some mobile groomers report they chose mobile in order to work alone.

Economic issues cause stress too. Ten percent of those self-employed indicated worrying about net income from their business was their biggest bother.

Fifteen percent indicated that music soothed them while grooming. Another 8% preferred watching television while grooming.

In 2012 the number of groomers who prefer to work four days-a-week longer hours instead of five days-a-week shorter hours increased from 18% to 26%. Self-employed groomers (21%) indicated they were considering opening only for business four days-a-week. Others (59%) said they would hire a bather to assist them before cutting back days of operation. Over 90% said they would not leave grooming for any non-serious health conditions. ♦

What bothers you most about working as a pet groomer?

Having to work as an employee instead of being self-employed.

Not getting paid enough as an employee.

Not earning enough net income from the business I own.

The management of the business I work for.

Physical wear and tear from grooming.

Having to work with other groomers instead of working alone.

Lack of professional recognition and respect by the public.

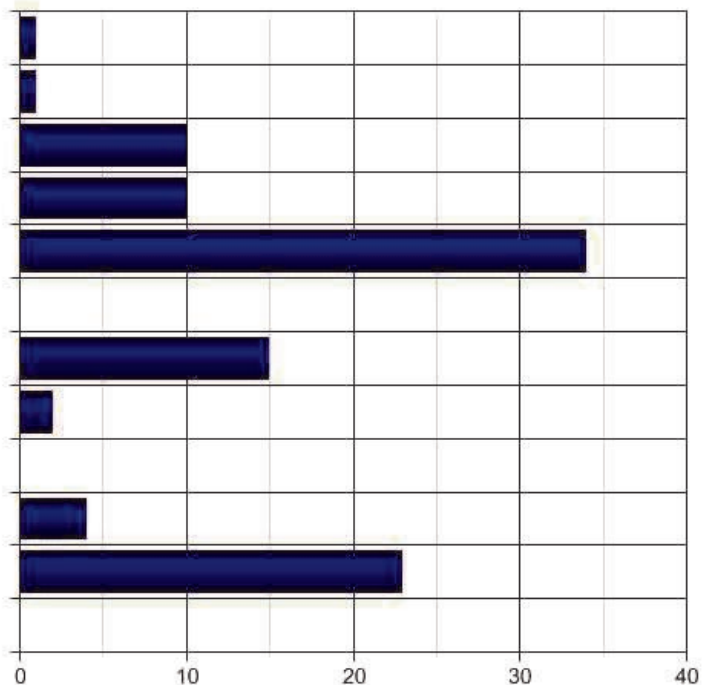
Getting bit by pets.

Not being able to get more continuing education.

Self-doubt of my grooming and/or customer skills.

Pet owners that do not care properly for their pets.

Lack of adequate jobs in my area.



IT'S TIME FOR SOMETHING

NEW

Set your clock for SuperZoo. With new July dates, it's the perfect time to help yourself to all the latest grooming products, new ideas, time-saving innovations and creative techniques that will set your shop apart.



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The National Show for Pet Retailers™

July 23-25, 2013

Mandalay Bay Convention Center
Las Vegas, Nevada

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Why become a Groomingdale's Groomer?

Pet Valu is a pet specialty retailer with more than 400 locations in Canada and the U.S., operating as Pet Valu, Bosley's and Paulmac's Pet Food stores.

Pet Experts

We are committed to excellence in pet care and customer service. Our franchisees and store staff receive hours of training when they join Pet Valu and throughout their careers. We want to be your pet experts, providing the solutions pets need, including optimal pet nutrition.

Excellent Facilities

Groomingdale's facilities are very clean and most often new or recently renovated. Grooming rooms usually include 3 different types of dryers (K9, cage dryer and stand up high velocity dryer), wire crates and grooming table with arm. We recommend a minimum size of 12 feet by 10 feet for a grooming facility.

Large Client Pool

Whether a groomer is just starting out or has an existing clientele, a Groomingdale's groomer can build their business with the customers that come into the store.

Advertising Support

Head office will provide promotional support including customized price lists, client cards, A-Frame signage and advertising templates at low cost or no cost. All Groomingdale's facilities are also listed on our flyers and websites.

Personal Relationships

Groomers and customers benefit from the one-on-one relationship that's only possible at a smaller operation like Groomingdale's. Groomers know the preferences of their clients and the behavior of the dogs. This makes everyone feel more comfortable and results in a better grooming experience.



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Upcoming Webinar Schedule

On the Road with Jodi Murphy
and Danelle German
Wed, Jan 9th 8:00PM EST

Mushroom Cats
Mon, Jan 28th 2:00PM EST

Setting Up a Website
Thur, Feb 7, 2:00 PM EST

Business Policies & Enforcement
(Using policies to keep your business profitable and manage clients)
Mon, Feb 25, 8:00PM EST

From Zero to Busy! in 2.0 with
guest panelist Cheryl Maibusch
Mon, Mar 11, 2:00 PM EST

When You are Not the Boss
(The employee perspective with
special guests, the NCGIA team)
Wed, Mar 27, 2:00PM EST



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Grooming Prices UP: But How Much?

World's Largest Grooming Surveys at PetGroomer.com

Another year has passed since we last reported survey results for grooming prices. We start this year by honoring over 6,600 surveyed groomers in three countries that made these results possible. We also acknowledge over 2,000 career seekers who took the time to complete career surveys helping us to better understand their expectations and hopes for grooming careers.

In 2012 grooming prices rose by an average of 3%. A significant 61% of those surveyed indicated they raised prices in 2012. In the U.S., non-mobile groomers reported an overall average grooming fee of \$45.75, up \$1.25 from \$44.50 in 2011. The most popular motivation for raising grooming prices was to maintain existing profit margins.

Mobile groomers increased prices in 2012 but on average their overall increase was closer to 2%. Over 88% reported price increases were necessary to keep up with rising costs for fuel and vehicle maintenance.

Once again in-home ("house call") groomers reported the boldest increase in average grooming fees. Their average overall fee increased from \$49.75 in 2011 to \$52.75 in 2012, or \$3.00 per grooming service.

In 2011 approximately 300 groomers reported their pricing was based on charging by the hour. In 2012 their numbers declined to less than 200. Since 2010 the decline is over 350 surveyed groomers. While the number of hourly rate groomers declined their prices did not. Hourly rates increased an average of 3% in 2012.

Price Trends 2012

- Grooming prices rose an average of 3%
- 61% raised prices
- Price increases were evenly spread between mobile and non-mobile groomers
- The number of groomers basing their prices on charging by the hour declined in 2012, as well as 2011
- Overall price increases were more likely in the East South Central, West South Central, East North Central and West North Central US states unlike previous survey years
- The most popular motivation for raising grooming prices was to maintain existing profit margins

Groomers in Canada and Australia followed the overall US trend raising prices on average about 3%. However, groomers charging by the hour bucked the trend and raised prices up to 22%.

When asked about their intent for 2013 a distinct majority (77%) said they expected to raise prices. While some reported expectations to increase prices by 12%, the average response was 2% to 4%. Mobile groomers drove the way with 81% saying they would be raising prices in 2013 by 3% to 5%. Fuel and maintenance costs remained their biggest concern related to price increases.

Unlike previous survey results from the period 2009 to 2011, less than 8% in 2012 said they were very worried about their clientele cutting back on grooming frequency as a result of price increases. The three prior survey years indicated 52% or more of the groomers surveyed significantly concerned about cutbacks related to the US economy or price increases.

In 2012 the highest prices continued to be charged by groomers in the Pacific, New England and Middle Atlantic U.S. states. However, overall price increases were more likely in the East South Central, West South Central, East North Central and West North Central U.S. unlike previous survey years. Were groomers in these areas modestly catching up with prices in the "high priced" areas? It appeared so in 2012 but there remains a significant difference in price ranges.

Detailed results begin on next page. ♦

U.S. GROOMING PRICES 2011 - 2012 COMPARISON*

All 50 U.S. States Combined - Take a Survey at www.petgroomer.com/surveys.htm

BREED / SERVICE TYPE	NON-MOBILE GROOMING RESULTS			MOBILE GROOMING RESULTS		
	2011	2012	Change 2011/2012	2011	2012	Change 2011/2012
Overall Avg. Grooming Fee	44.50	45.75	1.25	63.25	64.75	1.50
Bichon Frise (Complete**)	47.00	48.50	1.50	68.50	69.75	1.25
Bichon Frise (Bath-Only***)	33.50	34.25	.75	52.00	55.75	3.75
Min Poodle (Complete/No Pattern)	46.00	47.25	1.25	65.25	67.25	2.00
Min Poodle (Complete Pattern)	52.50	51.00	-1.50	72.00	74.00	2.00
Min Poodle (Bath-Only)	33.00	34.00	1.00	52.75	53.50	.75
Std Poodle (Complete/No Pattern)	69.00	71.50	2.50	95.75	97.75	2.00
Std Poodle (Complete Pattern)	84.25	84.50	.25	106.75	110.25	3.50
Std Poodle (Bath-Only)	48.50	47.25	-1.25	68.25	69.25	1.00
Cocker Spaniel (Complete)	48.50	51.25	2.75	71.00	73.25	2.25
Cocker Spaniel (Bath-only)	35.25	37.00	1.75	60.50	61.50	1.00
Min. Schnauzer (Complete)	43.00	46.50	3.50	62.50	66.25	3.75
Min. Schnauzer (Bath-Only)	30.50	31.00	.50	53.50	56.75	2.25
Std. Schnauzer (Complete)	57.50	59.75	2.25	79.50	81.50	2.00
Std. Schnauzer (Bath-Only)	40.00	42.25	2.25	62.75	61.75	-1.00
Golden Retriever (Complete)	59.50	59.00	-.50	88.50	87.00	-1.50
Golden Retriever (Bath-Only)	47.25	46.00	-1.25	73.00	72.00	-1.00
Shih Tzu (Complete)	43.25	45.50	2.25	63.25	64.75	1.50
Shih Tzu (Bath-Only)	30.75	32.00	1.25	54.50	57.00	2.50
Sheltie (Bath-Only)	43.25	46.00	2.75	64.50	64.75	.25
Beagle (Bath-Only)	31.00	31.00	.00	51.25	54.00	2.75
Labrador (Bath-Only)	43.50	45.25	1.75	63.50	64.50	1.00
Old English Shp. (Bath-Only)	66.25	70.25	4.00	93.50	98.50	5.00
German Shepherd (Bath-Only)	50.25	51.75	1.50	71.50	70.00	-1.50
Great Pyrenees (Bath-Only)	72.25	75.25	3.00	104.25	105.00	.75
Hand Strip Medium Terrier	71.50	76.25	4.75	90.50	90.75	.25
Hand Strip Large Terrier	88.50	91.00	2.50	119.25	116.50	-2.75
Formal Show Min. Poodle	70.00	78.25	8.25	133.75	121.00	-12.75
Formal Show Std. Poodle	127.75	129.00	2.25	184.00	172.00	-12.00
Avg. Dematting Fee	11.50	12.75	1.25	10.50	13.25	2.75
Vet Bath Treatments Add-on	4.00	5.25	1.25	11.00	11.25	.25
Avg. Nails Only Fee	9.25	10.75	1.50	17.50	21.75	4.25
Hourly Grooming Rate	37.75	39.25	1.50	66.50	69.25	2.75

* Fees shown were averaged by combining responses by survey year.

** "Complete" Grooming service includes bath, style, ears, nails, no other add-ons, no dematting.

*** "Bath-Only" Grooming service includes bath, ears, nails, no other add-ons, no dematting.

All prices are US Dollars and rounded to the nearest 25 cents.

Mobile fees are inclusive of grooming AND convenience charges for on-site grooming.

SURVEYS

2012 Grooming Prices Survey Results by Region of the United States

In 2012 more than 6,600 surveys were completed at the [PetGroomer.com Survey Center](http://PetGroomer.com) operating since 1997. If you are a business owner please take a survey there today. To ensure more accurate results we separated mobile grooming prices from prices for non-mobile, including stationary salons and shops, departments and groomers operating from their home-based businesses. Three regions continue to dominate the highest average grooming prices, 1) New England, 2) Middle Atlantic and 3) Pacific.

OVERALL AVG GROOM FEE Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	48.50	49.75	1.25	70.00	72.50	2.50
Middle Atlantic	51.00	52.25	1.25	76.75	78.00	1.25
South Atlantic	47.25	48.75	1.50	69.50	68.00	-1.50
East South Central	42.00	44.00	2.00	49.50	53.50	4.00
West South Central	39.00	41.25	1.25	55.75	56.00	.25
East North Central	38.75	39.50	.75	56.00	57.25	1.25
West North Central	38.00	39.75	1.75	47.50	49.00	1.50
Mountain	43.50	44.00	.50	67.75	69.75	2.00
Pacific	53.25	55.00	1.25	76.75	78.50	1.75
US Average	44.50	45.75	1.25	63.25	64.75	1.50

BICHON FRISE Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	54.75	56.00	1.25	74.75	77.00	2.25
Middle Atlantic	55.75	57.50	1.75	83.50	82.50	-1.00
South Atlantic	51.00	52.00	1.00	74.00	76.75	2.75
East South Central	36.00	39.25	3.25	56.75	63.00	6.25
West South Central	45.50	46.00	.50	58.00	58.50	.50
East North Central	37.75	39.75	2.00	62.75	64.50	1.75
West North Central	36.75	39.00	2.25	55.50	57.25	1.75
Mountain	50.50	49.50	-1.00	68.00	68.00	.00
Pacific	54.75	57.00	2.25	82.00	79.00	-3.00
US Average	47.00	48.50	1.50	68.50	69.75	1.25

BICHON FRISE Bath-Only Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2011	Change
New England	37.00	38.75	1.75	61.00	67.00	6.00
Middle Atlantic	40.00	40.00	.00	63.25	66.00	2.75
South Atlantic	33.25	35.00	1.75	55.00	57.50	2.50
East South Central	29.00	32.25	3.25	44.75	44.00	-.75
West South Central	29.75	31.25	1.50	42.50	52.00	9.50
East North Central	28.25	29.00	.75	45.25	48.00	2.75
West North Central	28.50	28.00	-.50	41.25	48.00	6.75
Mountain	34.00	33.00	-1.00	52.50	55.00	2.50
Pacific	42.00	41.00	-1.00	62.00	63.00	1.00
US Average	33.50	34.25	.75	52.00	55.75	3.75

Results represent averages of actual prices both above and below the averages shown here. The higher or lower amounts could be as much as \$10 to \$30, and sometimes higher for large pets and specialty services such as show grooming and hand stripping.

Your prices are likely to vary from those shown here.

MIN. POODLE (no pattern) Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	50.25	55.00	4.75	72.50	75.00	2.50
Middle Atlantic	50.50	54.25	3.75	81.00	82.00	1.00
South Atlantic	49.00	52.00	3.00	71.75	73.00	1.25
East South Central	39.50	42.00	2.50	49.50	53.50	4.00
West South Central	44.00	43.25	-.75	54.25	58.75	4.50
East North Central	39.00	38.00	-1.00	58.50	63.25	4.75
West North Central	35.00	36.50	1.50	52.25	54.50	2.25
Mountain	48.75	48.00	-.75	63.50	65.00	2.00
Pacific	59.00	58.00	-1.00	84.50	80.00	-4.50
US Average	46.00	47.25	1.25	65.25	67.25	2.00

MIN. POODLE (pattern) Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	60.50	59.50	-1.00	79.25	81.25	2.00
Middle Atlantic	65.75	62.00	-3.75	85.25	85.00	-.25
South Atlantic	60.00	59.25	-.75	79.50	80.50	1.00
East South Central	44.50	41.00	-3.50	63.00	68.50	5.50
West South Central	41.00	41.25	.25	63.50	65.75	2.25
East North Central	46.50	47.00	.50	61.00	66.00	5.00
West North Central	41.00	40.75	-.25	58.25	61.25	3.00
Mountain	53.00	52.00	-1.00	70.00	69.00	-1.00
Pacific	63.50	60.00	-3.50	89.25	90.00	.75
US Average	52.50	51.00	-1.50	72.00	74.00	2.00

MIN. POODLE Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	37.50	38.00	.50	60.00	59.00	-1.00
Middle Atlantic	41.00	41.25	.25	65.00	63.00	-2.00
South Atlantic	35.50	36.75	1.25	54.50	57.00	2.50
East South Central	29.00	30.00	1.00	45.75	47.75	2.00
West South Central	27.00	27.75	.75	43.50	48.25	4.75
East North Central	27.50	28.25	.75	46.25	48.00	1.75
West North Central	25.25	28.00	2.75	40.25	46.00	5.75
Mountain	33.50	34.50	1.00	53.50	52.00	-1.50
Pacific	40.00	42.50	2.50	65.25	61.25	-4.00
US Average	33.00	34.00	1.00	52.75	53.50	.75

SURVEYS

New England:	CT, MA, ME, NH, RI, VT	Middle Atlantic:	NJ, NY, PA
South Atlantic:	DC, DE, FL, GA, MD, NC, SC, VA, WV	East South Central:	AL, KY, MS, TN
West South Central:	AR, LA, OK, TX	East North Central:	IL, IN, MI, OH, WI
West North Central:	IA, KS, MN, MO, ND, NE, SD	Mountain:	AZ, CO, ID, MT, NM, NV, UT, WY
Pacific:	AK, CA, HI, OR, WA		

Complete Grooming Service: Fee includes bathy, style, ears, nails, not matted.
Results rounded to nearest quarter in US dollars.

STD. POODLE No Pattern Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	77.00	82.00	5.00	109.25	114.25	5.00
Middle Atlantic	85.25	86.25	1.00	116.00	114.25	-1.75
South Atlantic	78.00	77.00	-1.00	101.75	106.50	4.75
East South Central	55.00	62.00	7.00	73.50	79.00	5.50
West South Central	55.75	58.75	3.00	85.75	85.00	-.75
East North Central	67.00	65.00	-2.00	85.50	85.50	.00
West North Central	56.25	60.50	4.25	78.00	79.50	1.50
Mountain	68.75	68.00	-.75	98.25	99.00	.75
Pacific	77.50	82.25	4.75	113.00	115.00	2.00
US Average	69.00	71.50	2.50	95.75	97.75	2.00

STD. POODLE Pattern Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	96.75	98.00	1.25	121.50	121.00	-.50
Middle Atlantic	95.00	94.25	-.75	136.25	135.00	-1.25
South Atlantic	101.75	102.50	.75	117.00	119.25	2.25
East South Central	67.50	68.00	.50	88.00	93.25	5.25
West South Central	65.00	67.00	2.00	85.50	95.75	10.25
East North Central	80.25	79.00	-1.25	106.50	112.25	5.75
West North Central	67.00	68.50	1.50	86.00	92.00	6.00
Mountain	86.25	86.25	.00	102.00	101.75	-.25
Pacific	98.50	97.00	-1.50	118.75	121.75	3.00
US Average	84.25	84.50	.25	106.75	110.25	3.50

STD. POODLE Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	59.50	60.00	.50	80.00	80.00	.00
Middle Atlantic	57.50	53.50	-4.00	80.00	79.75	-.25
South Atlantic	52.00	49.00	-3.00	78.75	81.25	2.50
East South Central	42.25	40.25	-2.00	53.00	59.00	6.00
West South Central	41.75	40.25	-1.50	57.50	60.75	3.25
East North Central	40.00	40.75	.75	63.25	66.00	2.75
West North Central	38.75	39.00	.25	48.00	51.00	3.00
Mountain	47.75	44.00	-3.75	70.25	66.50	-3.75
Pacific	57.00	58.25	1.25	83.50	79.00	-4.50
US Average	48.50	47.25	-1.25	68.25	69.25	1.00

Results represent averages of actual prices both above and below the averages shown here. The higher or lower amounts could be as much as \$10 to \$30, and sometimes higher for large pets and specialty services such as show grooming and hand stripping.

Your prices are likely to vary from those shown here.

COCKER SPANIEL Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	53.00	56.00	3.00	83.00	84.00	1.00
Middle Atlantic	56.00	58.00	2.00	85.25	86.00	.75
South Atlantic	50.25	51.75	1.50	73.75	77.50	3.75
East South Central	43.00	45.25	2.25	60.25	66.25	6.00
West South Central	43.00	47.00	4.00	59.75	68.00	8.25
East North Central	42.50	46.00	3.50	62.00	65.50	3.50
West North Central	39.00	42.50	3.50	59.00	58.00	-1.00
Mountain	45.25	47.50	2.25	71.00	70.00	-1.00
Pacific	64.00	66.50	2.50	85.25	84.00	-1.25
US Average	48.50	51.25	2.75	71.00	73.25	2.25

COCKER SPANIEL Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	39.00	40.00	1.00	69.00	72.75	3.75
Middle Atlantic	42.50	44.50	2.00	72.00	72.00	.00
South Atlantic	33.50	36.00	2.50	63.00	64.50	1.50
East South Central	28.75	34.00	5.25	56.25	57.25	1.00
West South Central	32.00	34.25	2.25	52.50	55.00	2.50
East North Central	32.50	33.50	1.00	52.00	50.00	-2.00
West North Central	30.00	31.25	1.25	47.00	53.25	6.25
Mountain	37.00	36.50	-.50	61.25	59.50	-1.75
Pacific	41.25	43.00	1.75	72.50	70.00	-2.50
US Average	35.25	37.00	1.75	60.50	61.50	1.00

MINIATURE SCHNAUZER Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	50.25	56.00	5.75	69.25	71.50	2.25
Middle Atlantic	51.00	55.25	4.25	73.50	73.25	-.25
South Atlantic	50.00	53.50	3.50	69.00	74.00	5.00
East South Central	32.75	37.25	4.50	45.75	55.25	9.50
West South Central	36.00	38.50	2.50	56.00	59.75	3.75
East North Central	36.75	35.75	-1.00	57.75	62.00	4.25
West North Central	34.25	37.50	3.25	46.00	51.50	5.50
Mountain	42.00	47.00	5.00	66.00	67.75	1.75
Pacific	54.00	56.75	2.75	78.00	79.50	1.50
US Average	43.00	46.50	3.50	62.50	66.25	3.75

SURVEYS

New England: CT, MA, ME, NH, RI, VT
 South Atlantic: DC, DE, FL, GA, MD, NC, SC, VA, WV
 West South Central: AR, LA, OK, TX
 West North Central: IA, KS, MN, MO, ND, NE, SD
 Pacific: AK, CA, HI, OR, WA

Middle Atlantic: NJ, NY, PA
 East South Central: AL, KY, MS, TN
 East North Central: IL, IN, MI, OH, WI
 Mountain: AZ, CO, ID, MT, NM, NV, UT, WY

Complete Grooming Service: Fee includes bathy, style, ears, nails, not matted.
 Results rounded to nearest quarter in US dollars.

MIN. SCHNAUZER Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	35.00	35.25	.25	59.00	61.50	2.50
Middle Atlantic	36.25	37.50	1.25	64.25	65.00	.75
South Atlantic	34.75	35.00	.25	59.00	61.25	2.25
East South Central	25.00	27.25	2.25	49.50	55.50	6.00
West South Central	24.75	25.00	.25	47.25	51.75	4.50
East North Central	26.00	26.75	.75	48.00	47.00	-1.00
West North Central	27.75	27.00	-.75	43.00	49.75	6.75
Mountain	29.50	31.00	1.50	51.00	51.00	.00
Pacific	36.00	35.25	-.75	60.00	58.50	-1.50
US Average	30.50	31.00	.50	53.50	56.75	2.25

STANDARD SCHNAUZER Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	64.00	66.50	2.50	88.00	89.00	1.50
Middle Atlantic	66.50	68.00	1.50	92.50	93.00	.50
South Atlantic	67.00	69.00	2.00	90.00	92.00	2.00
East South Central	48.50	52.25	3.75	67.75	73.50	5.75
West South Central	48.25	51.50	3.25	66.00	70.50	4.50
East North Central	50.00	49.00	-1.00	72.00	70.50	-1.50
West North Central	43.50	46.75	3.25	61.50	68.75	7.25
Mountain	60.25	66.00	5.75	78.25	78.00	-.25
Pacific	69.50	71.00	.50	98.75	97.00	-1.75
US Average	57.50	59.75	2.25	79.50	81.50	2.00

STANDARD SCHNAUZER Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	45.50	48.00	2.50	72.25	70.00	-2.25
Middle Atlantic	45.50	48.25	2.75	72.00	72.50	.50
South Atlantic	45.00	49.75	4.75	71.25	66.00	-5.25
East South Central	36.00	40.00	4.00	48.00	51.25	3.25
West South Central	35.50	37.25	1.75	59.00	57.00	-2.00
East North Central	32.50	36.50	4.00	47.00	48.00	1.00
West North Central	30.00	35.75	5.75	55.00	50.50	-4.50
Mountain	41.50	40.00	-1.50	62.00	57.50	-4.50
Pacific	47.00	43.75	-3.25	78.50	79.00	.50
US Average	40.00	42.25	2.25	62.75	61.75	-1.00

Results represent averages of actual prices both above and below the averages shown here. The higher or lower amounts could be as much as \$10 to \$30, and sometimes higher for large pets and specialty services such as show grooming and hand stripping.

Your prices are likely to vary from those shown here.

GOLDEN RETRIEVER Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	67.50	66.00	-1.50	99.50	98.00	-1.50
Middle Atlantic	66.00	66.00	.00	104.00	99.00	-5.00
South Atlantic	69.00	67.50	-1.50	95.00	93.50	-1.50
East South Central	47.50	49.00	1.50	78.25	79.25	1.00
West South Central	52.25	51.25	-1.00	79.25	79.00	-.25
East North Central	54.00	53.75	-.25	79.50	77.00	-2.50
West North Central	49.50	49.00	-.50	70.75	70.00	-.75
Mountain	57.25	58.00	.75	87.00	88.00	1.00
Pacific	72.50	70.50	-2.00	102.50	98.00	-4.50
US Average	59.50	59.00	-.50	88.50	87.00	-1.50

GOLDEN RETRIEVER Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	52.50	53.00	.50	79.00	74.50	-4.50
Middle Atlantic	58.00	57.25	-.75	82.75	80.25	-2.50
South Atlantic	58.50	58.50	.00	77.00	79.50	2.50
East South Central	41.00	40.75	-.25	68.00	68.25	.25
West South Central	41.50	40.00	-1.50	65.00	61.75	-3.25
East North Central	42.25	39.25	-3.00	65.75	69.50	3.75
West North Central	38.00	36.25	-1.75	61.00	65.25	4.25
Mountain	42.75	40.50	-1.25	73.00	69.75	-3.25
Pacific	50.50	48.00	-2.50	85.50	79.25	-6.25
US Average	47.25	46.00	-1.25	73.00	72.00	-1.00

SHIH TZU Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	49.00	52.25	3.25	67.00	69.00	2.00
Middle Atlantic	52.00	53.00	1.00	76.25	74.00	-2.25
South Atlantic	52.25	54.75	2.50	69.00	68.50	-.50
East South Central	38.50	44.00	5.50	51.00	55.25	4.25
West South Central	39.00	38.00	-1.00	58.00	61.50	3.50
East North Central	37.25	37.50	.25	57.75	59.75	2.00
West North Central	31.75	35.75	4.00	49.50	55.25	5.75
Mountain	41.75	44.00	2.25	63.00	64.00	1.00
Pacific	48.75	50.75	2.00	78.00	76.50	-1.50
US Average	43.25	45.50	2.25	63.25	64.75	1.50

SURVEYS

New England: CT, MA, ME, NH, RI, VT
 South Atlantic: DC, DE, FL, GA, MD, NC, SC, VA, WV
 West South Central: AR, LA, OK, TX
 West North Central: IA, KS, MN, MO, ND, NE, SD
 Pacific: AK, CA, HI, OR, WA

Middle Atlantic: NJ, NY, PA
 East South Central: AL, KY, MS, TN
 East North Central: IL, IN, MI, OH, WI
 Mountain: AZ, CO, ID, MT, NM, NV, UT, WY

Complete Grooming Service: Fee includes bathy, style, ears, nails, not matted.
 Results rounded to nearest quarter in US dollars.

SHIH TZU Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	33.50	35.50	2.00	61.00	62.50	1.50
Middle Atlantic	36.00	36.00	.00	62.50	61.00	-1.50
South Atlantic	38.00	37.50	-.50	59.50	61.00	1.50
East South Central	27.00	31.00	4.00	47.00	57.00	10.00
West South Central	25.25	29.00	3.75	48.25	52.50	2.25
East North Central	27.50	27.00	-.50	48.00	51.00	3.00
West North Central	22.50	24.00	1.50	45.50	50.75	5.25
Mountain	27.50	28.00	.50	53.75	54.00	.25
Pacific	38.75	39.25	.50	64.50	64.00	-.50
US Average	30.75	32.00	1.25	54.50	57.00	2.50

SHELTIE Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	48.00	51.75	3.75	69.00	69.00	.00
Middle Atlantic	49.00	55.00	6.00	73.75	74.00	.25
South Atlantic	48.50	53.00	4.50	78.25	79.50	1.25
East South Central	37.00	42.25	5.25	60.00	61.00	1.00
West South Central	37.00	39.50	2.50	58.50	58.50	.00
East North Central	38.25	39.00	.75	55.75	55.00	-.75
West North Central	37.50	37.50	.00	46.50	47.00	.50
Mountain	43.00	42.00	-1.00	64.25	62.50	-1.75
Pacific	51.75	54.00	2.25	75.00	74.00	-1.00
US Average	43.25	46.00	2.75	64.50	64.75	.25

BEAGLE Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2010	2011	Change
New England	33.00	32.00	-1.00	52.00	59.00	7.00
Middle Atlantic	33.25	33.00	-.25	60.00	60.50	.50
South Atlantic	35.00	35.00	.00	58.00	59.50	1.50
East South Central	27.50	28.00	.50	45.25	49.00	3.75
West South Central	29.00	30.00	1.00	46.25	50.25	4.00
East North Central	27.50	27.00	-.50	45.25	51.00	5.75
West North Central	26.75	27.50	.75	42.00	47.00	5.00
Mountain	29.00	29.00	.00	49.00	48.00	-1.00
Pacific	37.75	37.50	-.25	64.00	62.50	-1.50
US Average	31.00	31.25	.25	51.25	54.00	2.75

Results represent averages of actual prices both above and below the averages shown here. The higher or lower amounts could be as much as \$10 to \$30, and sometimes higher for large pets and specialty services such as show grooming and hand stripping.

Your prices are likely to vary from those shown here.

LABRADOR Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	48.50	49.75	1.25	72.50	72.75	.25
Middle Atlantic	48.00	50.00	2.00	73.00	72.00	-1.00
South Atlantic	51.00	51.50	.50	72.00	74.75	2.75
East South Central	40.00	44.25	4.25	55.50	60.00	4.50
West South Central	38.75	39.00	.25	52.25	57.00	4.75
East North Central	37.75	39.00	1.25	58.75	59.00	.25
West North Central	37.25	41.50	4.25	49.00	51.25	2.25
Mountain	40.00	42.75	2.75	63.50	61.00	-2.50
Pacific	49.50	.00	.00	74.50	72.00	-2.50
US Average	43.50	45.25	1.75	63.50	64.50	1.00

OLD ENGLISH SHEPDOG Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	72.00	.00	.00	102.50	107.75	5.25
Middle Atlantic	77.75	.00	.00	109.00	112.50	3.50
South Atlantic	75.00	.00	.00	104.00	112.00	8.00
East South Central	62.50	.00	.00	79.00	83.25	4.25
West South Central	59.75	.00	.00	85.00	89.75	4.75
East North Central	58.00	.00	.00	85.25	90.00	4.75
West North Central	49.50	.00	.00	77.00	86.00	9.00
Mountain	64.00	.00	.00	89.75	93.00	3.25
Pacific	77.25	.00	.00	111.00	109.25	1.75
US Average	66.25	70.25	4.00	93.50	98.50	5.00

GERMAN SHEPHERD Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	56.75	56.00	-.75	83.00	81.00	-2.00
Middle Atlantic	59.00	58.50	-.50	81.25	79.25	-2.00
South Atlantic	59.25	61.00	1.75	77.50	76.00	-1.50
East South Central	44.50	47.00	2.50	59.00	63.25	4.25
West South Central	47.50	49.50	2.00	64.50	62.00	-2.50
East North Central	41.00	44.25	3.25	67.25	68.00	.75
West North Central	39.75	42.00	2.25	64.00	60.00	-4.00
Mountain	45.75	48.00	3.25	62.50	63.00	.50
Pacific	59.00	58.00	-1.00	83.50	76.75	-6.75
US Average	50.25	51.75	1.50	71.50	70.00	-1.50

SURVEYS

New England: CT, MA, ME, NH, RI, VT
 South Atlantic: DC, DE, FL, GA, MD, NC, SC, VA, WV
 West South Central: AR, LA, OK, TX
 West North Central: IA, KS, MN, MO, ND, NE, SD
 Pacific: AK, CA, HI, OR, WA

Middle Atlantic: NJ, NY, PA
 East South Central: AL, KY, MS, TN
 East North Central: IL, IN, MI, OH, WI
 Mountain: AZ, CO, ID, MT, NM, NV, UT, WY

Complete Grooming Service: Fee includes bathy, style, ears, nails, not matted.
 Results rounded to nearest quarter in US dollars.

GREAT PYRENEES Bath-Only Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	81.00	88.50	7.50	121.00	120.00	-1.00
Middle Atlantic	82.50	87.00	4.50	122.50	125.00	2.50
South Atlantic	80.50	83.25	2.75	118.00	116.00	-2.00
East South Central	63.75	68.00	4.25	95.00	94.50	-.50
West South Central	64.25	67.50	3.25	93.25	89.75	-.50
East North Central	64.00	67.00	3.00	90.75	97.25	6.50
West North Central	60.00	64.25	4.25	70.00	73.00	3.00
Mountain	72.50	71.75	-.75	102.25	102.25	.00
Pacific	82.50	81.00	-1.50	125.25	125.00	-.25
US Average	72.25	75.25	3.00	104.25	105.00	.75

HANDSTRIP MED TERRIER Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	85.25	90.50	5.25	101.00	101.75	.75
Middle Atlantic	90.00	90.75	.75	102.25	102.00	-.25
South Atlantic	84.75	89.25	4.50	95.25	94.00	-1.25
East South Central	61.00	73.25	12.25	80.00	88.00	8.00
West South Central	59.75	64.00	4.25	79.50	79.25	-.25
East North Central	59.00	61.00	2.00	81.00	79.25	1.75
West North Central	59.00	63.25	4.25	73.50	75.00	1.50
Mountain	64.50	71.50	7.00	91.75	96.00	4.25
Pacific	81.25	84.00	2.75	110.00	98.50	-11.50
US Average	71.50	76.25	4.75	90.50	90.75	.25

HANDSTRIP LG. TERRIER Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	100.75	112.25	11.50	128.75	126.25	-2.50
Middle Atlantic	100.25	103.25	3.00	137.50	129.50	-8.00
South Atlantic	99.75	97.00	-2.75	135.50	133.00	-2.50
East South Central	72.50	75.25	2.75	92.00	98.25	6.25
West South Central	72.75	73.75	1.00	121.00	119.25	-1.75
East North Central	85.25	79.75	-5.50	105.75	103.00	-2.75
West North Central	77.25	84.50	7.25	103.00	99.25	-3.75
Mountain	90.25	92.00	1.75	110.75	102.75	-8.00
Pacific	98.50	103.25	4.75	139.75	138.50	-1.25
US Average	88.50	91.00	2.50	119.25	116.50	-2.75

Results represent averages of actual prices both above and below the averages shown here. The higher or lower amounts could be as much as \$10 to \$30, and sometimes higher for large pets and specialty services such as show grooming and hand stripping.

Your prices are likely to vary from those shown here.

SHOW MIN POODLE Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	75.25	82.00	6.75	144.00	130.00	-14.00
Middle Atlantic	80.50	85.00	4.50	148.00	129.25	-18.75
South Atlantic	76.25	91.25	15.00	136.75	121.50	-15.25
East South Central	59.00	72.50	13.50	122.00	101.25	-20.75
West South Central	66.75	76.75	10.00	125.25	112.75	-12.50
East North Central	59.00	64.50	5.50	121.75	116.25	-5.50
West North Central	59.25	67.75	8.50	112.50	114.00	1.50
Mountain	66.50	72.50	6.00	128.50	125.25	-3.25
Pacific	87.50	92.00	4.50	165.00	139.50	-25.50
US Average	70.00	78.25	8.25	133.75	121.00	-12.75

SHOW STD POODLE Complete Grooming Service	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	151.00	149.00	-2.00	160.00	177.25	17.25
Middle Atlantic	148.75	152.00	3.25	202.50	190.50	-12.00
South Atlantic	150.25	162.75	12.50	206.00	199.75	-6.25
East South Central	110.00	108.50	-1.50	173.75	166.25	-7.50
West South Central	114.50	112.00	-2.50	160.25	144.25	-16.00
East North Central	96.50	100.25	3.75	181.25	150.50	-38.25
West North Central	97.75	103.00	5.75	170.25	160.50	-9.75
Mountain	126.00	121.00	-5.00	190.00	178.25	-11.75
Pacific	155.00	161.25	6.25	212.25	188.50	-23.75
US Average	127.75	129.00	2.25	184.00	172.00	-12.00

DE-MATting AVERAGE	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	12.00	15.00	3.00	12.25	15.50	2.25
Middle Atlantic	12.00	12.50	.50	11.75	16.25	4.50
South Atlantic	12.50	14.50	2.00	10.75	14.50	3.75
East South Central	11.00	9.75	-1.25	10.00	12.75	2.75
West South Central	9.00	10.00	1.00	11.25	12.50	1.25
East North Central	9.25	11.50	2.25	11.50	13.25	1.75
West North Central	11.00	10.00	1.00	9.00	12.00	3.00
Mountain	9.00	13.25	4.25	8.00	9.50	1.50
Pacific	17.00	15.50	-1.50	11.25	14.50	3.25
US Average	11.50	12.75	1.25	10.50	13.25	2.75

SURVEYS

New England: CT, MA, ME, NH, RI, VT
 South Atlantic: DC, DE, FL, GA, MD, NC, SC, VA, WV
 West South Central: AR, LA, OK, TX
 West North Central: IA, KS, MN, MO, ND, NE, SD
 Pacific: AK, CA, HI, OR, WA

Middle Atlantic: NJ, NY, PA
 East South Central: AL, KY, MS, TN
 East North Central: IL, IN, MI, OH, WI
 Mountain: AZ, CO, ID, MT, NM, NV, UT, WY

Complete Grooming Service: Fee includes bathy, style, ears, nails, not matted.
 Results rounded to nearest quarter in US dollars.

VET PRESCRIBED TREATMENTS	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	4.00	6.00	2.00	10.00	12.25	2.25
Middle Atlantic	4.25	5.25	1.00	11.50	12.75	1.25
South Atlantic	5.00	6.00	1.00	12.75	12.75	.00
East South Central	3.00	4.50	1.50	10.00	8.50	-1.50
West South Central	4.00	3.50	-.50	9.50	11.00	2.50
East North Central	3.50	2.00	-1.50	10.75	12.25	1.50
West North Central	3.50	5.50	2.00	12.00	11.00	-1.00
Mountain	4.25	4.75	.50	10.25	9.25	-1.00
Pacific	4.00	7.00	3.00	12.25	10.00	-2.25
US Average	4.00	5.00	1.00	11.00	11.25	.25

NAILS ONLY	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	8.50	10.00	1.50	20.25	25.25	5.00
Middle Atlantic	11.00	12.75	1.75	21.00	20.50	-.50
South Atlantic	10.00	12.25	2.25	22.00	27.50	5.50
East South Central	9.00	8.50	-.50	15.00	17.25	2.25
West South Central	9.25	10.00	.75	17.25	19.00	1.75
East North Central	8.00	9.25	1.25	15.50	19.75	4.25
West North Central	9.50	9.50	.00	17.25	21.50	4.25
Mountain	8.00	10.50	2.50	13.75	27.25	9.00
Pacific	9.50	12.25	2.75	15.75	22.25	6.50
US Average	9.25	10.75	1.50	17.50	21.75	4.25

HOURLY RATE GROOMING	Non-Mobile Results			Mobile Only Results		
	2011	2012	Change	2011	2012	Change
New England	42.50	44.25	1.75	78.50	82.00	4.50
Middle Atlantic	41.25	43.00	1.75	72.00	77.50	5.50
South Atlantic	42.75	43.75	1.00	72.25	74.25	2.00
East South Central	32.25	32.00	-.25	61.50	66.50	5.00
West South Central	28.00	29.75	1.75	59.00	58.50	-.50
East North Central	35.25	39.00	3.75	68.25	70.25	2.00
West North Central	36.00	37.75	1.75	44.75	51.00	6.25
Mountain	38.00	39.50	1.50	67.75	65.25	-2.50
Pacific	44.00	45.50	1.50	74.75	76.75	2.00
US Average	37.75	39.25	1.50	66.50	69.25	2.75

IN-HOME "HOUSE CALL" GROOMING PRICES

2011 - 2012 COMPARISON* All 50 U.S. States Combined

BREED / SERVICE TYPE	2011	2012	Change
Overall Avg. Grooming Fee	49.75	52.75	3.00
Bichon Frise (Complete**)	45.00	47.50	2.50
Bichon Frise (Bath-Only***)	40.00	41.00	1.00
Min Poodle (Complete/No Pattern)	41.25	44.25	3.00
Min Poodle (Complete Pattern)	48.50	47.75	-.75
Min Poodle (Bath-Only)	35.00	38.25	3.25
Std Poodle (Complete/No Pattern)	82.75	82.00	-.75
Std Poodle (Complete Pattern)	88.75	90.50	.75
Std Poodle (Bath-Only)	39.75	44.50	4.75
Cocker Spaniel (Complete)	52.50	53.00	.50
Cocker Spaniel (Bath-only)	42.75	44.75	2.75
Min. Schnauzer (Complete)	49.00	51.50	2.50
Min. Schnauzer (Bath-Only)	37.75	39.50	1.75
Std. Schnauzer (Complete)	61.50	65.75	4.25
Std. Schnauzer (Bath-Only)	38.50	40.00	1.50
Golden Retriever (Complete)	56.25	58.50	2.25
Golden Retriever (Bath-Only)	45.25	47.00	1.75
Shih Tzu (Complete)	39.50	42.50	3.00
Shih Tzu (Bath-Only)	35.00	37.00	2.00
Sheltie (Bath-Only)	35.75	38.25	2.50
Beagle (Bath-Only)	32.00	37.00	5.00
Labrador (Bath-Only)	51.50	50.50	-1.00
Old English Shp. (Bath-Only)	72.00	76.00	4.00
German Shepherd (Bath-Only)	49.75	49.75	.00
Great Pyrenees (Bath-Only)	77.75	75.75	-2.00
Hand Strip Medium Terrier	88.50	90.50	2.00
Hand Strip Large Terrier	102.00	111.00	9.00
Formal Show Min. Poodle	98.00	110.25	12.25
Formal Show Std. Poodle	125.00	141.50	16.50
Avg. Dematting Fee	10.00	12.00	2.00
Vet Bath Treatments Add-on	6.00	5.25	-.75
Avg. Nails Only Fee	21.00	22.50	.50
Hourly Grooming Rate	38.50	41.00	2.50

* Fees shown were averaged by combining responses by survey year.

** "Complete" Grooming service includes bath, style, ears, nails, not matted.

*** "Bath-Only" Grooming service includes bath, ears, nails, not matted. Prices are US Dollars and rounded to the nearest 25 cents.

INTERNATIONAL GROOMING PRICES 2012*

BREED / SERVICE TYPE	CANADA 2012		AUSTRALIA 2012	
	NON-MOBILE	MOBILE	NON-MOBILE	MOBILE
Overall Avg. Grooming Fee	49.50	68.25	58.75	69.25
Bichon Frise (Complete*)	49.00	63.50	57.50	64.00
Bichon Frise (Bath-Only**)	35.75	56.25	31.00	46.75
Min Poodle (Complete No Pattern)	46.75	63.00	55.75	64.50
Min Poodle (Complete with Pattern)	52.00	68.50	55.50	65.75
Min Poodle (Bath-Only)	34.50	52.75	34.25	58.50
Std Poodle (Complete No Pattern)	72.50	89.25	80.25	89.00
Std Poodle (Complete with Pattern)	78.50	105.50	90.25	101.25
Std Poodle (Bath-Only)	50.50	68.50	51.00	52.75
Cocker Spaniel (Complete)	54.50	68.25	59.50	72.25
Cocker Spaniel (Bath-only)	42.75	59.00	41.50	53.50
Min. Schnauzer (Complete)	47.25	64.75	48.25	70.00
Min. Schnauzer (Bath-Only)	39.00	57.50	36.00	56.25
Std. Schnauzer (Complete)	63.50	82.50	72.75	81.59
Std. Schnauzer (Bath-Only)	44.00	64.25	41.75	57.50
Golden Retriever (Complete)	65.25	77.50	69.50	77.50
Golden Retriever (Bath-Only)	53.75	69.00	45.25	56.75
Shih Tzu (Complete)	46.25	63.25	50.50	61.75
Shih Tzu (Bath-Only)	32.75	59.25	30.25	52.50
Sheltie (Bath-Only)	48.50	67.00	58.50	62.00
Beagle (Bath-Only)	34.00	56.25	32.75	52.00
Labrador (Bath-Only)	48.75	60.25	47.75	61.50
Old English Shp. (Bath-Only)	72.50	97.00	66.50	82.75
German Shepherd (Bath-Only)	52.75	77.50	49.00	66.25
Great Pyrenees (Bath-Only)	86.50	119.00	76.25	85.00
Hand Strip Medium Terrier	71.75	88.75	79.00	108.75
Hand Strip Large Terrier	84.25	102.75	101.75	127.00
Formal Show Min. Poodle	85.75	109.75	108.25	174.50
Formal Show Std. Poodle	98.00	159.25	98.50	201.25
Avg. Dematting Fee	12.00	16.50	11.50	15.75
Vet Bath Treatments Add-on	5.75	6.75	5.25	12.25
Avg. Nails Only Fee	13.75	25.75	8.50	29.50
Hourly Grooming Rate	42.75	59.50	46.00	58.50

* Combined responses by country and then averaged.

** "Complete" Grooming service includes bath, style, ears, nails, not matted.

*** "Bath-Only" Grooming service includes bath, ears, nails, not matted.

Silicones: A Quest for Truth - Part 1

by Barbara Bird CMG

Silicone ingredients are among the most maligned, most demonized, of all hair care ingredients. They have been so thoroughly (and effectively) attacked by beauty bloggers and natural care websites that some pet shampoo manufacturers will deny using them or have stopped saying that they use them.

A quick chemistry lesson: While silicon is a natural element, silicones are not natural. All silicones are synthesized and man made. What makes silicones so interesting and infinitely variable is that they are polymeric. Polymers are long chained molecules complexes of repeating links.

Silicones have a backbone of repeating silicon-oxygen (Si-O) links. Varying the length of the polymer chain allows chemists to create a wide variety of properties.

Silicone polymers are made further complex by the attachment of other components to the basic repeating silicon-oxygen backbone, such as vinyl, phenyl, or methyl groups. This allows nearly infinite variation.

Silicones can be fluids, resins, gums, or rubbers. In hair care, most of the silicones are liquid.⁽¹⁾

TYPES OF SILICONES IN HAIR CARE

DIMETHICONE – Also referred to as Polydimethylsiloxane (PDMS),

dimethicone oils are the most commonly found silicones in pet grooming products. Dimethicone is one of the most often used conditioning ingredients in 2-in-1 shampoos, aka conditioning shampoos.

An often-cited study by Kazuyuki Yahagi in 1992 clearly demonstrated the superiority of Dimethicone to other conditioners in reducing combing forces.⁽²⁾

The Wacker Company, a leading silicone supplier, has determined that a two percent silicone ingredient in a two-in-one conditioning shampoo can reduce the dry combing force by 75 percent.⁽³⁾

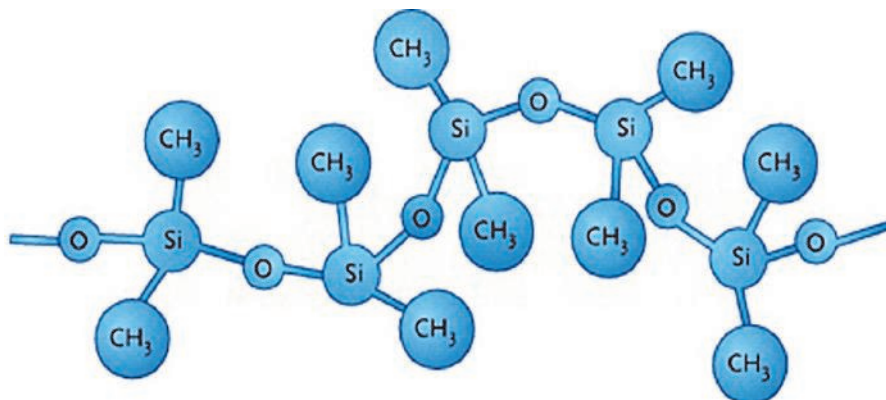
Dimethicones are available as low, medium and high viscosity fluids. High viscosity dimethicone fluids are better suited to add sheen and manageability to hair care products than lower viscosities. They are among the most commonly used conditioning additives.

Here are the features of high viscosity dimethicones as presented by Clearco, another major silicone supplier:

- High Viscosity
- Excellent Lubrication
- Low Surface Tension: High Spreadability
- Provides a soft, emollient feel to skin
- Prevents stickiness in skin care products
- Compatible with a wide range of solvents
- Hydrophobic: water repellent
- Inert- improves stability and shelf -life of formulations
- Increase body & shine in hair care products
- Seal-in moisture: prevent hair damage.⁽⁴⁾

DIMETHICONOL - Dimethiconol is a mixture of siloxane polymers referred to as polydimethylsiloxane terminated with hydroxyl (-OH)

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groups. Dimethiconol can be combined with other molecules, such as the amino acids (arginine, cysteine and methionine) or fatty acids (behenic acid, stearic fatty acids from meadowfoam seed oil) or other compounds to form derivatives of Dimethiconol that are useful as cosmetic ingredients.⁽⁵⁾ An example would be Dimethiconol Panthenol.

Dimethiconols have superior lubricity and conditioning effects. They are often utilized as blends with cyclomethicones or other substances to offer solutions to formulating difficulties that might be experienced with dimethicones. The silicone industry is very solutions oriented and is constantly developing new ingredients designed to solve or avoid problems faced in using older ingredients.

DIMETHICONE COPOLYOLS –

This family of silicones that is made from a process of ethoxylation of Dimethicone with polyoxyethylene and/or polyoxypropylene in order to create a water-soluble silicone. These substances can be identified by having PEG and/or PPG in the ingredient INCI name, such as PEG-8 Dimethicone, PEG/PPG-20/23 Dimethicone. The number represents the number of moles of ethylene oxide or propylene oxide attached to the polymer. The higher the number of moles, the greater the solubility.⁽⁶⁾

In shampoos and conditioners, the water soluble feature makes for easier formulation, but there is considerably less conditioning effect as more is rinsed off. Because they are nonionic and compatible with

anionic detergent surfactants, the Copolyols are a good choice for conditioning shampoos. Some Dimethicone Copolyols are also emulsifiers and surfactants in personal care products.

PHENYL DIMETHICONE – This type of silicone is unique for its high refractive index, which translates into the ability to create high gloss and incredible shine.⁽⁷⁾ In grooming products, it is found in leave-in sprays, hair serums and “silk drops.”

AMINE-FUNCTIONALIZED

SILICONES – Usually labeled as Amodimethicone or Trimethylsilylamodimethicone, this family of silicones has been modified to be more substantive to the hair. They have been made more cationic and have a positive ion charge that is strongly attracted to the negative charge that exists on the surface of the wet hair shaft. Since the sites on the hair shaft where there is cuticle damage carry a stronger negative

charge, the cationic conditioner deposits more conditioner molecules to these sites, very effectively filling in the spaces of the hair cuticle. This makes amine-functionalized silicones well-suited for conditioning treatments, and allows formulators to maximize the conditioning ability of a product with a lesser quantity of silicone ingredient(s).⁽⁸⁾

Since canine hair is often more porous and more negatively charged, especially curly coats and soft undercoat, amine- functionalized silicones are a good fit for dog grooming products. These silicones have also been engineered to resist build up, as the molecules do not layer or attach to themselves.⁽⁹⁾⁽¹⁰⁾

CYCLOMETHICONES – This silicone family is made of cyclic, rather than linear molecular chains. There are three types of cyclomethicones, Cyclotetrasiloxane (D4), Cyclopentasiloxane (D5) and Cyclohexasiloxane (D6). The cyclomethicones are known as “volatile” silicones. Due to their volatility (varying rates of evaporation), low surface tensions (high spreadability), and non-greasy feel, Cyclomethicones are used as base fluids, carrying agents and wetting agents in a wide range of personal care products, including hair products. Because they evaporate rather quickly, they are most often found in combination with other silicones, such as Dimethicone or Dimethiconol, which they deliver to the substrate (hair or skin). They are also the diluents for hair serums and silk drops products.

All three types of cyclomethicones are approved as safe for cosmetic use in the U.S., E.U, and Canada,



“One thing that struck me about truth and myths regarding cosmetic ingredients, including silicones, is how much work and expense goes into supporting manufacturers claims and how little it takes to create a negative myth. “

although some animal studies have raised potential health issues in regards to D4, and D4 is also under investigation as an environmental hazard in the EU and Canada.⁽¹²⁾⁽¹³⁾⁽¹⁴⁾

Unfortunately, the issues raised by studies of D4 cyclomethicone have been used by fear mongers to indict the entire body of silicone cosmetic ingredients. We will review these issues in greater depth in Part II of the series on Silicones: A Quest for Truth – Safety Issues & Environmental Concerns. Stay tuned!

QUATERNIZED SILICONES

(Silicone Quats) – In studying the action of how silicones act on the hair, cosmetic scientists observed that Amodimethicone had greater affinity to hair when formulated along with Cetrimonium Chloride, a popular quaternized conditioner (quat). Silicone suppliers began offering the two ingredients in a blended emulsion. Never satisfied to leave well-enough alone, the next step for silicone chemists was to create a polymer where the two could be combined in a single molecule. Voila! Silicone Quats were born and have become popular players in human hair care. This latest generation of silicones offers the best ever substantivity to hair and resistance to breakage.⁽¹⁵⁾

PROTEIN/SILICONE

COPOLYMERS – Hydrolyzed Wheat Protein PG-Propyl Silanetriol and Cystine Bis-PG- Propyl Silanetriol are advanced copolymers of proteins and silicone that offer proven protection against cuticle damage caused by common hairstyling practices such as blow drying, combing and styling.

Due to their complex polymeric structure, these polymers cross-link on drying to form a conditioning and protective network that offers exciting functional benefits to hair care products.⁽¹⁶⁾

The protection created by the cross-linkage is referred to as “heat activated” conditioning benefits.

The incorporation of natural protein

structures into the silicone polymer molecule is the trend of creating more “natural” silicone ingredients to meet the powerful market demand in the human beauty industry. While silicone quats and protein/silicone copolymer ingredients are rare in grooming products, the competitive nature of the industry will ultimately result in the utilization of these

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BENEFITS OF SILICONES IN GROOMING PRODUCTS

Here is my view of the benefits of Silicones in pet grooming products:

- Improves straightening effect by smoothing hair cuticle.
- Helps hair resist humidity and re-curl.
- Aids detangling and brush out.
- Facilitates deshedding by adding slip to hair and reducing static cling in the coat.
- Protects hair from thermal damage from heat drying.
- Allows hair to be dried and shaped with less heat application.
- Adds shine and glow to all coat types.
- Provides conditioning without over softening.
- Creates a breathable film that seals in essential moisture to hair cortex and prevents moisture loss.
- Protects hair cuticle from damage by brushing and combing.
- Stabilizes foaming in products to reduce rinsing time (saves time, conserves water)
- Significantly decreases drying time of all coat types. (saves time, conserves electricity)

(Continued from page 51)

newer, more sophisticated conditioning ingredients.

WHAT'S NOT TO LOVE - SILICONE MYTHS & MISCONCEPTIONS

One thing that struck me about truth and myths regarding cosmetic ingredients, including silicones, is how much work and expense goes into supporting manufacturers claims and how little it takes to create a negative myth. Hair breakage is a good example. In the world of human hair care products, when a company makes a claim that their product reduces hair breakage or prevents hair breakage, they must be able to substantiate that claim. Chemical suppliers such as Dow Corning, Wacker, and Evonik do extensive testing at great expense to prove the effects of their ingredients. (9)(10)(15)

A myth or negative claim, however, costs nothing. It only needs to be repeated. A good indication that a negative claim is baseless myth, is finding the same phrases being repeated on many websites or blogs.

Silicones are occlusive. One such phrase is that silicones coat the hair "much like plastic wrap", "suffocating" it and causing it to dry out and subsequently break.⁽¹⁷⁾ This statement is offered over and over on lists of ingredients to avoid. No evidence is offered, often no reference is made, or the reference is a so-called "expert" who simply offers the assertion. An expert who may have been the originator of this myth is Chrystn Nawrot, a Regional Educator for Phyto Hair Care

Products, who was quoted in Marie Clair Magazine in January 2006, "While silicone products are great at preventing frizz and enhancing shine, do not apply them before heat-styling, or they can fuse to your hair and have a 'shrink wrap' effect, sapping all the moisture from your strands."⁽¹⁸⁾

These experts often have allegiance to a company that is marketing a "no silicone" approach. Phyto Hair Care is such a company. The claim that silicones are occlusive is simply false. One of the primary properties of silicone fluids is that they form a permeable layer on the hair and skin. This means that silicones seal in moisture while allowing the skin to breathe.

Silicones build up and can't be washed from hair. Let's talk about build up! This is one of the biggest complaints against silicones in hair products, and it has some basis in fact. Except for the Dimethicone Copolyols, most silicone ingredients are not soluble in water. This had lead to the belief that silicones are not removed by washing and will build up over time. This is not exactly true.

The ability of a conditioning ingredient to adhere to the surface of the hair is called its "substantivity." In order to replace the natural sebum that has been removed during the cleansing process, it is desirable to have ingredients which coat the hair shaft and resist being rinsed off. Considerable research and development has gone into creating conditioning ingredients that have greater substantivity with less weight to the hair shaft.

Build-up occurs when ingredients that are very substantive to the hair accumulate to the point of causing negative effects. Under normal use, most substantive ingredients are washed off with regular shampoo. That is they WERE, until the trend toward sulfate-free ultra mild shampoos and conditioner shampooing ("co-washing"). Instead of blaming the shampoos for not doing the job of removing residue, they blame the conditioning ingredients for doing the job of adhering to the hair.

News Flash: Silicones are not the only ingredients that can build up on the hair. Silicones get the blame, but any of the quaternized conditioning ingredients (quats and polyquats), such as Cetrimonium Chloride and Polyquaternium-10 will stick to the hair and have potential for build-up as well. Although some beauty bloggers make a big to-do over the fact that most silicones are not water-soluble and blame this for build-up, the truth is that substantivity (to hair) not solubility (in water) is more of a factor. The products that have the greatest potential for build-up are styling products, not shampoos or conditioners.

Shampooing with a well-formulated sulfate shampoo will generally remove any residue from previous conditioning or styling efforts.

CONCLUSION: We have seen that the chemistry of silicones allows for continual invention and evolution of products. State-of-the-art of silicone technology continues to drive forward with the creation of new polymers that have enhanced

(Continued on page 54)

Type of Silicone	Uses in Pet Products	S O F T S I L K Y F E E L	I M P R O V E D C O M B A B I L I T Y	S U B S T A N T I V E T O H A I R	R E D U C E D F L Y A W A Y	H E A T P R O T E C T I O N	T A R G E T S D A M A G E D S I T E S	E N H A N C E D S H I N E	S T R E N G T H E N S P R O T E C T I O N	B U I L D U P P O T E N T I A L
Dimethicone	2-in-1 shampoos, rinse-off conditioners, leave-in conditioners, detanglers, deshedding products, serums	■ ■	■ ■	■ ■				■		■
Dimethiconol	Rinse-off conditioners, detanglers	■ ■	■ ■	■ ■				■ ■		■
Dimethicone Copolyols	2-in1 Shampoos, Rinse-off & leave-in conditioners, detanglers			■	■ ■					
Phenyl Dimethicone	Leave-in conditioners, serums			■ ■	■	■		■ ■ ■	■	■
Amodimethicone	Leave-in & rinse-off conditioners, detanglers, treatments	■	■ ■	■ ■ ■	■ ■	■	■ ■ ■	■		
Cyclomethicones	Serums & silk drops. detangling gels,	■			■	■		■		
Silicone Quats	2-in-1 shampoos, Conditioners		■ ■	■ ■ ■		■	■ ■			■ ■
Protein Silicone Copolymers	Shampoos, leave in & rinse - off conditioners			■ ■ ■		■ ■ ■				

■ GOOD ■ ■ BETTER ■ ■ ■ BEST

(Continued from page 52)

benefits and solve the problems of yesterday. The ingredients of today are not the same as twenty years ago when silicones first entered the pet grooming arena. Misconceptions and misinformation remain stuck due to continued recycling over the Internet. Instead of covering up and hiding the use of silicones in grooming products, we would encourage manufacturers to own their silicones and join the effort to educate users.

In Part II of Silicones, A Quest for Truth, we will review safety issues surrounding silicone ingredients, including various health issues and environmental concerns. Do silicones cause cancer and birth defects? Will they destroy the planet? Stay tuned, we are "going there." ♦



Barbara Bird, CMG, aka BBird, has been grooming at Transformation Pet Center in Tucson, AZ since 1977. At age 73, she is still grooming three days-a-week, while writing for industry journals and speaking at trade shows. She has

received two coveted Cardinal Crystal Achievement Awards for Journalist of the Year in 2006 & 2007 and two Barkleigh Honors Awards for Best Blog of 2010 & 2011. The award winning blog may be found at www.groomblog.blogspot.com. In addition to outstanding work at the grooming table and charismatic presentations as a speaker, Barbara is especially devoted to sharing research and technical information in writing for fellow pet groomers worldwide.

Web Site: www.bbird.biz

Blogs:

Bbird's GroomBlog

<http://groomblog.blogspot.com>

Bbird Talk at GroomWise

<http://groomwise.typepad.com/bbird/>

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Cat Grooming, *see July-September 2011 Issue, October-December 2012 Issue*
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GroomerTALKSM Community News

- The Facebook Connect feature on the Message Board adds LIKE buttons to your view of all forum messages. LIKE adds a link on your FB Wall to the messages you LIKE. Also, each time you post a reply or start a new thread you have the *option* to post a link to it on your FB Wall. Keep your FB Wall updated!
- Thousands are arriving from Facebook each week to read the board. Traffic is way up!
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- Insurance
- Grooming Software
- Consultants
- Open a School

PRINT & SAVE REFERENCE CHART

It's commonly known that all brands of A-5 blades fit any brand of A-5 clippers. What is not commonly known relates to blade sizes. Most brands of A-5 blades have similar sizes, but how they perform varies. Manufacturers must use design differences in order to avoid patent and copyright infringement. The most common difference between brands is the blade thickness. Similar manufacturer sizes may cut at different heights. You could be in for a surprise if you change brands of the same size blade only to discover the cut is different! For your convenience Jeff at Northern Tails Sharpening prepared the multiple manufacturer reference charts below for blades and snap-ons. Be sure to check Jeff's web site at www.northerntails.com for more helpful articles, videos and descriptions of his mail-in services. ♦

Clipper Blade Cutting Heights by Manufacturer

BLADE	BLADE	MASTER	LAUBE	WAHL	KLEAN	OSTER	ANDIS
#	Inches	MM	MM	MM	MM	MM	MM
50	1/125	0.2	0.2	0.5	0.2	0.2	0.2
40	1/100	0.3	0.3	0.6	0.1	0.3	0.3
35	3/50	—	—	—	—	—	0.4
30	1/50	0.5	0.5	0.8	0.2	0.5	0.5
15	3/64	1.2	1.0	1.3	1.0	1.2	1.2
10	1/16	1.6	1.5	1.8	1.5/1.6	1.0	1.5
10W	3/32	2.4	—	—	—	—	—
9	5/64	2.0	2.0	2.0	1.5	1.0/2.0	2.0
8.5	7/64	2.8	2.8	—	—	2.0	2.8
7	1/8	3.2	3.2	4.0	3.2	3.0	3.2
5	1/4	6.4	6.4	6.0	6.3	6.0	6.3
4	3/8	9.5	9.6	8.0	9.5	9.0	9.5
3	1/2	12.7	13.0	10.0	12.0	13.0	12.0
5/8HT	5/8	15.9	16.0	—	—	—	16.0
3/4HT	3/4	—	—	—	—	—	19.0
T-84	3/16	—	—	—	—	—	2.4

Snap-On Comb Sizes & Cut Lengths by Manufacturer

COMB SIZE	LAUBE SELF ADJ & X-LARGE	WAHL STAINLESS STEEL	MDC ROMANI	OSTER UNIVERSAL	MILLERS FORGE
#	Inches	MM	MM	MM	MM
1/16				1/16	
1/8				1/8	
1/4				1/4	
1/2	3/4		9/16	1/2	
3/4				3/4	
0	7/8	5/8	5/8		
1	5/8	1/2	1/2	1	5/8
1 1/4				1 1/4	
1 1/2	1/2		7/16		1/2
2	3/8	3/8	3/8		3/8
3	5/16		5/16		5/16
4	3/16	3/8	1/4		3/16
5	1/16	1/8			1/16
A	1	3/4	Both charts provided courtesy of Northern Tails Sharpening 251-232-5353 www.northerntailssharpener.com		
B	1 1/4				
C	1 1/2	7/8			
D	1 3/4				
E	2	1			
S	1 5/8				

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How to Fix Sharp Clipper Blade Teeth

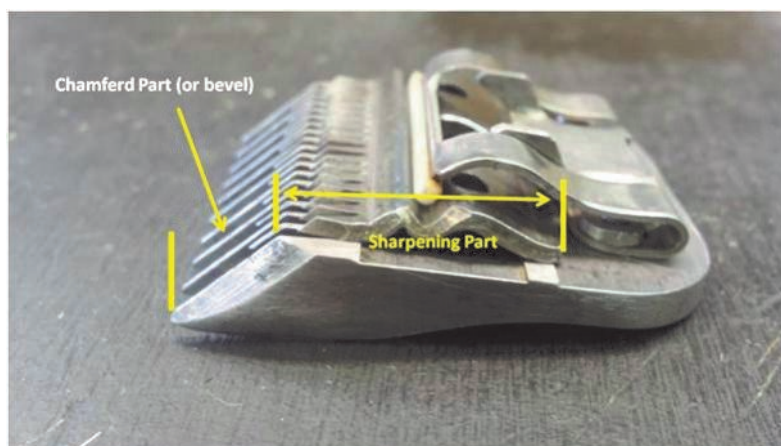
by Jeff Andrews, Northern Tails Sharpening

When groomers feel sharp or very pointy teeth they often blame their sharpeners. Actually it may not be their fault.

Sharpeners limit sharpening to the parts of blades with cutting surfaces. Because most clipper blades are chamfered sharpeners never make tips sharp. What is the cause of the problem? Animal hair is a likely culprit.

In the illustration below look for the “sharpening part” which is sharpened by sharpeners, and then look for “chamfered or beveled part” which gives the blade its cutting size. The larger the chamfering (or bevel) the higher the blade cuts.

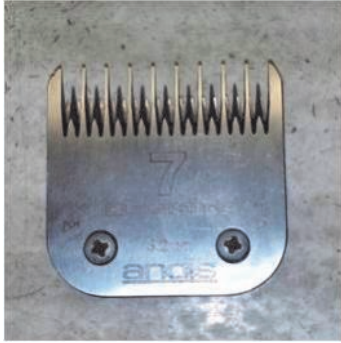
Sharpeners can only make the tips sharp or razor edges of the entire front of blades on three sizes. They are #30, #40 and #50 blades. They don’t have chamfers. Inspect your blades and see the differences.



Dog hair can be very coarse. With repeated use over time coarse hair can cause blade tips to become very sharp and pointy. Skip tooth blades are very prone to being “sharpened” by coarse hair. Careful! They can literally make slices in the animals skin if they are sharp enough. For this reason alone some groomers avoid using skip tooth blades. Don’t worry. If you identify the sharp teeth as part of preventative blade maintenance you can fix the problem.

In this article I will explain the fix. For our example I will use a 7 skip tooth blade. Many groomers consider it a dangerous blade. Skip tooth blades are as safe as F blades if they don’t have sharp tips which risk cutting skin or poking your hand when mounting them on clippers. How one uses a skip tooth blade determines if it is dangerous or not.

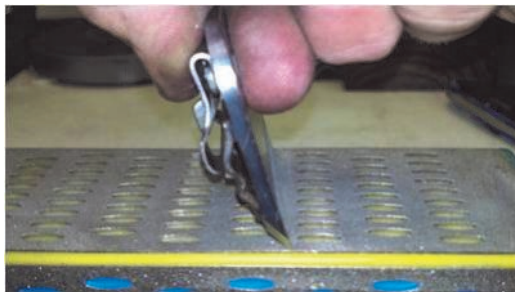
Continued on next page



On the left is a #7 skip tooth blade. Look at the many pointed teeth which can become sharp after running through coarse animal hair long enough. If you have blades like this, or similar F blades, run your finger along the teeth periodically to check for sharpness. Even when your blades come back from the sharpener, check them for tooth sharpness. Also look to see if any teeth of the cutter are hanging over the edge of the comb blade. As the safety manager of your blades you can prevent accidents. Truth is if a blade scrapes or cuts an animal because of pointy or sharp teeth the fault lies with you. These injuries are entirely preventable.

Professional sharpeners inspect every blade, especially the #30, #40 or #50 sizes. First they look to see if front edges of blades have turned into razors. Even the sharpening process can do cause that effect to these blade sizes. If one slips by your sharpener and you discover the problem early by following my suggestion to inspect often, here is what you can do to make the blades friendly again.

Refer to the photos below. Most sharpeners use a diamond pad available from home improvement centers. They set the problem blade on the pad, teeth on the pad and move back and forth at about a 15 degree angle until the tips of the blade are no longer like a razor. When skip tooth blades have very pointy tips use the same method. It won't hurt how the blade digs into coats.



Run the blade back and forth with a slight downward force to let the diamond pad do its work. The motion is like buttering your bread. Go back and forth a few times and check it with your finger. Do this until you feel the blade is safe to use.

Do not press down too hard on #30, #40 and #50 blades. You do not want to grind the front of the blades off which results in the cutter teeth hanging over. Just do enough to make the front edge smooth so it doesn't slice a pad or nick the face and ears.

Continued on next page

Here's another solution. Assume you just picked up a blade and it has very sharp teeth tips. Unfortunately, you don't have a diamond pad. You don't have time to go to the home improvement center to buy one. You are behind schedule with grooms. What do you do? How about an "old school" solution?

Take the affected blade outside and scratch tips on a smooth concrete sidewalk. We have been doing this quick fix for years. It doesn't hurt the way it cuts. Careful, only scratch it long enough to smooth the tips of your skip tooth blades, or the front edge of your #30, #40 or #50 blades.



Remember to always inspect blades returned from your sharpener. They should have been inspected for sharp edges and teeth and repaired as needed.

If a blade cannot be repaired it shouldn't be returned to you as "OK to use." Professionals will segregate the problem blades and mark them, "No Good".

Blades cannot be sharpened forever. They wear out over time. Unfortunately many sharpeners don't pay attention to details like this. We do Northern Tails. We are groomers as well as sharpening professionals. We do a multipoint inspection of every blade we service. We go the extra mile so you don't have to worry.

Regardless of whether your blades come back from sharpeners ready or not for safe and proper use, inspect them before using them. If there is a problem let the sharpener know. Most important, do not use unsafe blades. Fix them. Watch for an upcoming video on sharp teeth and repair options at our website, www.northerntails.com. ♦

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Staff Meetings for Pet Groomers, see April-June 2012 Issue
Styling Aids for Canines, see October-December 2011 Issue
Surveys of Groomers, see July-September 2011, January-March 2012, October-December 2012 Issues
Teddy Bear Head Styling, see January-March 2012 Issue
Working Relationships in Grooming, see October-December 2011 Issue
Zoonotic Diseases, see July-September 2011 Issue

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GroomerTALKSM Community News

- The Facebook Connect feature on the Message Board adds LIKE buttons to your view of all forum messages. LIKE adds a link on your FB Wall to the messages you LIKE. Also, each time you post a reply or start a new thread you have the *option* to post a link to it on your FB Wall. Keep your FB Wall updated!
- Thousands are arriving from Facebook each week to read the board. Traffic is way up!
- It's FREE to list your pet grooming services business in the Find A Groomer Directory for Pet Owners. Thousands of listings. Get yours at:
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