

BELL'S & BRISTLES PET SPA
BESPOKE GROOMING TAILORED TO
YOUR PET'S NEEDS.



GROOMING YOUR PUPPY - OUR SERVICE

PUPPY
UNIVERSITY

READ ON TO LEARN EVERYTHING YOU NEED TO KNOW



CONTENTS

3 Who we are



4 The importance of puppy grooming



6 What is Puppy University?



7 How does it work?



8 Who is it suitable for?



9 How do we structure our appointments?



12 How much does it cost?



13 FAQs



15 Contact Us





WE ARE AWARD-WINNING GROOMERS

Our Qualified and Professional Team at Bell's & Bristles offer a friendly and caring Service for your pet. We are very proud of the high quality we provide and promise to treat your pet with same level of love and compassion as we do our own.

With puppies, the most important thing is structure - it's how they learn even the most basic of behaviours.

We decided to create a structured grooming programme especially for puppies.

From their first visit to the salon which can be a daunting place for any dog, through to their first full adult groom - we're here to help guide you and your pup through it in simple, progressive stages.

HOW IMPORTANT IS IT TO START GROOMING YOUR PUPPY EARLY?



Starting grooming at a young age is essential for a puppy's physical and emotional development. Early grooming helps your puppy become familiar with the process, making them more comfortable with being handled and groomed as they grow. It prevents fear or anxiety during grooming sessions and establishes trust between you and your pet.

By introducing grooming as a positive experience from puppyhood, you lay the foundation for a lifelong habit that benefits their well-being and makes grooming stress-free for both of you.

Builds Positive Associations

Puppies are naturally curious and more adaptable during their early months, making it the perfect time to get them accustomed to brushing, nail trimming, and bathing.

By pairing grooming with treats, praise, and gentle handling, we can turn what might otherwise be a stressful experience into an enjoyable one.

Prevents Behavioral Issues

A puppy that isn't introduced to grooming early may develop behavioral issues when handled later in life. They might resist nail trimming, fear brushes, or even become anxious during visits to the groomer.

Early grooming establishes a routine and teaches them to stay calm and cooperative, which can significantly reduce stress for both you and your dog as they grow.



THERE IS NO SUCH AGE AS 'TOO YOUNG' TO START INTRODUCING YOUR PUPPY TO GROOMING.

OUR PUPPY UNIVERSITY

Our Puppy University is designed to help puppies build confidence and establish a positive relationship with grooming from the start. This program includes a gradual introduction to various grooming activities, such as bathing, brushing, nail trimming, and ear cleaning, in a calm and welcoming environment. The aim is to ensure puppies become comfortable with the grooming process, making future sessions enjoyable and stress-free.



The name of the package reflects the idea of educating young pups in the essentials of grooming, akin to going to school. This approach recognises that learning these skills early sets the foundation for a lifetime of good grooming habits and comfort with being handled. By treating grooming as a learning experience, the program encourages trust and cooperation between your puppy and the groomer.

HOW DOES IT WORK?



OUR STAGED APPROACH TO PUPPY GROOMING

Our **Puppy University** is a masterclass designed to build your pup's confidence over four separate sessions and ensure that they not only endure their regular grooming appointments.. but they actually enjoy them!

Enrolling your pup onto our Course is the best possible start that you can give to your furry little new best friend.



WHO IS IT SUITABLE FOR?

There's no such thing as 'too young'

As long as your pup is fully vaccinated and therefore able to walk outside and come into contact with other dogs, then we can enrol them straight away!

Introducing Long haired puppies to grooming at a young age is vital as they will need lots of regular hair cuts throughout their lifetime. Contrary to belief, grooming a puppy does not damage or cause any harm to their coat in any way.

Even short haired breeds will benefit from an early introduction to grooming by giving them the confidence for a professional pampering, deshedding and nail clip.

HOW DO WE STRUCTURE OUR COURSE?

- 1 Enrolment
- 2 Fresher's week
- 3 First semester
- 4 Graduation

We aim to introduce your dog to the world of grooming with our unique, structured four-stage package.

Ideally you would bring your pup in to the groomers at two week intervals from the first session (Enrolment incorporating a meet and greet (and treat!))

THE SESSIONS IN DETAIL

1

ENROLMENT

Enrolment day is where we get to meet both you and your new puppy properly for the first time. The idea is to keep it light, short and upbeat and is usually accompanied with a little bribe or two!

We'll do a meet & greet, give your puppy a tour of the salon; a chance to sniff around and listen to/feel some of our equipment. We'll have a discussion around home-grooming and coat-care.

Your pup goes home happy, and with a treat!
20 mins



2

FRESHER'S WEEK

Fresher's Week is where we really begin the process of grooming your new puppy!

By now they have seen the salon and our equipment, and so it's now time for us to ease them into their first grooming session.

A warm bath and blow dry, nail clip and eye Trim. Treat & play.
45 mins



THE SESSIONS IN DETAIL

3

FIRST SEMESTER

Your pup's First Semester appointment is another step onwards with their grooming journey.

A warm bath and blow dry. This time we will also ensure your pup's paw pads are cleared, and their hygiene areas are trimmed.

We finish off with a treat & play to leave your pup feeling happy, clean and tidy.

60 mins



4

GRADUATION

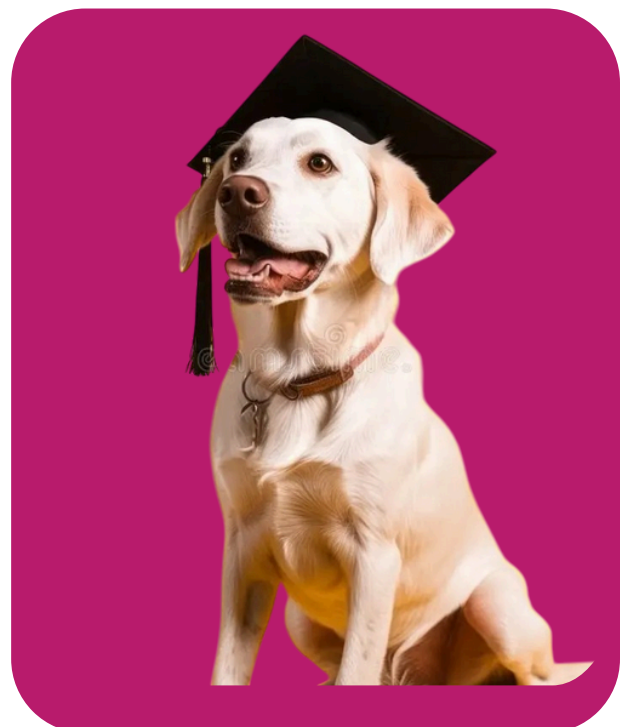
Graduation Day is where we complete your pup's diploma with a full groom.

A warm bath and blow dry, full trim, nail clip and ears/face & eyes trim. Paw pads cleared, hygiene areas trimmed.

Again, we finish with a treat and a play session. They're still a pup after all!

Photograph & Certificate. Discussion about grooming regime and adult grooms.

90-120 mins



HOW MUCH DOES IT COST?



It's important to bear in mind that you are making an investment in your pup's future, and that this course will aid your pup in their growth into adulthood.

Not only will it help them with their grooming visits, but it will ensure that visits to other appointments such as veterinary or boarding will also be handled in a mature and confident way. It is also character-building as the trust they will have in you as their humans that you will always come back to collect them from the groomers is invaluable. Separation anxiety is extremely common among dogs, especially those that were bought during lockdown.

The pricing of the course is just £149 for smooth coated breeds or £179 for long coated breeds and includes all four lessons.

A deposit of £50 secures their place at Bell's&Bristles Puppy University.

The remaining balance can be paid in full at the Enrolment.

Each graduate receives a Graduation Certificate.

FAQ'S

How old does my puppy have to be to sign up?

As soon as your puppy has had their vaccinations and they are allowed to walk outside and mix with other dogs, then they can begin their grooming journey with us.

what breeds of puppy can join the Puppy University?

All breeds of dog are welcome to attend our puppy university course.

How long does the course last?

We would ideally like to see your puppy at the salon every 2 to 3 weeks during their course. This is to ensure continuity, establish their grooming routine and reassure them that visiting the salon is fun, and not something to be feared.

If your pup comes in for their first taster at approximately 3 to 4 months of age, by the time they have progressed from Enrolment to Graduation they should be around six months old.

At what age does my puppy become an adult dog?

In dog grooming terms we classify any dog over the age of six months as an adult. At this point they have been through our Puppy University programme and should be well rounded and confident at the salon.

Further appointments are then classed as adult grooms even if the dog still has 'puppy fur'

FAQ'S

My puppy is over 6 months old, can I still enrol them onto the course?

We look at all applications on a case-by-case basis. We wouldn't necessarily refuse to accept an overage puppy onto the course providing their coat is in good condition and they weren't over the age of 10 months old at the beginning of their course.

What happens once my puppy has completed the course?

Once your pup has his/her Graduation Certificate, we can then look at booking them in for their first full adult groom.

We work with you to arrange a grooming schedule suited to their coat type and we will discuss adult grooming prices with you.

We can then book them in for their next appointment, or even schedule them multiple appointments in advance so they never miss a grooming session!

It's important not to allow the coat to become so long or knotted that we then have to de-mat them or even shave them down - this can undo a lot of the work we have done to build up their confidence in the salon. Knots, tangles and mats can be painful for your dog and so getting them onto a regular grooming schedule with us is the best way to ensure this does not happen.

ARE YOU READY TO START YOUR PUPPY'S GROOMING JOURNEY?

CONTACT US

P/ 0161 764 5582

M/ www.facebook.com/bellsandbristles



W/ www.bellsandbristles.com

L/ Bell's&Bristles Pets Spa, Bolton Road, Bury, BL8 2AB.

