

This is why we now Groom Cats. Here is some of the best information available from from:

National Cat Groomers Institute of America.

Is your cat CLEAN?



National Cat Groomers
Institute of America



Is your cat clean?

We first have to define “clean.” Does it mean freshly washed with shampoo and water, or does it mean licked over and covered in cat spit? If “clean” means the former, then it follows that someone must scrub the cat with shampoo and rinse with water to remove everyday grime, germs, dead skin, spit, urine, feces, litter box remnants, and whatever else may collect in a cat’s coat. If “clean” means simply being licked over and covered in cat spit, then the act of a cat licking itself would suffice.



Facts:

- Cats have skin and hair. Skin and hair do not wash themselves.
- Cats are susceptible to matting, fleas, dandruff, dander, ingrown claws, dirty behinds, and other unpleasanties.
- Either the cat will wash itself or a person must do it for them.

Which one will do a more thorough job, thus making the cat truly clean?

One method involves licking with saliva and ingesting large amounts of shedding hair that later return in the form of a hairball. The other involves washing with sudsy shampoo, rinsing with clean, warm water and drying the coat so that it doesn’t mat. During this process, loose dead hair is removed so that shedding and hairballs are minimized or, in some cases, eliminated all together.

Which would you prefer?

Does your cat need a bath?

If you want a *life with less shedding*, then a bath and blow dry is the answer.

If you *dislike hairballs*, then a bath and blow dry is the answer.

If you are not a fan of *dried fecal matter, urine, or anal gland matter* on your cat, then a bath and blow dry is the answer.

If your cat is *matted or has any tangled hair*, then a bath and blow dry is the answer.

If you want a *truly clean cat*, then a bath and blow dry is the answer.

If you want a *fluffy cat with soft, silky hair*, then a bath and blow dry is the answer.

If you like all of the above except for the truly clean, fluffy, soft, silky hair part, then a cat licking itself and covering its body with spit is the answer. It is free and requires no effort on your part.



Before



After

It is important to note that regular bathing every six weeks is recommended for most cats and should be done by an expert who is trained in the proper handling of felines. A Certified Feline Master Groomer (CFMG) can provide guidance in the selection of appropriate grooming choices for each cat and perform a bath and blow dry every six weeks to keep your cat clean, fluffy, mat-free, and looking and feeling its very best!

What services are available from a skilled cat groomer?

A qualified professional cat groomer can do all of the services mentioned so far and more. Other services may include:

- Soft Paw nail caps
- De-shedding treatment
- Sanitary trim
- Belly shave
- Shaving or trimming the coat to be shorter
- Treatment of tear staining, chin acne, and stud tail
- Regular inspection of the cat's entire body to allow for early treatment should a health concern arise



What a knowledgeable cat groomer *won't* do:

Brush out your cat without also giving a thorough bath and blow dry.

Why not?

- Because it isn't good for your cat.
- Because it doesn't truly solve matting or shedding problems.
- Because most cats do not like to have their hair pulled on and can become very aggressive or stressed in the process. This can be life threatening. A bath and blow dry will remove the dirty, loose hair with much less wear and tear on the cat, AND it leaves the cat truly clean in the end.
- Because the groomer cares about his/her reputation by making it a priority to do a fabulous job on every cat they groom. Charging a fee to give you back a still-dirty cat with only partially resolved issues does not provide quality care. It is unfair to you and the cat.

What are the benefits of a regular bath and blow dry?

- A clean, fluffy kitty that feels good
- Less shedding (or none at all)
- Fewer hairballs (or none at all)
- Closely trimmed nails that are less likely to damage furniture or skin and will not grow into the cat's paw pads
- A clean and tidy behind that doesn't have leftover litter box "surprises" attached to it
- No more mats ever!
- No more at-home grooming requirements
- Less tear staining (or none at all)
- No flea or tick problems
- No more unsightly dandruff
- Fewer allergy problems (for cat and/or people living with the cat)
- A beautiful kitty that others will admire



Find a CFMG in your area by visiting nationalcatgroomers.com

Make an appointment and see the difference for yourself. Most CFMGs offer a total 100% satisfaction guarantee. What do you have to lose? Shed, hairballs, odor, dirt, and mats? We promise, the alternative is noticeably better!



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