

**CRITTER CLUB
STORE AND SALON**
STYLE AND SUBSTANCE
FOR CATS AND DOGS

EXCLUSIVE COLLARS
HOLISTIC GROOMING
GIFTS FOR CATS AND DOGS
AND CAT AND DOG LOVERS

CORNER BROWN
& WILSON STREETS,
NEWTOWN 9557 4861
TUE-FRI NOON-6PM
SATURDAY 10AM-6PM
SUNDAY 10AM-4PM



Photo by Animax

Pick a Pet Store



You know having a companion animal is an investment in time, love and the expense of keeping it, but one of the most important decisions is how to choose the pet supply store that you will be shopping at for food, toys, treats, shampoos or flea treatments and many other things.

Edgecliff Pets
edgecliffpets@hotmail.com www.edgecliffpets.com.au
PETSHOP
Open 7 days
Mo-Fr 9-6:30
Sat 9-5, Sun 11-4
Tel/Fax: 9328 3608

....do they still think we believe in Santa?

Hill's
NUTRIENCE SUPER PREMIUM
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advantage
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Edgecliff Centre / Railway level
next to New McLean Street exit
Shop 33+34 East Point Food Fair
235-285 New South Head Road
Edgecliff NSW 2027

2 hours FREE PARKING

We get asked a lot where we shop and the truth is that there are three stores near us that we use and of course, we find ourselves checking out other retailers all over the Sydney region in our travels. The closest store is very small with limited lines of products, but it does carry a few brands of frozen and dry food we routinely use and is within a couple blocks walk. The other two are within a kilometre, have a huge range of toys and treats, knowledgeable and friendly staff and are more like pet supermarkets.

The decision you should make in choosing your pet products supplier centre around three facets—value, trust and convenience. We get value because we have negotiated discounts and we trust the stores to have fresh, clean and quality products. There are actually two other stores closer to us, but one is in a mall, neat but crowded and not easy to get to while the other is on a busy road and has jumbled merchandise as well as selling pets in a way that doesn't meet with our standards.

Some people object to shopping in stores that sell pets and feel that is a moral decision. Some are more moderate in their views on pets in pet stores. Many of our regular readers patronise these stores as long as they're clean, neither odorous nor noisy, and the animals are treated and displayed in a responsible and professional manner without pandering to impulse buying.

However, as you'll read within these pages, there are moves to ban the sales of mammals in pet stores which are part of a NSW Parliamentary bill being considered at press time. Whatever the results of the debate, you have a number of factors to tick in considering your long-term pet supply store.

The first is the relationship you are going to have with the store and its owners, management or staff. They need to be attentive and welcoming as well as having knowledge and experience in dealing with a wide variety of breeds and problems. This is where the trust factor comes in. If it's a store that seems to be run by a changing array of teenagers, like a video shop or convenience store, you can expect only limited knowledge on most of the products in store.

Aside from being intuitive to your needs and perhaps meeting your companion animal(s), you should be comfortable with their practices and also whether they are helping you purchase what you require or pressuring you to buy something, change brands to what's on special promotion or something that doesn't feel right. Nothing feels as uncomfortable as being upsold or touted for something you don't really need.

That said, if you're going to show loyalty to their store, you should be rewarded for it. There's nothing wrong with asking for a discount for bulk purchases, regular buys or the affinity you have with the store.

One of the new trends with chains and even local stores is a small card, either credit card size or one that is about the size of a postage stamp that is scanned at the register and records your purchases. A customer rewards program hopefully means you're going to get more bang for your bucks.

Other than cleanliness and great staff, another aspect to check is that their produce is well stored and protected from the elements or infestation. Is the stock well displayed, free of dust and sealed? Check the use-by dates on products in the front and back of shelves where possible, same as you would at a supermarket or convenience store. Also note if there are flour moths flying around which indicates there might be weevils in grain or other products due to seasonal infestation, damaged packaging and poor storage.

If you are planning to buy refrigerated or frozen product, check their cabinets. Are they orderly, not encrusted with ice or have packages that look like they are damaged or suffering from defrosting or freezer burn? It's crucial from time of delivery from refrigerated trucks to stocking into coolers that produce is not left out. Check that your frozen food doesn't have a grey appearance and lots of ice crystals on it.

The most important aspect of a pet store in terms of what it offers is what you want and need versus what they are willing to stock or order in. There are several national and state distributors for retailers to order from, each with exclusive lines

of toys, treats and their products, so if you see something either in this magazine, other outlets or through a friend, check that the store has it in stock or can order it in. If you have a friendly relationship and are a valued client, they should be able to procure it for you.

Finally, one thing to be careful of is buying medications at pet shops. There are certain things that require a knowledgeable vet to dispense or qualified vet nurse to advise on, especially relative to a pet's age, size or medical condition. Though many formulations of flea treatments, worming compounds or other over the counter medications may seem straightforward, be careful in buying them for your pet if you're not confident with the knowledge of the shop staff.

Medication problems can occur whether as a product overdose or not administering enough in the right method. Always make sure you know your pet's weight and if in doubt, take the time to call the manufacturer's toll free number to query on the right dosage and administration.

Overall your pet shopping expeditions should be pleasant ones and there's nothing like a little pet retail therapy.



urban animal

Gold Paw Award for Excellence



And the 2007 Urban Animal award in excellence and innovation for a great pet product goes to... **The Ultimate Puppy Toolkit™**

The Ultimate Puppy Toolkit™ is an easy to follow and understand step-by-step guide to raising a well adjusted, socialised, and happy pup. The Kit contains six booklets all with clear instructions and tips and illustrated by clear photos. Each individual booklet covers the following:

- **Start Me Up** – an excellent introduction to the real world and how a puppy learns and practical programs to implement right from the start.
- **Socialise** – methods to introduce your puppy to all sights, sounds, smells and stuff that shouldn't be scary. This will give you the skills and exposure to stuff that as an adult, they won't be afraid of.
- **Prevent** – preventative exercises to make sure that the behaviours that dogs do naturally don't end up causing problems. This booklet aims to get you to practise good manners—from taking food treats, dinner time exercises, correcting jumping up and learning how to be home alone.
- **Games** – safe and effective games for you and your pup to play. Handy and important tools to teach your dog basic training like 'Take it, Leave it', 'Drop it', 'Follow me', 'Recall', and 'Retrieve'. All the good stuff that you're both going to need to know either in the home or out at the dog park.
- **Junior Obedience** – the cornerstone of canine commandments for a happy relationship. This booklet covers the basics from sit, down, walking on a loose leash, and stop and go.
- **Housetraining** – pee problems solved in this booklet. It covers crate training and the frequency that your pup will need to eliminate. These are simple guidelines for avoiding life's little accidents.

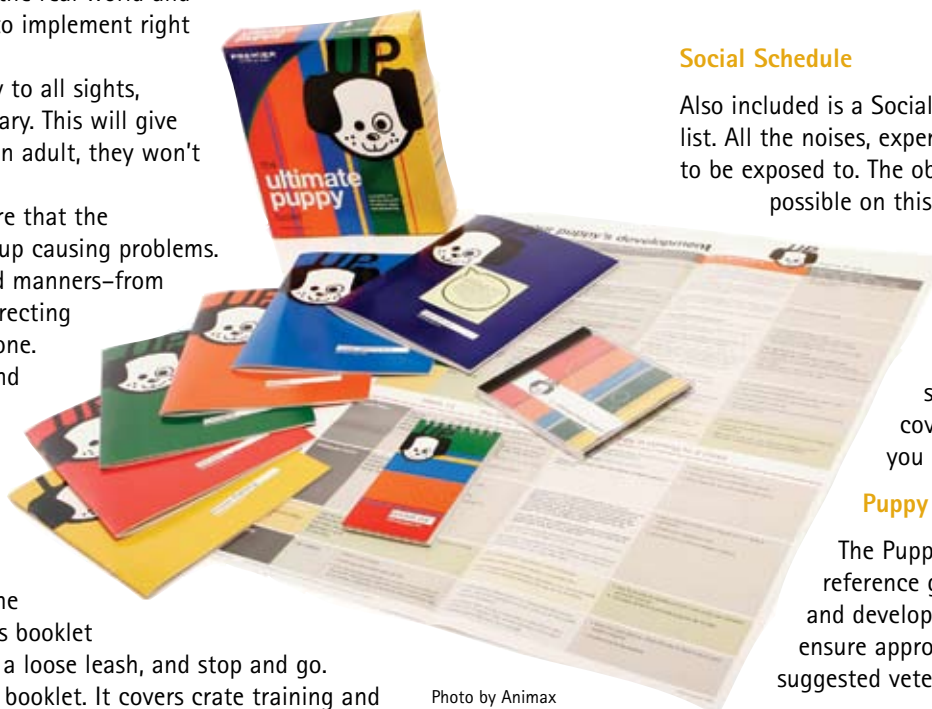


Photo by Animax

Social Schedule

Also included is a Social Schedule which is a comprehensive socialisation list. All the noises, experiences, places and people that your puppy needs to be exposed to. The objective of which is to tick off as many things as possible on this list. Found in both the Socialise booklet and the Pocket Pal.

Pocket Pal

The Pocket Pal is a small, take anywhere guide to keep you on track for training and socialisation. An excellent reference guide covering basic training, obedience and even games you can play.

Puppy Development Poster

The Puppy Development poster is included as a quick reference guide from birth to maturity. It covers learning and development, what you as the owner should be doing to ensure appropriate learning, socialisation and behaviours and suggested veterinary care.

PET ACCESSORIES
SANTA PHOTOS

TAGS ON THE SPOT
GROOMING

154 MILITARY RD
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9953 7387

WWW.PETSINTHECITY.COM.AU

2a Jaques Avenue, Bondi Beach (opposite Hall Street Post Office) **bowhouse** BOND BEACH www.bowhouse.com.au 02 9300 9390

Bondi Beach's only pet supplies store has everything you need for your dog or cat:

- Vet products at the lowest prices in Sydney.
- Dry, frozen and chilled foods.
- Bones and treats.
- Grooming products and aromatics.
- Collars, leashes and harnesses.
- Training aids and toiletries.
- Toys.

We stock the best nutrition for cats and dogs, including Barf Diet, Eagle Pack, Baliz Organic, Science Diet, Eukanuba, Iams, a full range of preservative free meats, bones and treats, and natural, holistic and organic products to ensure your pet a long and healthy life.

We also stock a comprehensive range of gifts, clothing, bedding, homewares and artworks, books and DVDs.

Apart from iconic Australian brands Fuzzyard, Driza-bone, Didgeridoona, Prince Nim Nim, Miyow & Barkley, EzyDog and Gummi, we stock leading international brands hard to find elsewhere, including Patch & Scott, Wouapy, Chipie, Ines de la Fressange, Chrome-Diggers and Puppia, and unique one-off items.

Be sure to visit us when you're in Bondi: we have the perfect product or present for you, and can arrange shipping interstate or overseas.

Bondi Beach's only pet supplies store. One block from the sea-front. Open every day.

Food • Bones • Treats • Toys • Vet products • Training aids • Clothes • Beds • Homewares • Travel goods • Art, photography • Books & DVDs