

H O L I S T I C G R O O M I N G



MUCKY MUTTS

Welcome pack

WELCOME



Selecting the right grooming environment is key to your dog's comfort and experience, so thank you for choosing Mucky Mutts Macclesfield!

We know that you want the very best for your dog and understand that grooming can be a stressful event for them.

This welcome pack provides further information about Mucky Mutts and the holistic methods we use. It also outlines the details we need to know about your dog to support them better, along with tips, additional resources, and helpful information.

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Here for you and your dog.

Mucky Mutts



Your dog's welfare, happiness and comfort is our top priority.

Mucky Mutts is a dog grooming company specialising in pet trims using the most up to date positive training techniques.

As holistic groomers we provide a one-to-one environment to ensure your dog gets our undivided attention.

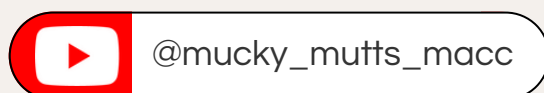
During the grooming process our focus goes beyond aesthetics - we constantly monitor your dog's behaviour to ensure they're as comfortable as possible. If a dog struggles with any part of the session, we adjust our approach using methods and tools to support their emotional and physical well-being. For dogs from the same household, we're happy to groom them together if their presence helps them feel more relaxed.

We are fully qualified through The Holistic Grooming Academy. This means:

- We only use positive, science-based training methods proven to be the most effective and psychologically safe.
- We avoid techniques that may cause stress or lead to long-term behaviour problems.

At Mucky Mutts, we're committed to continual learning to ensure we provide the best care for your dog. If you have questions or specific needs, we'll do our best to assist or refer you to someone who can.

Working together we can help you, to help your dog.



OUR Services



Meet and treat

This introductory appointment helps your dog get familiar with the salon and meet their groomer.

We'll talk with you about our grooming methods, assess your dog's comfort level, and introduce them to tools like dryers, clippers, and scissors.

Full groom

A comprehensive grooming session using a holistic approach.

Includes a bath and dry, clipping or scissoring, hand stripping (if needed), nail trimming, and ear cleaning.

Half groom

Designed for dogs who find a full groom overwhelming.

We focus on fewer tasks in a shorter session, helping your dog gradually build comfort with the grooming process.

Bath and dry

For mucky mutts that need a top-up.

Perfect for a quick clean-up. Ideal for short-haired dogs needing deshedding or a refresh between full grooming sessions.

Puppy package

Puppies need to be introduced to the grooming experience gradually and from an early age.

Introducing puppies to grooming early is essential. We tailor sessions to their short attention spans, breaking the process into manageable steps over 4 to 6 sessions to help them adjust comfortably.

Grooming masterclass

Learn how to maintain your dog's coat between professional grooms.

Regular brushing helps keep them comfortable, free from mats, and strengthens your bond. You'll also learn the best bathing techniques and how to select the right shampoo for your dog.

About your Dog

Keeping us updated

Changes in your dog's health or behaviour can affect their grooming experience.

Although we cover your dog's behaviour and health on your customer information form, things can change over time. If you notice any changes, please let us know so we can adjust our approach accordingly.

Understanding behaviours and triggers

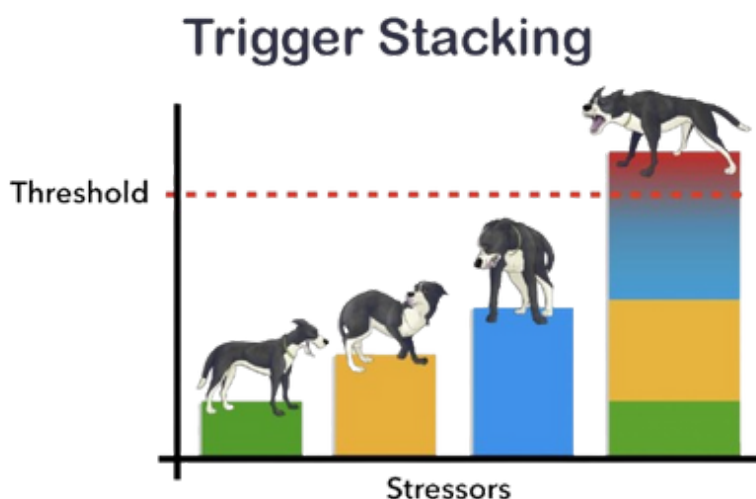
Triggers are anything that causes stress, worry, or fear - and they vary from dog to dog.

Examples include:

- Other dogs
- Loud noises or busy roads
- Physical contact from strangers
- Unfamiliar places and certain environments (e.g., the vet)

Multiple triggers in a short time can lead to "trigger stacking," where stress builds up and becomes overwhelming for your dog. Recognising these triggers helps us create a calmer grooming experience.

Grooming can be overstimulating, even for dogs who enjoy it. Try to keep your dog relaxed and avoid stressors before their appointment.



Please do not bring your dog to be groomed if they are sick, in heat, pregnant, or have an injury.

How you can help your dog

BE COMFORTABLE WITH GROOMING

1 Regular grooming and brushing at home

Maintaining professional grooms at home is vital in helping to keep your dog healthy, clean, and comfortable.

Regular brushing helps remove dirt, spreads natural skin oils for a healthy coat, and strengthens your bond. It also lets you spot any potential issues early.

Only bathe your dog when necessary, such as after they've rolled in mud or something smelly. Our grooming masterclass covers how to bathe your dog without overwhelming them and how to choose the right shampoo for their needs.



2 Training between grooms

If your dog is anxious or struggles with the grooming process, there are lots of things you can do to help them.



Reinforce positive experiences at home to help your dog feel more comfortable with grooming.

We'll provide tips and notes tailored to your dog's needs and can discuss what would be the best training methods for your dog.

3 Positive reinforcements using treats

When training, use treats they consider high value to reward their behaviour.

Use high-value treats, such as chicken, cheese, or their favourite toy, to reward good behaviour during home grooming. Science-based, reward focused training is the most effective way to help your dog learn.

There are lots of resources available online for you to learn more about positive reinforcement training and its benefits, such as the Dogs' Trust and the RSCPA.



Information and RESOURCES

Useful links



Mucky Mutts Macclesfield:

- Useful information including local dog professionals and suppliers.



All About Dog Food:

- Great for finding nutritious food and treats.



The Holistic Grooming Academy:

- Learn more about holistic grooming techniques.



Positively:

- Positive reinforcement training by dog trainer Victoria Stilwell.



Wooflinks:

- Find more dog professionals in your area.



Pet Summits:

- Extensive information and learning resources, inc. The Pet Care blog.

Useful books

- 'Taking the Grrr Out of Grooming Your Dog' by Sue Williamson
- 'The Magic of Holistic Grooming' by Stephanie Zikmann
- 'A Teacher's Guide to Low-Stress Grooming' by Stephanie Zikmann