

# Grooming Basics

SIMPLE. GENTLE. ESSENTIAL.

Good grooming supports your dog's health, comfort, and happiness. Whether you're at home or working with a professional groomer, these basics help keep your dog looking and feeling their best—ethically and with care.

ETHICAL GROOMING  
Patience  
Safety  
Comfort  
Trust



## ALWAYS GENTLE. ALWAYS POSITIVE.

Grooming should never be scary or forced. Use patience, praise, treats, and breaks. Make it a positive experience so your dog learns to feel safe and relaxed.



PATIENCE



SAFETY



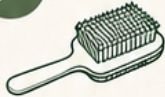
COMFORT



TRUST



## BRUSHING



- Removes dirt, loose hair, and tangles
- Short coats: weekly
- Long or curly coats: several times a week
- Matted fur can be painful and may require professional help
- Brush gently and avoid pulling on tangles



**AT HOME:** Use the right brush for your dog's coat and focus on areas prone to mats (behind ears, legs, tail, and around collars).



**AT THE GROOMER:** Professional dematting ensures comfort and prevents injury.



## BATHING



- Dogs do not usually need frequent baths—only when dirty, smelly, or medically necessary
- Use dog-safe shampoo only
- Rinse thoroughly to avoid skin irritation
- Dry your dog completely, especially thick-coated breeds
- Avoid getting water in the ears



**AT HOME:** Use lukewarm water and take your time. Make it calm and comfortable.



**AT THE GROOMER:** Professional baths include proper products, drying, and coat care.



## NAIL CARE



- Overgrown nails can affect posture, movement, and comfort
- Trim small amounts at a time
- Clear nails are easier to trim than dark nails
- Regular walks on pavement may help naturally wear nails down



**AT HOME:** Trim regularly and reward calm behavior. If unsure, ask your vet or groomer to show you.



**AT THE GROOMER:** We use safe techniques and tools to keep nails at a healthy length.



## EAR CARE



- Healthy ears should look clean and smell mild
- Check regularly for redness, odor, swelling, or discharge
- Use vet-approved ear cleaners only
- Never insert cotton swabs deep into the ear canal
- Dogs with floppy ears or swimmers may need more frequent checks



**AT HOME:** Check weekly and clean gently if needed.



**AT THE GROOMER:** We check ears during every groom and alert you to any concerns.



## DENTAL CARE



- Dental health is an important part of overall wellness
- Brush teeth with dog-safe toothpaste when possible
- Dental chews and veterinary cleanings may also help
- Bad breath, bleeding gums, or difficulty eating should be evaluated by a vet



**AT HOME:** Brush regularly and provide dental chews or toys as recommended.



**AT THE GROOMER:** We can recommend products and support your dental care routine.



## COAT TRIMMING & HAIRCUTS



- Not all dogs need haircuts, but many benefit from regular coat maintenance
- Some coats should be trimmed regularly to prevent matting
- Double-coated breeds should generally not be shaved unless medically necessary
- Always prioritize the dog's comfort and safety over appearance



**AT HOME:** Light trimming (around feet, eyes, sanitary areas) can be learned with the right tools.



**AT THE GROOMER:** We provide breed-appropriate and comfortable grooming tailored to your dog.



## WHEN TO ASK FOR HELP



Seek help from a professional groomer or veterinarian when:

- ✓ Mats are severe
- ✓ Nails are overgrown
- ✓ The dog is fearful or reactive
- ✓ Skin issues are present
- ✓ Specialized coat care is needed



We're here to help your dog feel comfortable, safe, and confident.



## FINAL THOUGHTS

Grooming is more than keeping a dog looking nice. It's part of responsible care and an opportunity to build trust through calm, consistent handling.



Whether at home or with a groomer, keeping routines simple, gentle, and positive helps dogs feel safe and supported every step of the way.

*Your dog's comfort always comes first.*



## QUICK REMINDERS



Be consistent  
Short, regular sessions build trust.



Reward calm behavior  
Treats, praise, and patience go a long way.



Every dog is different  
Adjust routines to your dog's breed, age, health, and comfort level.



When in doubt, ask for help.  
We're here for you!



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*Grace in every brush. Care in every choice.*



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