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**Wendy and Lilly,**  
co-proprietors of Albert  
Park's own slice of dog  
and cat heaven,  
Pets & the City

## Hi everyone

Hey boys and girls - your favourite silly season has come around again. And first off (boys - don't take this the wrong way) - this is gonna be a GRRRRL POWER Christmas at p&tc!



You see, MR Santa has always had the photo hound spotlight around here at this time of year. And we thought it was about time the MRS got her day in the sun. So...

## Welcome MRS Claws!

In past years, you may have had your darling's pic taken with Harley or Footy or Fireman Santa, even good old Traditional Santa. But no matter how many different Santa shots you have, you won't want to miss this year's Alternative Santa photo op. Because we've given Santa's Frequent Fido/Feline points to his MRS and she's winging her way in to provide her ample, loving lap for your baby's annual portrait. (Details below.)

So GRRRRLS (and boys of course too - we still love ya) - get your bookings in fast for either the MRS or her tradiitiional MR. And a very happy to you!

**PS: As always, it will be festivity all around - with the gorgeous artistes at Albert Park Primary School once again providing our window decorations, and heaps of new gifts and treats in store for your pampered ones. Do come in!**



## YOUR MUST-HAVE SANTA PHOTO

It wouldn't be Christmas without Santas pic with your pet!  
This year we have two fun and fabulous Santa choices for you:

### MRS CLAWS

One day only:

SAT 26 NOVEMBER 11AM - 2PM

### THE MR (TRADITIONAL SANTA)

For three glorious days:

SAT 3 DECEMBER 11AM - 3PM

SUN 4 DECEMBER 11AM - 3PM

SAT 10 DECEMBER 11AM -3PM

**BOOKINGS ARE ESSENTIAL** - phone us on 9686 5252 or  
email : [wendy@petsandthecity.com.au](mailto:wendy@petsandthecity.com.au)



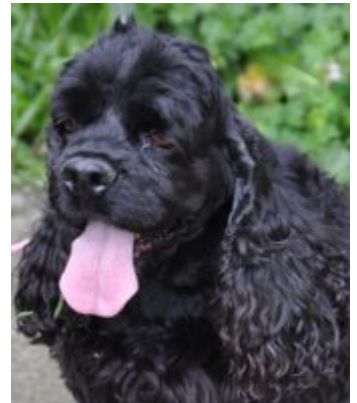
*Mrs Claws wants your baby on her lap*

## PORTIA JOINS THE PETS & THE CITY FAMILY

"Sunfire Fantasy Illusion", better known as Portia, will be joining Lilly and I in January to complete the P&TC team.

She is a 7 year old retired Australian Champion American Cocker Spaniel who will have big shoes (Georgie's - sigh) to fill. But she is a beautiful, friendly, happy little soul, and will, I'm sure, win everyone's heart with her very first wag and woof at the shop door. Lilly and I can hardly wait!

Do come in and give her a pat after the Christmas/New Year break - she'll love all the attention and making new furry friends.



*Portia can't wait to join the team*



# what's new at pets & the city

## ONE-CLICK EZYDOG QUICK FIT HARNESS

No more fumbling around with fiddly harnesses. With the EZYDOG, just pop over the pooch's head, and with just one click your harness is fitted perfectly. EZYDOG features:

- Unique interlocking adjustable chest velcro hook and loop system
- Reflective stitching throughout
- No rust stainless steel ring
- Small sized D ring to attach name tag
- Neoprene lining with non-corrosive parts

These are particularly good for Pugs and any dogs with breathing issues, as they fit comfortably well away from the dog's neck.



*I'm so comfy in my new harness!*

## CLEVER NEW IDEA: THE DOG BED DUVET

Here's something brand new using a very old and simple idea: comforting your dog with the scent he or she loves best - YOURS.

The MOLLY MUT DOG DUVET is made for you to stuff with your old clothes and linens. You do your bit for recycling - and your dog gets a beautiful new bed in the process!

Pups love them because they get to sleep on your old clothes, which smell like you. We love them because they are 100% cotton, machine washable and oh so stylish.

More great MOLLY MUT ideas:

- Add a pillow on top of the clothes to make the bed extra soft.
- Use the dog duvet to cover that old bed that your dog is so attached to, and make it look new again.
- Buy two covers so you switch designs when one is in the wash.



recycle, reuse, refashion

*Hmmm - the sweet smell of YOU*

## BIRTHDAY CAKE BONANZA

Forgot about your pup's special day? No worries - we have ready-to-go "Happy Woof Day" cakes in either pink or blue on hand every day. You can drop into the shop anytime to pick one up or order a personalised one.

Only the best ingredients are used - for example, honey and molasses as natural sweeteners, lots of rolled oats and wheat germ and real nuts and free range eggs. No preservatives, artificial flavours, salt or sugar. Best of all, dogs just love them.



*Choose from three cake sizes*

## IRRESISTIBLE CHRISTMAS TREATS

Our friends at Diamond Dog Food & Bakery have baked some extra delicious Christmas treats for all of our four legged friends.

**Individual doggy Christmas puddings** - savoury liver flavoured puddings (yum!) topped with yoghurt 'custard'.

**Doggy Christmas shortbread** - naturally sweetened with honey and a hint of vanilla, and lightly dusted with flour for that authentic shortbread look (no sugar here).

Be sure to keep them with the doggie treats - they look so luscious, someone in your house might just woof 'em down themselves.



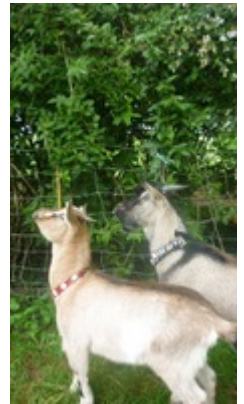
*Yum - good enough for humans*

## DOGUE COLLARS CROSS OCEANS - AND SPECIES

I've always known Dogue collars are oh so chic. But until my customer Sophie sent me this pic of her sister's GOATS - sporting the new Dogue collars she bought from p&tc for them - I had no idea their appeal reached so far and wide.

(Madame) Rolotte and (Monsieur) Charmant are the very pampered goats of Sophie's sister Charlotte and her partner Roman in France. Sophie sent them this extra special present and wrote to me to say "Thanks again for your advice, they look really great and my sister was really impressed!"

If a French goat looks this good in a Dogue collar, think what it could do for your own Aussie chien. Come in and see all the collars magnifique we have in store.



*Rolotte and Charmant*

## ORBITES SANTA ROLLS INTO TOWN

Soft yet durable, the ORBITES SANTA is all squeek and cuddles, and even has a sturdy rope to hang onto too.

It's just one of the Santa Sack full of Christmas toys, stockings, bandanas and more we've loaded up on, to keep every pet entertained on the big day.

Come in and have a play!



*Santa's brought fun NEW Christmas toys galore*

## TIME FOR YOUR 2012 CALENDAR ALREADY?

My heavens, can it really be 2012? Must be - because I've got a rack full of the 2012 editions of our ever-popular Dog and Cat calendars here for the new year.

We've got the A to Z of breeds on hand, almost every one you can name from Australian Terriers to Whippets. (Well, maybe the A to W.)

But they fly out the door, so if you want to be sure to get yours, get in fast - or give me a call to put one aside for you.



*Grab yours before they go*

## MAISON DOG OF COURSE, DAHLING...

What do you get when an Australian fashion industry veteran turns his talents to pet decor? Only the most fabulous, stylish, absolute luxury dog and cat bedding, of course!

Denny Hill's MAISON DOG luxe dog and cat 'pods' are crafted for the fussiest sleepers and snugglers. Made of high quality fashion fur and denim, they're machine washable, reversible to change with the climate and irresistibly squishable and moldable to your snuggler's favourite possie. Sizes to fit everyone from the tiniest cat to the biggest woofers.



*Snuggle up in this amazing luxury bed*

## NEW - LASER LAUGHS FOR CATS (AND DOGS TOO)

Ever watch a cat go ballistic chasing a reflection or beam of light around a room? Oh goodie - now there's a high-tech way to drive the little dears demented (oops - I mean, give them hours of fun and exercise). It's the FroliCat™ BOLT™ - an interactive laser toy that shoots out laser beams sure to keep puss engaged (and you entertained) for yonks.

In automatic mode, it moves the laser in random patterns for hands-free play, with a timer that automatically turns it off after 15 minutes. (Wouldn't want to wear the poor little thing out, would we?)

Change it to manual and you get to play too! Hold it in your hand to create unique laser patterns, and watch your baby pounce, chase and bat to her heart's content. **PS. Dogs fall for it too - try it on your pup!**



*The fun new way to drive puss mad*

## THE PERFECT STOCKING, ALREADY STUFFED

What's Christmas without a stocking full of goodies and surprises? And we've saved you the time and trouble of putting one together - with our special, pre-stuffed Dog and Cat Christmas stockings.

Each one is inexpensive (yea!), brightly coloured and filled with a fun and festive rope, ball and two squeaky toys. Grab yours now.



*Hang one by the chimney with care*

## DIAMANTES ARE A PET'S BEST FRIEND

A pat on the head might be quite continental - but jewellery says 'I love you' in a one-of-a-kind way.

If you want to show just how much you adore your dog or cat, here's a gift both of you will treasure.

Our luxury collection of stylish and contemporary high quality accessories includes sparkling jewellery and Swarovski crystal charms. Starting at a modest \$8.00, a little bit of bling for your baby has never been so affordable.



*Jewels fit for your little prince or princess*

## DIAMOND DOG - NOT JUST GOOD, GOOD FOR THEM

Ever hear of the Chia seed? It's an exceptional source of Omega-3 fatty acids, dietary fibre, antioxidants, complete protein, iron, calcium and magnesium that's great for humans *and for dogs too*.

Diamond Dog Food & Bakery believes they are the first in the world to use the amazing chia seed and flour as a key ingredient in their biscuits, dinners and bakery treats for dogs.

All Diamond Dog treats are made by hand on the premises locally in Brighton. Chocked with beneficial vitamins and proteins, they're good for your dog's wellbeing - and yummy too. Try kangaroo & rosemary, moroccan lamb, peanut butter - no boring flavours!



*Treats with the added benefit of Chia seed*

## PATCH SKIVVIES - THEY'RE POODLISHIOUS

These three gorgeous poodle customers just couldn't resist the new PATCH label skivvies.

Well - owner Karen couldn't anyway. And she says her poodle brood just adore how comfortable and easy to wear they are. Plus I think you'll agree they look pretty spiffy too.

And of course they're not just for poodles! There's a perfect bright, cheery PATCH skivvy for the pup of any breed.



*Karen's model poodles Archie, Remi and Pepe*



## PINKY THE POODLE IS ON A ROLL

At just five and a half months, pure red Toy Poodle Pinky already knows the best way to get around town. From day dot, she leapt into owner Shauna's bike basket, and has never looked back.

On her very first outing, Pinky planted her front paws on the front of the basket - held her head high - and with the collar on her (p&tc of course) oil skin coat turned up and wind in her hair, she took off flying - and loved every minute. Now she's a regular sight on the bike paths around town.

Shauna reports that Pinky is well behaved, quiet and intelligent, though she does panic a bit if Shauna leaves her for even a minute. (Ah, that sensitive poodle temperament.) And she's a talented little acrobat to boot - able to leap straight up in the air to startling heights, and stand up and balance handily on her two little back legs. What a star!



*Shauna and Pinky ready for an excursion*

## MISSY AND LEO ARE THE BEST OF FRIENDS

Forget puppy love, Missy and Leo prove there's no greater love than the kitty kind. These two four year-old Burmese Shorthair Domestic cats are the love of owner Glen Woodford's life - as he recently demonstrated when he went looking for a new rental property in Albert Park.

Instead of hiding the fact that he had pets, he took the positive approach, announcing he was a proud pet owner and even creating a pet profile to let the prospective landlord know just who would be moving in.



*Missy and Leo cuddle up in their Albert Park home*

Happily, the landlord was also a cat and dog owner, and said an instant yes to Glen, Missy and Leo all moving in. The three of them have been happy campers there ever since.

Like many of their popular breed, Missy and Leo are friendly, inquisitive, outgoing and people oriented. They love being where the action is. And they particularly like dragging geckos into the house so that Glen can rescue them (generally unharmed, albiet sometimes minus a tail) and return them to nature.



# you're telling me

I love hearing from pets & the city customers...

## VICKY HALLS GIVES SAGE ADVICE FOR CAT LOVERS

Glen (Missy and Leo's dad above) has told me about a cat behaviour counsellor in the UK by the name of Vicky Halls who has been a huge help to him.

<http://www.vickyhalls.net>

<http://www.vickyhalls.net/books.asp>



*Missy and Leo benefited from Vicky's teachings*

Glen has many of her books and recommends them highly to anyone who loves or lives with a cat. He found them very useful in getting an insight into how the feline mind works. So much so, that when after reading numerous books of hers, he jumped at the chance to participate in her 'Introduction to Tackling Feline Behaviour Problems' course online.

The course goes into much more detail about how the feline mind works and the causes that lead to stress in a cat's life. Invariably, it comes back to humans who have to change their understanding and behaviour, in order for the cat's behaviour to shift.

According to Vicky, in a cat's world, "resources" are the way everything is perceived. "When a new girl came into my life," said Glen, "my cats perceived her a competition for my attention, rather than a resource that they could access. Leo, who is a real lap cat, was first to shift her from the Competition category to the Resource category - and soon was enjoying the new warm lap and gentle strokes that she was able to provide.

"Missy took a little longer to make the shift. But I was able to give specific instruction to Kathryn on how Missy loves to be scratched and petted. It didn't take too long after that for Missy to accept her as another resource and things were humming along again in my house."

Kudos to Vicky for making many a cat home a happier place.

## PETS BOULEVARD - THE PETCARE WEBSITE

[petsboulevard.com.au](http://petsboulevard.com.au) is a terrific pet care resource packed full of interesting information and advice for every pet owner. Long time pet owner Jo Kermond started it to provide useful, relevant information that can assist in all aspects of your pet ownership.

Supported by well known and respected Melbourne pet care businesses, it features a regular stream of new articles on dog training, pet health, Q & A's and general interest. Free membership allows access to even more of the site's benefits, including competitions and a monthly newsletter.



Lilly and I are supporting the current Pets Boulevard competition. Log onto the site to see how you can win a fabulous Pets & the City voucher for your furry friends.



## INSTORE SPECIALS

Everything's special in our store! But check out these extra special savings, valid while stocks last:

- 40% off a big range of winter coats. All sizes catered for.
- AFL Collars/Leads and Frisbees for assorted teams - only \$10 each!!!!
- 25% off a selection of collars and leads



*We have most teams' merchandise in stock*

## SEE YOU SOON - ONLINE AND OFF

Don't forget - WE NEVER CLOSE - you can **shop online** 24 hours a day.

Thanks to all of you who have purchased goodies from **our online store**. I've got a friend helping me add new stock to my online store, so stay tuned we'll have heaps more for you to choose from soon.

**Have fun in the Summer holidays!**  
**Wendy & Lilly**

**PS. Remember, we're closed 25 Dec - 02 Jan inclusive.**

**Summer Trading Hours:**

**Mon-Fri 12noon - 6pm**

**Sat/Sun 10am - 5pm**

**January only.**

**We're now on facebook - be sure to follow us and have a chat!**



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