

SKIN - COAT - TRAVEL - EDUCATION - WELLNESS

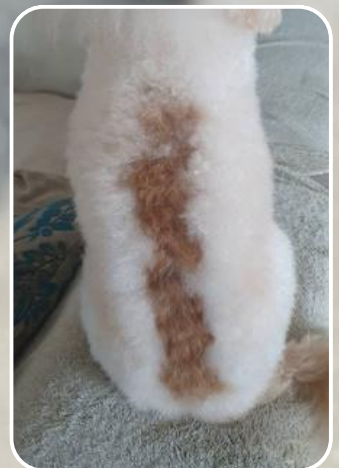
PET AESTHETICIAN News

Ozone Spa Therapy
What is it?



From Fluff to Fulfillment:
Wendy Radziejowski

**DOODLE
DISPLASIA**
dispelling the myths



**Understanding Ear Care
in Dogs by**
Dr. Cliff Faver, DVM



From the Editor

Naomi Conroy, Master Pet Aesthetician, CMFG, ICMG

As I reflect on the past few years, I'm filled with deep gratitude for the opportunities, the lessons, and most importantly, the incredible people I've had the privilege to mentor and be mentored by. I am especially grateful for Veterinarian Dr Cliff Faver and his beautiful wife Suzanne Marchetti.

Being part of the Pet Aesthetician Program here in Australia is more than just a role - it's a calling. Watching our students grow in confidence, knowledge, and compassion has been one of the most rewarding experiences of my career. To stand beside them as they take their own journeys in advanced skin and coat care is an honour I never take for granted.

One of the most powerful things we can do in this field is to never stop learning. Whether it's through groundbreaking research, international collaboration, or hands-on experience, we evolve so we can offer the very best to the animals in our care. Education doesn't end at certification - it begins a lifelong journey of curiosity, humility, and service.

Every day we are given the extraordinary gift of providing relief to pets suffering from skin issues. These aren't just cosmetic concerns - they impact quality of life. To witness the transformation of a pet in discomfort into one that is calm, healing, and happy... that's why we do what we do. And that's why we continue to push boundaries, refine our techniques, and keep learning.

I'm especially proud of how our Australian Pet Aesthetician community is helping to bridge the gap between veterinarians and professional groomers. We are building a shared language based on respect, evidence, and the best interest of the animal. This unity is powerful - and it's growing.

To every student, Pet Groomer, and pet owner who's trusted the process, asked questions, and chosen to be part of this movement - thank you. You inspire me every single day. Let's keep learning, keep lifting each other up, and keep giving our best to every animal that walks through our doors.

With heartfelt appreciation,

Naomi

PET AESTHETICIAN NEWS

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THANKYOU TO OUR CONTRIBUTORS

FEATURES:

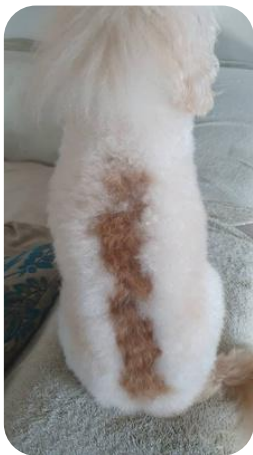
WENDY RADZIEJOWSKI 'FROM
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AMY PORADA 'TIPS FOR MANAGING
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VANESSA PARSONS 'PIAA'S
AUSGROOM: UNITING GROOMERS
FOR AN EPIC RETURN!'

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- For advertising opportunities, please reach out to isb@groomernation.com.au.
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Disclaimer

The information contained in this publication is intended for educational and informational purposes only. It is not a substitute for professional veterinary advice, diagnosis, or treatment. Always consult a qualified veterinarian with any questions you may have regarding your pet's health and well-being.



DOODLE DYSPLASIA

by Naomi Conroy

**“DOODLE DYSPLASIA IS A BREED RELATED FORM OF FOLLICULAR DYSPLASIA”
ADJ. PROF. ROBERT HILTON**

Its impossible to shake that sinking feeling after receiving a client text message.... ‘Hi Naomi, Pebbles has seen the vet, they think the patches of different coloured hair on her back is a clipper burn. They have given her some anti-inflammatories. I think we will cancel our next grooming appointment. Regards Glenda.’

So many questions, doubts and confusion, “How did I cause this?” If you have ever been on the receiving end of a vet/client blame you will understand, it stays in the back of your mind forever. Often it’s a fantastic learning opportunity but this time, it’s just impossible I did this. I have had this desire to discuss and uncover the truth behind this Oodle Anomaly for years. I started asking questions to my mentors, funnily enough European and America friends had rarely seen it. Why is this coat change and pattern so common in Australia? So my quest began...

Theory 1: Increased Melanin: My first answer when presenting this to an “expert” was it must have been caused by the sun. The strong UVA & UVB in Australia increased the melanin response and dis-coloured the hair.

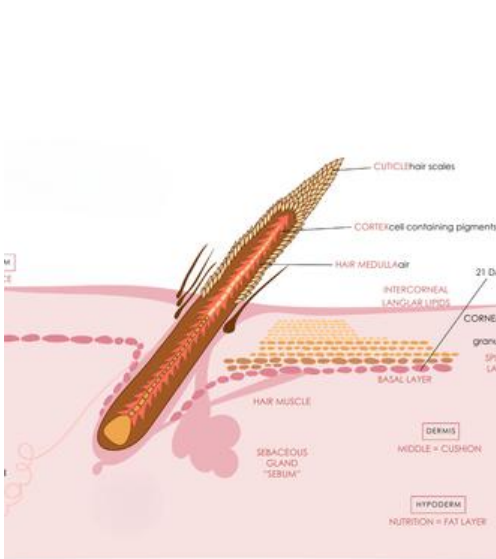
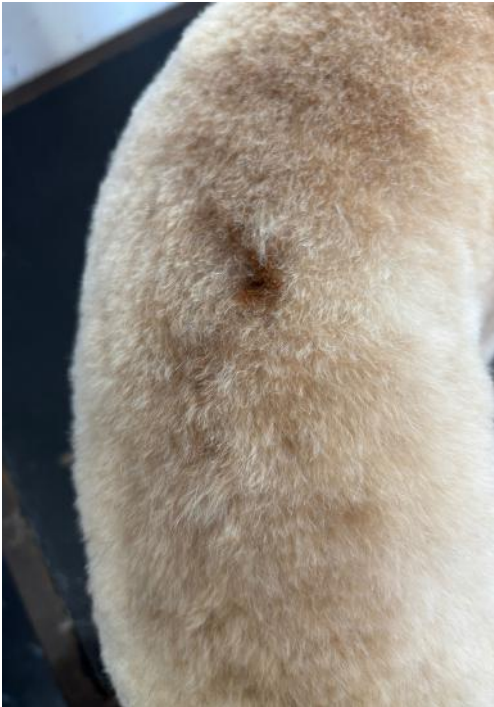
But that did not explain the change in coat texture or why its’ only present down the top line and no where else on the dogs body

Theory 2: Flea and tick preventions:
My next expert felt it’s was from Flea and Tick spot on preventions, I interviewed each of my clients who presented with the coat change and non had applied a spot on.

Theory 3: The doggie door, general chats revealed this was a common misconception, leading to a case of trauma, this is very possible but in each of my cases there was no doggie door, or excess rubbing on the coffee table or fencing. So here I am back to square one.

Theory 4: Burns
Next was, it must be caused by the heated operating table at desexing. But the skin showed no changes so how could it have been burnt? Was the burn not bad enough to show up but bad enough to change the follicles?

One common denominator I noticed was each dog first noticed changes from 18 mths onwards, was this maturity or the full adult coat had appeared?



DOODLE DYSPLASIA



DOODLE DYSPLASIA

I needed to put an end to guess work. I made a hypothesis: It's genetics, a genetic anomaly caused by the poodle gene.

My investigations lead me to Melbournes Adj. Prof. Robert Hilton BVSc(Hons) MANZCVS (Canine Medicine) CertVD (RCVS UK) who I had been told, had written about this condition.

He writes:

I am happy to assist you in clarifying this topic. First of all Follicular dysplasia covers a multitude of diseases which occur in many breeds and means that there is an abnormality of the hair follicle itself resulting in any combination of:

- Hair loss
- Hair discolouration
- Hair deformity
- Scale (dandruff)

It is a wide descriptive term where there are many diseases and includes such conditions as

- Colour dilution alopecia, an abnormality of breeds with colour diluted coats such as Brown and blue particularly Staffordshire bull terriers, Dobermans, dachshunds and others
- Black hair dysplasia
- Seasonal flank alopecia (a form of follicular dysplasia which has a seasonal basis and particularly seen in Bulldogs and other shorthaired breeds)
- Inherited breed related follicular dysplasia's seen in certain breeds for example Irish water hounds and Portuguese water dogs and "oodles"

Doodle dysplasia is a breed related form of follicular dysplasia

Doodle dysplasia is a form of follicular dysplasia affecting the hair follicles of "oodle" breeds, including Cavoodles, Spoodles, and Labradoodles. It can also affect pure poodles.

Causes:

It's believed to be inherited, likely from the poodle line. We don't understand the genetics but because it is breed related there has to be a breed related underlying condition.

Symptoms:

Specific symptoms and diagnostic criteria are still being researched, but it's a skin condition affecting the hair follicles.

The hair may be shorter and thinner in character with marked discolouration and distinct borders. The primary condition is not itchy however some cases develop secondary infection which appears as itchy scabby pimples or circles with possible red leading borders.

Diagnosis: There is no specific diagnostic test. The diagnosis is based on typical lesions in the "oodle" breed and excluding other conditions. This includes:

Lab tests to eliminate hormonal conditions
Absence of systemic signs such as lethargy and excess drinking and urination

Skin biopsy to exclude other diseases of the hair follicles. 'Doodle dysplasia' may have slightly abnormal hair shafts which have excess pigment and mild accumulations of inflammatory cells in the hair follicles but these signs may be absent or mild and skin biopsy is to rule out other diseases.

Treatment:

There's no specific treatment, and some cases may *spontaneously resolve*. Secondary infections can occur and need to be treated.

I suspect as these oodle breeds become more popular we will see more of this disease unless we can define its cause and genetics and develop a way of breeding the defect out. **There is nothing groomers can do except recognise it and send the dogs to a veterinarian, preferably one trained in dermatology to confirm the diagnosis by ruling out other conditions.**

I did ask Prof Hilton about the common use or misuse of malaseb in these cases to treat follicular issues, he shared:

"Just a word on Malaseb; Malaseb is an excellent product when used for the right reason. I quote from the bottle 'Dermcare Malaseb medicated shampoo is formulated to remove scale, degrease the skin and kill cutaneous microorganisms' It has a very effective detergent for removing grease and scale that always needs to be used with a conditioner afterwards and **is not indicated for infected skin which is dry and itchy**"

I wish to thank Prof Rob Hilton for his time, and bringing light to a condition. I feel we will see in abundance of Doodle Dysplasia in the future.

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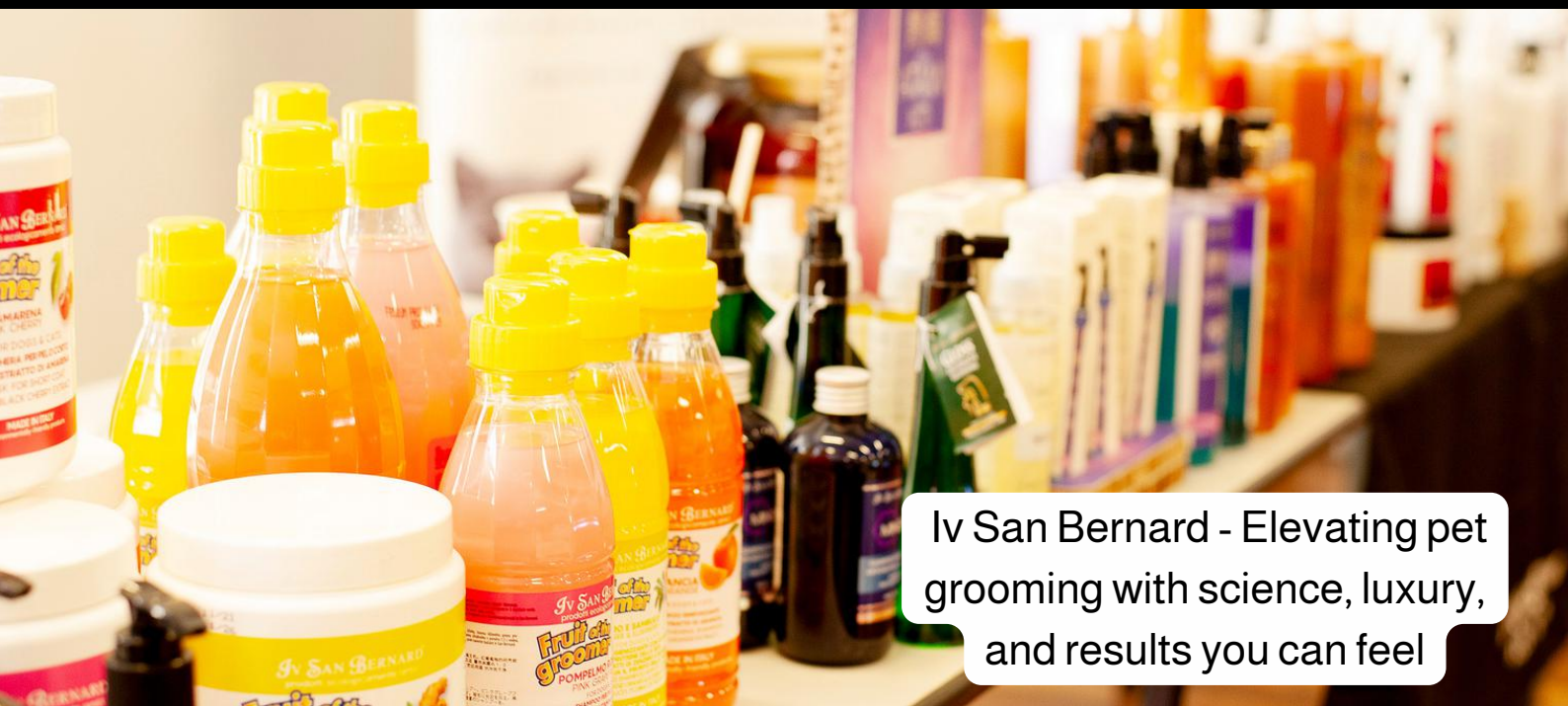


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Skin Therapy Success



Simone Bester, QLD
Certified Pet Aesthetician

MEET PIPER



Before



This little senior Maltese/Shih Tzu had severely yeasty, flaky, smelly skin and ears, and a faded dull coat with hair loss for over three years. Vets were unsure of the cause, suspecting allergies. Antifungal tablets brought very little relief. She was very itchy and was a very depressed little dog who had lost interest in playing.

Due to the severity of her skin, she was started on twice-weekly therapy sessions using ISB products and techniques combined with the ozone spa. Piper was itch-free since her second session. Her flaking decreased with each session to no flaking at all as the weeks passed. By week four, she had beautiful shiny new hair growth on her bald patches. By eight weeks, she had a beautiful shiny healthy black coat with no itching and no flaking.

Piper's owner commented on how cheerful and playful Piper has become, playing with toys again after years of not having an interest.



During



After

From Fluff to Fulfilment:

Wendy Radziejowski



It all began 18 years ago when my husband gifted me a small, fluffy puppy for our wedding anniversary - a Maltese x Shih Tzu with 5kg of sass and attitude. We named her Josie, and little did I know she would lead me to my true calling.

One day, I dropped Josie off at a local dog grooming salon and noticed a sign: “Help Wanted. Apply Within.” Curious, I gave it a shot and did a trial day washing dogs. I was instantly hooked. Even while juggling my childcare job and working weekends at the salon, I knew I’d found something special. Soon after, I left childcare behind and pursued dog grooming full-time.

The hours were long and the work physically demanding, but being surrounded by dogs made it all worthwhile. I started by washing and drying, and within three months, I began clipping. Scissoring and perfecting faces came later. I can’t remember exactly when I first groomed a dog from start to finish on my own - but the joy of helping a dog feel better and look beautiful was addictive.

However, the demands of a busy grooming salon took their toll. I encountered neglected, matted, and flea-infested dogs. The emotional weight, physical strain, and constant pressure led to burnout after just five years. I had to pause and rest. But even during that break, I never considered doing anything else. The dogs were my joy.

I returned to grooming at another salon, hoping for a change. It was there I entered my first grooming competition and placed second with my boy Dyson in the Salon Freestyle category. That experience opened my eyes—I’d only scratched the surface of what dog grooming could truly be.

Unfortunately, I was later diagnosed with Chronic Fatigue Syndrome, Endometriosis, Adenomyosis, and PCOS, and had to stop working again. The thought of quitting crushed me. I would burst into tears just imagining it. So, I bought a second-hand hydrobath and dryer and started grooming from home. That’s how Rad Pet Services was born in 2013.

Building the business from scratch wasn’t easy, but I did it—with Facebook ads, flyers, and word of mouth. Over time, I found a balance: grooming fewer dogs, one-on-one, and focusing on small breeds. Still, even with reduced hours, emotional burnout crept in.

One part of grooming no one talks about is the grief. Losing a client’s dog feels like losing your own. One year, I lost four of my own pets and sixteen client dogs. I was devastated. I was seeing a psychologist who encouraged me to keep going, reminding me that the dogs would help me heal—and she was right.

Around the same time, I also began seeing an energy healer. When I asked for guidance about my path, she told me, “You are where you’re meant to be, doing what you’re meant to be doing. Don’t change—something is coming soon that will improve how you work. It will all make sense. Be patient.” I remember mumbling that it wasn’t the answer I wanted—but little did I know, change was just around the corner.

Over the 11 years of running my home grooming salon, I’ve completed many courses. I became a Reiki Master, including animal Reiki, and studied animal communication, Seichem energy healing, and crystal healing. I also practise mindfulness and meditation daily. Completing a holistic dog grooming course gave me a whole new way to create a safe, calming environment for both the dogs and myself.

It’s important to me that the dogs feel safe, calm, and loved in my care. I absolutely cherish it when they’re excited to come in for their pamper sessions.

In January 2021, Aragorn—a Mini Schnauzer and my dream breed—joined our family. He became the salon mascot and helped me learn new grooming techniques like coat stripping and even dog showing. Then in 2022, another dream came true: I was invited to be an ambassador for Groomer Nation and [Groomerdk.au](https://groomerdk.au).

‘Despite everything I’d achieved, I still felt something was missing’

Despite everything I'd achieved, I still felt something was missing. I wanted to do more for the dogs - to truly help heal their skin, coats, and overall wellbeing. That's when I discovered Iv San Bernard products and the Pet Aesthetician course, which also introduced me to ozone therapy. I wasn't sold at first, but after trying the Traditional Green Apple line on my regulars, I saw real improvements - softer coats, less dry skin, and quicker drying times. Today, these therapeutic products and ozone therapy allow me to heal dogs while grooming them. It has reignited my passion and given deeper meaning to my work. Few people get to do what they love every single day - and I am incredibly grateful that I do. Pampering and healing dogs is not just my job- it's my purpose.

Here are some of Wendy's Skin Therapy Cases:



Aragorn - Miniature Schnazuer



Dusty - Cavoodle



Dusty - Cavoodle



Ralph - Bichon Cross



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Ozone is powerful oxidising non-chemical disinfectant. Benefits include:
Bacterial disinfection and viral inactivation,
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OZONE SPA THERAPY

What is Ozone Spa Therapy?

Ozone spa therapy involves the use of ozone gas (O_3) - a highly reactive molecule composed of three oxygen atoms - for therapeutic purposes. In spa settings, ozone is typically administered via ozonated water baths, or ozonated oils applied to the skin. The goal is to promote healing, improve skin conditions, and enhance overall wellness through the gas's antimicrobial and circulatory effects.

How Does Ozone Therapy Work? (Scientific Basis)

Ozone works through a process called oxidative preconditioning, where mild oxidative stress triggers the body's natural defense mechanisms.

- **Antimicrobial Activity:** Ozone disrupts the membranes of bacteria, fungi, and viruses, making it a natural disinfectant.
- **Improved Circulation:** It is believed to enhance blood flow and oxygen delivery to tissues, promoting cellular repair.
- **Immune Modulation:** Ozone stimulates the production of cytokines and antioxidants like glutathione and superoxide dismutase.
- **Tissue Regeneration:** By increasing fibroblast activity, ozone may support collagen formation and skin regeneration.



While clinical evidence is limited, proponents of ozone spa therapy claim it offers several benefits within the animal care industry, Pet Aestheticians offer Ozone Spa therapy as a service to speed up healing.

Ozone spa therapy is an emerging alternative wellness practice that harnesses the oxidative power of ozone for skin health and systemic support. Iv San Bernard is world leader in Ozone machine development, available along with the Spa Bath Tubs Ozone Machines are available at Iv San Bernard Australia www.isbaus.au



Skin Therapy Success



Chantelle Ludkin, QLD
Pet Aesthetician

MEET TUPPANCE



Before

Tuppance, a sweet Cocker Spaniel, came to us after suffering a traumatic injury to her tail. It appeared she had attempted to chew off a large mat herself, causing significant damage and a large bald area.

We began with weekly therapy sessions using Iv San Bernard products and specialised techniques, including the Ozone spa. After the third session, her owner was still quite concerned about the lack of visible progress. Following a discussion, she agreed to increase the sessions to twice weekly - this is when the real change began.

By week 4, new hair growth had started to appear. By week 8, Tuppance's tail was completely covered in healthy, shiny hair. Today, her tail is fully restored and thriving.

Her owner regularly comments on how fantastic it looks now and has expressed her gratitude for the encouragement to pursue therapy. She's thrilled with the outcome and glad she committed to the process - proof that patience and the right care can make all the difference.



After



During

ADDING THERAPY TO YOUR SERVICE MENU

CHANTELLE LUDKIN



*“From the moment
I could speak, I
knew I wanted to
work with animals.”*

My dream was to become a vet, and in my final years of high school, I pursued that goal by gaining work experience at a veterinary clinic. While I loved being in that environment, I soon shifted my focus to veterinary nursing—partly because I didn’t feel I was “smart enough” to become a vet, but also because I believed vet nurses spent more one-on-one time with the animals.

After moving to New Zealand, I was unable to continue my studies and found myself transitioning into dog grooming. I was incredibly fortunate to secure a grooming role within a vet clinic, where I was also able to assist with nursing tasks. It was an eye-opening experience—but also a heartbreaking one. I began to struggle with the emotional weight of seeing animals in pain, suffering without answers, or being put to sleep. It took a toll on me.

One case that stuck with me was a beagle who came in every four weeks for a bath and dry. He had severe skin issues and a strong, unpleasant odour. His devoted owner had spent thousands of dollars, even traveling across New Zealand to see specialists, but still, there were no lasting solutions. I researched endlessly, trying to find something—anything—that could help. That was the moment I knew I wanted to make a real difference in this space.

Years later, after moving back to Australia and opening my own grooming salon, I attended the 101 Seminar in 2023 and heard Dr. Cliff speak about therapeutic grooming and the power of high-quality, targeted products. His talk reignited something in me—I was inspired, but hesitant at first, being in a small town.

By 2024, I took the leap. I slowly transitioned my salon to exclusively use Iv San Bernard products and began training in grooming therapy.

The change has been transformative. The results I’ve seen, the joy on the faces of owners, the comfort and health restored to dogs—it fills my heart every single day.

When preparing for a therapeutic case, I’m meticulous. I double-check that everything is clean- if there’s even a doubt, I re-clean it. I set up my space by placing my bowls, measuring spoons, and tools on the designated bench I’ll be working from. I make sure my mixer and application brushes are completely separate from the ones I use on my day-to-day grooming clients. I like to schedule therapies on Mondays and Fridays, so I can give each case my full attention without any regular grooms, minimizing the risk of cross-contamination.

I offer a range of therapeutic services at varying price points.

For example, my ozone ear blow dryer service is \$10, including an ear clean and a bit of triple oil if I detect any unusual smell or irritation. I also offer a one-off ozone therapy session-priced between \$25 and \$35 depending on the dog’s size and condition- using the appropriate shampoo, such as the basic therapy, or the red mineral line for itchy or yeasty skin.

For ongoing cases, prices are tailored by size and product use, generally starting at \$25 to \$37.50 for biweekly sessions over three weeks. Ongoing weekly treatments then range from \$35 to \$65, depending on the size and product requirements. I also offer ozone baths with no shampoo (just a touch of ginkgo) for \$15–\$20, or \$20 added onto a bath and blow-dry service that includes nails, shampoo and conditioner. I’m still refining the pricing model, as I’m in a small town so want to keep it budget friendly.

‘One of my proudest moments was helping my very first therapy client - whose dog had suffered from red, swollen, hairless feet for years’

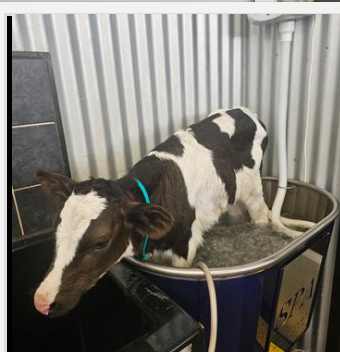
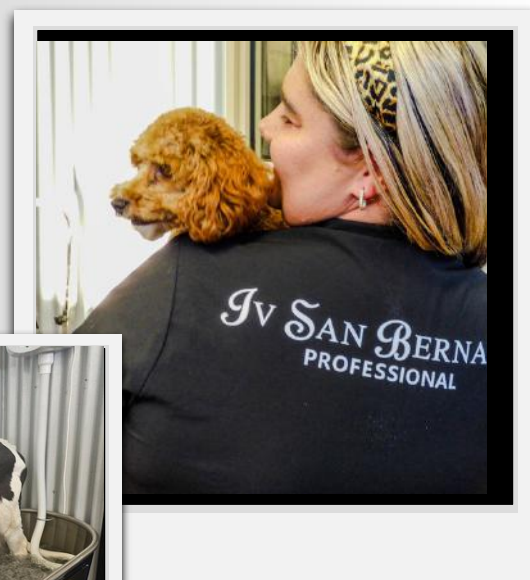
One of my proudest moments was helping my very first therapy client-whose dog had suffered from red, swollen, hairless feet for years. After a few sessions, the swelling reduced, colour returned to normal, and hair began to grow back. The relief it brought the dog and the joy it brought the owner gave me so much hope. That moment reminded me why I do this work.

My ultimate goal is to continue growing in the aesthetician field and spread awareness throughout my community. I hope to collaborate with local vets and animal rescues, helping more animals find comfort and healing. I also aspire to expand my knowledge through further studies and, one day, travel to Italy to learn where it all started and continue learning from my mentor Naomi, who has been a huge inspiration, as well as from Dr. Cliff and Suzanne—experts I admire deeply.

Helping dogs feel better and seeing the positive ripple effect it has on their owners is what drives me every day. This is more than grooming—it's care, healing, and heart.

If you're like me and your heart is truly in it for the right reasons, I wholeheartedly recommend this program to others.

It's incredibly rewarding - seeing the difference you can make in a dog's life is like nothing else. That said, it does come with challenges. There are moments that test you, and times when you might question why you're doing it. But those moments are far outweighed by the joy, the healing, and the gratitude you witness. In the end, it's all so worth it.



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KITTEN PACK**

Understanding Ear Care in Dogs

By Dr. Cliff Faver, DVM



As I travel and teach across the country and around the world, one of the most common questions I get from groomers and pet owners alike is about ear care - and specifically, whether or not we should pluck the hair from a dog's ears.

It's a great question, and like many topics in veterinary medicine, you may get ten different answers from ten different vets. But here's my take:

The hair inside a dog's ear serves a purpose. Much like the hairs in our noses, it provides a natural barrier and self cleaning mechanism that helps prevent dirt, debris, and microorganisms from entering too deeply. However, when ear hair overgrows - especially in breeds like Poodles and Oodles that produce continuously growing hair - it can trap moisture and debris, creating an environment where infections can thrive. In some severe cases, blocked ear canals can even become impacted with pus and debris.

The key is balance. We want to clear enough hair to allow for airflow and cleanliness, but not so much that we remove the ear's natural defense. Ideally, hair should be plucked gently with fingers, removing small amounts at a time. If using hemostats, only grasp a few hairs per pull, ensuring you can always see the tips of the tool to avoid accidentally pinching the sensitive skin beneath. Twisting and pulling large clumps not only causes pain but risks damaging the skin.

Another common mistake I see is the misuse of ear powders. These powders are often promoted as a tool to ease plucking, but when applied directly into moist ears, they can form a thick paste that a dog cannot shake out. Over time, this buildup can create irritation and even lead to infection. Please avoid putting powder directly into the ear canal.

A word of caution to groomers: while I deeply appreciate the work you do, please don't fully clean the ears before referring a dog to the veterinarian. When ears are cleaned before evaluation, it's like arriving at a crime scene that's been tidied up— it makes diagnosis much more difficult. I need to see the debris, discharge, or odour to fully assess the condition.

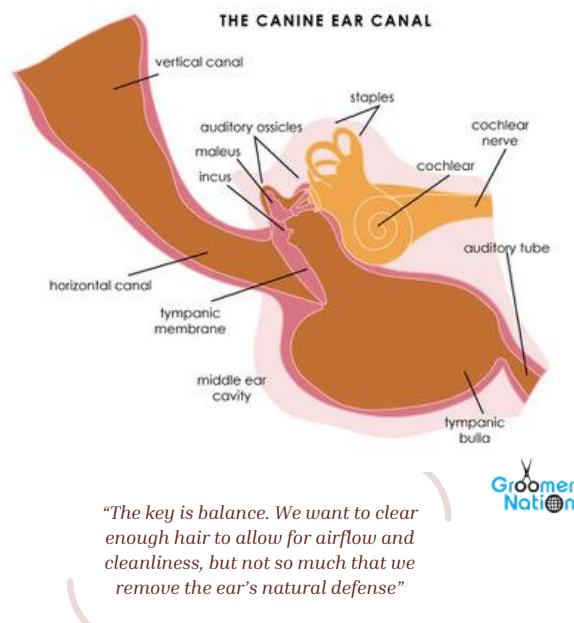
Beyond routine care, it's important to remember that ear issues can have many causes. While bacterial and fungal infections are most common, parasites like mites, ticks, and fleas can also play a role. Sometimes chronic ear infections are linked to food or environmental allergies. In persistent cases, culturing the ear can help identify the exact type of bacteria or yeast involved, allowing for more targeted treatment—especially important if resistant infections such as MRSP (similar to MRSA in humans) are present.

At times, groomers may attempt ear flushing, but this can be risky. If the eardrum is ruptured, flushing can force debris into the middle ear, potentially causing long-term problems or requiring surgery. This is best left to a veterinarian once the integrity of the eardrum has been confirmed.

When it comes to treatment, I often recommend Iv San Bernard's Triple Oil for its unique ability to soothe and support the ear's natural defences. Unlike medications that can strip the ear's sebum layer, Triple Oil is anti-inflammatory, anti-bacterial, anti-fungal, and anti-seborrheic. A light spritz on the inner ear flap allows it to naturally migrate into the canal without overwhelming the ear or creating tension bubbles that the dog can't shake out. Even in cases where medications have already been used, Triple Oil can help restore balance and comfort.

Interestingly, new research suggests that anti-inflammatory treatments may be just as effective as antibiotics in some stubborn infections, especially when resistant organisms are involved. This makes products like Triple Oil even more valuable as part of an ear care regimen.

If you'd like to learn more about proper ear care and many other skin and coat topics, I invite you to join us at www.petskinacademy.com. We're here to help you better care for pets and continue growing your knowledge.



Groomer
Nation

IV SAN BERNARD OZONISED OLIVE OIL



Iv San Bernard's Ozonised Olive Oil is a powerful, natural skin therapy designed to support healing, regeneration, and protection of the skin and coat. The ozonisation process infuses pure olive oil with activated oxygen (ozone), creating a product rich in antibacterial, antifungal, and anti-inflammatory properties.

This highly effective oil helps:

- Promote skin cell regeneration
- Soothe inflammation and irritation
- Support the healing of wounds, hot spots, and dermatitis
- Create an oxygen-rich environment that helps control bacterial and fungal growth
- Moisturise and nourish dry, damaged, or compromised skin

Ozonised Olive Oil is gentle, safe for regular use, and particularly beneficial for pets with chronic skin issues, sensitive skin, or compromised skin barriers. Its natural healing properties make it an excellent tool for groomers to add to their therapy regimes, and veterinary skin support programs.

www.groomernation.com.au/classroom

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5. Techniques
6. Skin Issues
7. The skin you see
8. Rules of skin restoration
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10. Nail and paw care
11. Ears and their care
12. Anal glands
13. Teeth and dental issue
14. Ozone



"I have always felt that a person with sincere passion draws you in. No matter what it is about, you become infatuated. I've been learning about dogs skin and coat lately and I can't help but try and encourage as many groomers as possible to as well!"

I feel it is essential for every groomer to have this knowledge, to be able to change a dog's life around through something so simple.

If you are ready ignite the passion inside of you and help dogs with skin issues, then this is for you!! We are so lucky to have this course available thanks to, Dr Cliff and Suzanne.

I'm sure plenty of groomers out there can vouch for this too!"
Yasmin (Pet Groomer) QLD



ENROL NOW

Pollen SOUP

By Naomi Conroy

The warmer months bring a surge in environmental allergens - invisible irritants that can wreak havoc on a pet's skin. In my experience pollen is the number one enemy, and the leading cause of environmentally triggered skin reactions in dogs.

Pollen is everywhere. Released by grasses, trees, and weeds, these microscopic particles float through the air and settle on every surface - including your pet. What makes pollen particularly sneaky is that it doesn't just irritate noses or eyes. For many animals, pollen triggers an immune response directly through the skin, especially when that skin is already dry, dehydrated or compromised.

Unlike food allergies or fleas, pollen allergies are seasonal and environmental, meaning pets can't avoid them unless they live in a bubble. Even indoor pets are at risk - pollen drifts through open windows, clings to shoes, and settles into carpets and beds.

While pollen takes centre stage, it's not alone. Other common environmental allergens that can affect pets' skin include:

- Mould spores — especially in damp or poorly ventilated spaces.
- Dust mites — invisible to the eye but ever-present in bedding and furniture.
- Grass and plant oils — picked up during walks or outdoor play.
- Airborne pollutants — smoke, smog, or cleaning chemicals can also contribute.

Together, these allergens create a complex “soup” of irritants that pets absorb through their skin, paws, and coats - especially during walks in early morning dew or after a rainstorm.

When allergens come into contact with the skin, especially a damaged or **“leaky” skin barrier**, they can penetrate and trigger the immune systems response. This sets off a cascade of inflammation: histamines are released, itching begins, and pets scratch, lick, rub or chew the affected areas - often to the point of trauma and secondary infections.

Common signs of environmental allergies include:

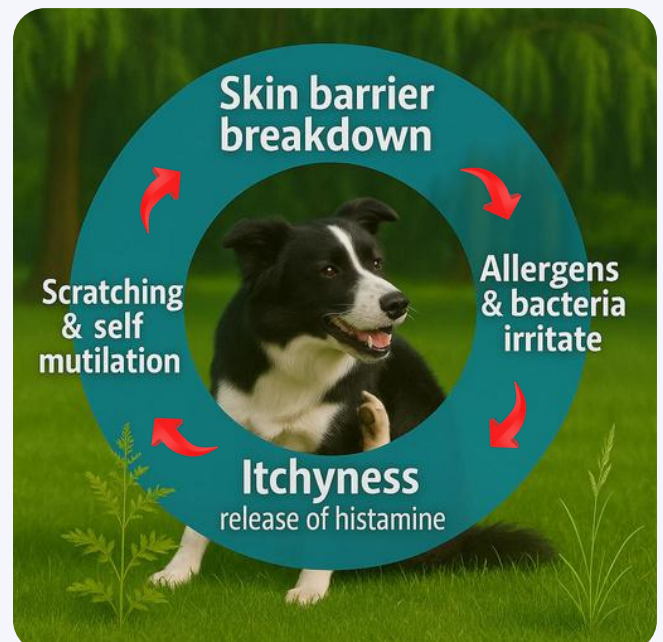
- Itchy, red, or inflamed skin, around eyes, underside, feet and all over the body.
- Frequent licking or biting of paws
- Hot spots or recurrent skin infections
- Ear infections, often seasonal

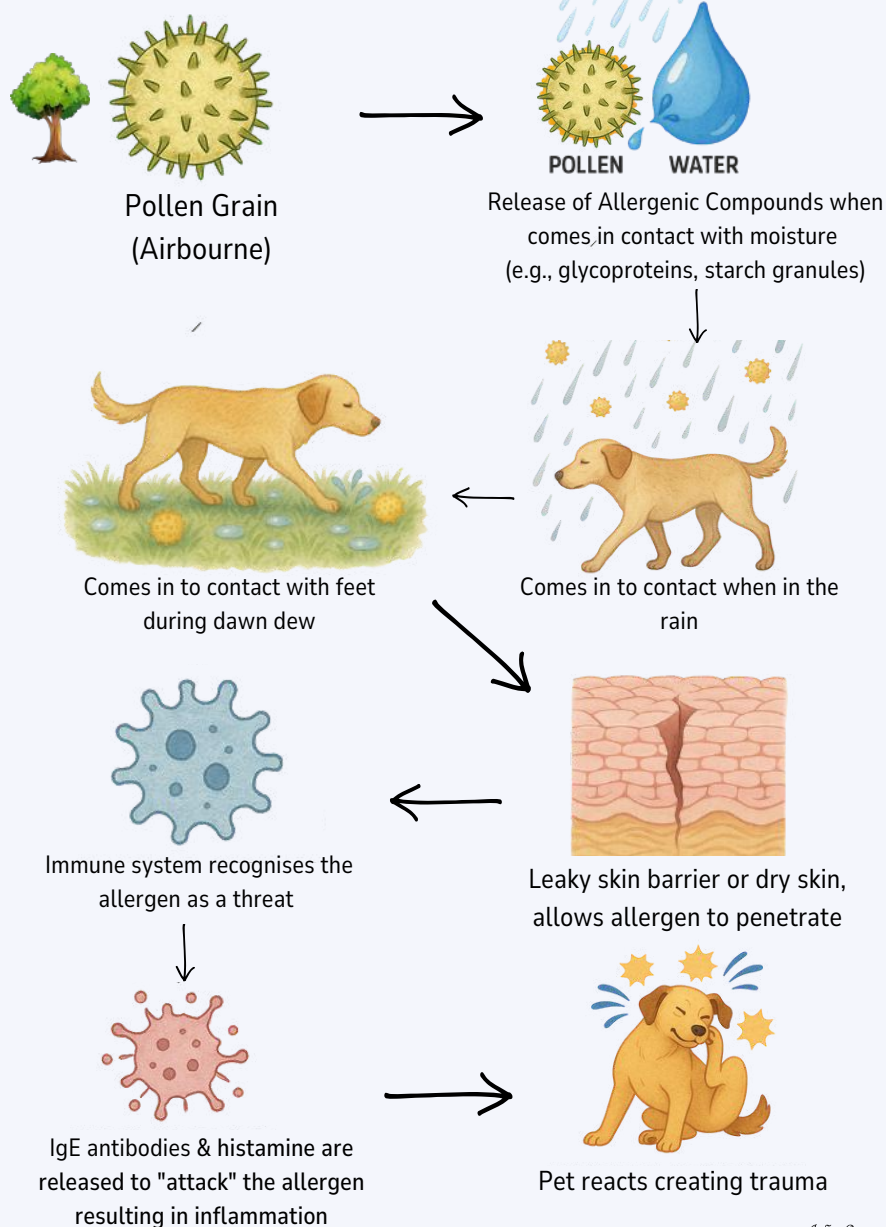
According to www.allergy.org.au in Australia, the amount of pollen particles in the air (also known as pollen count) is lower on the east coast where most winds come from the sea, and where there is protection from westerly winds by the Great Dividing Range. The pollen count is usually higher on the Victorian south coast because most winds are from the north, carrying pollen from the northerly grasslands. In South Australia and Western Australia, the pollen count can vary according to the wind.

Pollination times vary with the plant variety and its location. Trees usually pollinate in late winter and early spring.

- White Cypress (Murray) Pine is one of Australia's most problematic tree that produces highly allergenic pollen. It grows from the western slopes and plains of eastern Australia across to Western Australia, south of the Tropic of Capricorn, and flowers from late July through to the end of August.
- Wattle trees are frequently blamed for early spring allergy symptoms, but tests rarely confirm that Wattle pollen is the cause.
- There are many species of Casuarina or Australian Oak trees, which produce problematic pollen throughout the year and may cause allergic symptoms at any time of the year.

Grasses flower and weed 'Plantain' flowers from August through to May. The main grasses growing in the northern coastal areas are subtropical and mostly flower in January, February, and March. Allergenic grasses in the southern part of Australia are mostly Northern hemisphere grasses, with the main flowering period from October to December.



POLLEN SOUP

Normal skin cells are like a wall. The cells are tightly packed together like bricks, with strong mortar between them. Skin with seasonal skin disease is more like a dry stone wall. The cells aren't so tightly packed together, and the cement isn't strong. Water is able to pass out of the skin; it's dry and crumbly, but it also allows allergens through from the outside, resulting in immune responses.

The Process:**1. Exposure to Allergen:**

The dog is exposed to an allergen through inhalation, ingestion, injection, or skin contact.

2. Immune Response:

The immune system mistakenly identifies the allergen as a threat and releases inflammatory mediators, such as histamine, which cause the allergic reaction.

3. Inflammation and Itching:

These mediators cause blood vessels to dilate, leading to redness and swelling (inflammation) in the skin, as well as itching.

4. Skin Damage and Secondary Infections:

Excessive scratching and licking can damage the skin barrier, making it more susceptible to infections, especially bacterial or fungal infections.

5. Cycle of Itch and Inflammation:

The infection further exacerbates the itching and inflammation, creating a cycle that can be difficult to break.

"In an ideal world, if we can increase healthy sebum production by not stripping this liquid gold via harsh shampoos and degreasers, keep the dogs coats medium length: the natural line of defence, remove allergens before they have time to penetrate and keep our pets skin HYDRATED with excellent humectant based conditioners and hydration sprays, we will have less allergic incidences, reduced secondary infections and happier pets!"



In my home town of Casuarina NSW Left: the River She-Oak (*Casuarina Cunninghamiana*) & Right: The Beach She-Oak (*Casuarina Equisetifolia*) Slender trees 10-20m with grey green to dark green needle like foliage. The many species are indigenous, drought resistant and used extensively in landscaping. The male flowers surround a central spike in whorls and when about to pollinate the foliage appears brown. POLLINATING: January all the way through to November, 11 mths of the year.

Source: <https://www.allergy.org.au>

Mineral Red Derma Complex Cleanser & Derma Plus Conditioner - 3 Steps to Healthy Skin

Finally, a gentle cleanser and nourishing conditioner free from SLS, designed specifically for sensitive, itchy, or allergy-prone skin, featuring Nettle and Keratin

Nettle is renowned for its antihistamine and anti-inflammatory properties, which can help soothe allergic reactions in dogs. Meanwhile, Keratin works to strengthen hair, repair damage, and enhance skin health, making it an ideal for dogs dealing with allergies and itching.

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TIPS FOR MANAGING ENVIRONMENTAL ALLERGY DOGS

AMY PORADA - Certified Pet Aesthetician



"My Boxer Nala really tested me, she was a perfect case for me to learn ways to manage her environmental allergies along with applying therapy with Ozone, heres some of my tips:"

If you can identify or have a strong suspicion of what's causing the pet's skin reactions, the first step, when possible, is to limit the pet's exposure. Some factors might make this challenging, but the more effort put into reducing access, the better for the dog's recovery.

BRAINSTORM*

Consider all potential culprits both indoors and outdoors:

- Pollen
- Grass
- Insects
- Chemicals
- Mold
- Plants
- Construction/landscaping materials

To reduce secondary infections and lessen inflammation, start Basic Therapy: (A 3 step product application including a bath and blow dry)

- I suggest Basic Therapy should be applied twice weekly for 2-4 weeks at the start.
- Owners must be committed to preventing flare-ups and stopping the dog from self-harm between treatments. It's crucial to emphasise that this intense care is temporary and the dedication will pay off.

When beginning skin restoration or during a flare-up:

- Keep the dog away from areas that trigger reactions. For example, if grass is the issue, keep the dog indoors, supervise them, and use a leash for bathroom breaks avoiding the grass, until the skin has calmed.

EVERY time the dog is going outside:

- Wipe the pet over with an unscented baby wipe when returning inside
- Apply the hydration spray, derma S.O.S, and Triple oil to affected areas.
- Lightly wipe or brush Black Passion O3 Argan oil over the entire body, legs, and paws.
- If possible, use doggy booties (supervised)

If your dog is experiencing issues due to midges or insect reactions due to a plague of biters, consider the following steps:

Prior Preparation:

- Apply O3 Argan Oil generously to your dog before heading outdoors.
- A good layer of oil on sebaceous areas is crucial for added protection.
- Use a hydration spray to repel bugs, made with Mint Pek and Protective Shield Conditioner, combined with pH-Balance and water.

Insect Bites

- The faster you can get Atami Red Clay on these bites the better, itch is usually caused by saliva injected into the skin, Atami Red Clay will draw this out!!

Every time your dog comes back inside, remember to:

Clean Up:

- Wipe down your dog using a damp facecloth or baby wipe, or quickly hose off their feet if necessary.

Apply Treatments:

- Use hydration spray, SOS, and triple oil on affected areas.

Distraction Techniques:

- Distract your dog after application to prevent licking; offering food works well!

Discourage Licking:

- Keep an eye on them to discourage licking or chewing, especially during the healing phase.

Once Your Dog's Skin Improves:

- Maintain the indoor/outdoor application and wipe-down routine both morning and evening.
- You can transition to a daily hydration spray, occasionally applying oil as needed.

Bathing Routine:

- For dogs with environmental allergies, bathe them roughly once a week; this is especially beneficial for short-haired breeds. Long-haired dogs may go longer between baths, as their coat offers more protection. If your dog is due for a haircut, avoid cutting shorter than a #5 blade to preserve their first line of defense (the hair).
- Monitor your dog closely as you extend the intervals between baths.

Special Focus on Feet:

When issues are limited to the feet, consider Foot Therapy:

- Use Atami Red Clay and basic therapy on the feet (or the whole dog during the initial treatments, as it may signal further issues).

TIPS FOR MANAGING ENVIRONMENTAL ALLERGY DOGS

Tips for Owners:

- Clean your dog’s feet after outdoor activities.
- Apply a hydration spray made from Mineral red Mask, pH Balance and water and triple oil is an infection is present

Apply Wonder Butter before heading out the door:
Wonder butter works amazing for the feet licklers/chewers. Clients I helped have have seen success by simply doing a wipe-off + Wonder Butter application, when there’s no redness, smells or visible irritation. Apply wonder butter, then distract dog for a while!!

Vigilance is Key

- Discuss with owners what to look for in the environment and on the dog’s skin. Early signs and symptoms..
- Stress the need to act early if signs of a flair up occur, to try get in sooner to the pet aesthetician and not wait for the next appointment, where possible.
- Groomers ideally need to be willing to take the dog in for an emergency session if they’ve started to cause damage to themselves!

Getting on top of the itch before more damage is done is SO important. Waiting even a few days equals days of self mutilation and infection building. The more on top of it we are in the initial stages, the better the outcome for the dog. Tiring as it might be—if we’re fitting them in out of hours - getting successful restorations under our belts makes it worth it!

Flare ups can occur but they are very easily settled after doing those hard yards! This intense, hard work for owner AND groomer won’t last forever! When all is settled, you’ll likely have a lovely, regular, dedicated bath client. Or someone willing to purchase Iv San Bernard products through you.

Pet Aestheticians: Deciding what to use for the First Close:
My advice, ANY sign of redness, opt for clay and ginkgo as your first step. Especially initially, to the sebaceous areas- clay will draw out any nasties For the remainder of the body: apply a mix of Purify mask, Ginger & Elderberry Pek and water

Breed Specific Allergy Data

Breed	Allergy Risk	Common Reaction
West Highland White Terrier	Very High	Severe itching, skin infections
Golden Retriever	High	Chronic ear and skin issues
Labrador Retriever	High	Paw licking & Hair loss
French Bulldog	High	Skin fold dermatitis
Boxer	High-moderate	Dry, itchy patches
German Sheperd	Moderate	Often linked with food & environment
Poodles (and their mixes)	Moderate	Seasonal skin flare-ups

Dog Environmental Allergen data

Allergen	Estimated Prevalence	Notes
Pollen (tree,grasses,weeds)	60-80%	Most common; Seasonal patterns typical
Dust mites	30-80%	Common indoor allergen; often co-occurs with pollen
Fleas (Flea allergy Dermatitis)	40-60%	High in warm/humid climates; Triggered by flea saliva
Mold spores	10-25%	Indoor and outdoor exposure
Dander (from other animals)	5-15%	Often see in multi-pet house holds
Houshold chemicals	<10%	Harder to investigate; may present as contact dermatitis
Feathers	1-5%	Rare due to modern synthetic bedding
Pollutants (smog and smoke)	Poorly quantified	Worsen existing allergies rather than direct sensitisers



Skin Therapy Success



**Shai- Marie Cheyne, WA
Pet Aesthetician**

This gorgeous 3-year-old Staffy x Kelpie has been struggling with hair loss due to severe allergies to dust mites and grasses. Her testing showed significant reactions that have affected her coat health. After about \$20,000 of dermatology costs her mum was ready to put her in a bubble.

I'm thrilled to say that Charlie's restoration program using specialised ISB products, has helped her comfort significantly. I focused on therapeutic bathing techniques using the Ozone spa to soothe her skin and promote coat regrowth. She came to me with sores all over her body, redness and itching. I'm pleased to report mum says her smell and comfort has been significantly improved and she is back to being a bright and bubbly personality again. This is pet aesthetics in action!



Before

MEET CHARLIE 🐾🐾



After





Experiencing Italy

By Claire Lynch, Content Creator, Iv San Bernard Australia



Stepping off the plane in Italy was like walking straight into a postcard - the kind with old-world charm, bright blue skies, and a breeze that smells faintly of the sea and espresso. I'd never been to Europe before, so to land in Rimini, of all places, for the Iv San Bernard World Congress 2024, was something beyond exciting - it felt surreal.

As a 17-year-old content designer for ISB Australia, I know I'm lucky. Not many people my age get to travel across the world for work - let alone for a brand that's transforming pet wellness globally. But Rimini wasn't just a backdrop to the congress; it was the vibe. Historic streets buzzing with delegates from every corner of the world, gelato on every block, and a community of passionate groomers, scientists, and animal lovers all in one place.

I had the chance to meet Dr. Mauro Martinelli - a true icon in the world of ozone therapy. Hearing him speak about science with such passion made me realise how much innovation is happening behind the scenes in animal care - and how ISB is at the forefront.

There were moments I'll never forget: the Gala dinner and dancing into the night, the incredible food and drinks, and the beautiful Italian people who made the event happen. Rimini showed me that the future of pet care is global - and I'm stoked to be part of it. Grazie mille, Rimini. You've got a piece of my heart (and probably half my camera roll too).

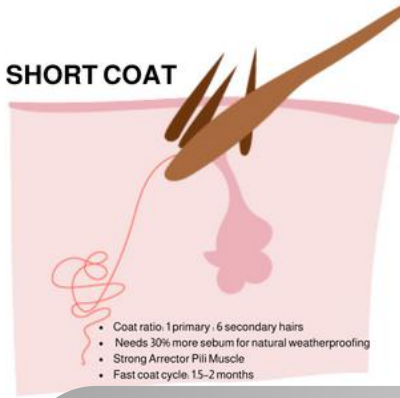
WORLD CONGRESS OF HAIR & SKIN: RIMINI

Speaker Dr. Mauro Martinelli

Dr. Mauro Martinelli, a distinguished medical professional with a career spanning over four decades, presented at the Iv San Bernard World Congress Conference in Rimini 2024. A graduate of La Sapienza University in Medicine and Surgery (1977), Dr. Martinelli has served extensively at the S. Pietro FBF Hospital in Rome, contributing as a lecturer, department head, and first-level medical director in Biomedical Sciences. He is a pioneering figure in ozone therapy, acting as vice-president and founding member of NUOVA FIO, and currently leads scientific and technical initiatives at Ozonrelive Srl and Ozonomatic System Srl. His expertise enriched the congress's focus on innovative health and wellness practices, including the use of the Iv San Bernard ozone spa machine in which he helped develop.



SHORT COAT



BRITISH BULLDOG

Grooming Technical Sheet



© Sophia Lloyd-Hansen

Breed Traits

- The bulldog should have a "pear shaped" body best viewed from above and behind.
- Skull very large, very high broad & square. Forehead flat with wrinkles, stop deep & wide, furrow runs from stop to apex, muzzle short, broad, turned upwards and very deep, top of black nose should be deeply set back. The lower jaw should project considerably in front of the upper and turn up, which gives the typical "sour mug" expression.
- Eyes moderate size, round set in line with stop, very dark - almost black.
- Ears set high, wide apart, at back of skull, rose ear shape correct.
- Shoulders broad giving the appearance of having been "tacked on".
- Coat should be fine in texture, short, close and smooth.
- Movement with short quick steps on the tips of its toes.

Maintenance

- **Black Cherry Shampoo:** From the Fruit of the Groomer range, features the softening properties of active vegetable components that work in harmony with the strengthening benefits of silk proteins. It is specifically designed for short-haired coats, revitalising and enhancing the suppleness of the hair.
- **Black Passion Conditioning Mask:** This mask adds an extra layer of shine, hydrates the skin, and protects both the skin and coat from UV damage & environmental pollutants.
- **Puppy Don't Cry Face Soap:** Formulated with a no-tear solution, this gentle cleanser effectively cleanses the face folds, removing excess dirt and oils.
- **Black Passion Argan Oil:** Rich in vitamins and fatty acids, this argan oil fortifies the hair fibre, leaving it shiny and hydrated. Warm up a few drops in your hands and gently apply to the dogs entire body and work in with a Natural Boat Bristle brush
- **Clean Ear:** Daily Ear maintenance with Clean Ear wiped around the outer ear, on a cotton pad will ensure the ears sebum remains balanced



Coat/Skin Improvement

- **Mineral H Shampoo:** Ideal for those experiencing hair loss or a dull coat, this shampoo is enriched with placental enzymes for a gentle cleansing experience. It strengthens hair while its unique formula works to prevent hair loss and promote hair regrowth and renewal.
- **Combine Pek Conditioner with pH Balance:** This combination serves as a rejuvenating hydration step, especially beneficial for dogs with damaged coats and highly sensitive skin.
- **Sil Plus Protectant:** A hydrating fluid designed to shield the skin's wrinkles and facial folds from moisture. It can also be applied to the paws for protection against allergens and throughout the coat to enhance shine.



FACT OR FAD



Oatmeal-Based Shampoos

Oatmeal-based shampoos are marketed to relieve existing skin irritation, dryness, and itching in pets. They offer comfort-level support, not pharmaceutical treatment. These shampoos are designed for mild, non-infectious skin discomfort and should not be considered a substitute for medicated therapies.

Why Oatmeal?

The key ingredient in these formulations is colloidal oatmeal, made from finely ground oat grains (*Avena sativa*) processed to preserve active bioactive compounds. Recognised by the FDA as a skin protectant, colloidal oatmeal has been widely used in human and veterinary dermatology for its moisturising, anti-inflammatory, and barrier-repair properties.

How Colloidal Oatmeal Works: The Science

1. Moisturising Effect

Colloidal oatmeal contains β -glucans and polysaccharides that attract and hold moisture, forming a protective film on the skin and reducing transepidermal water loss (TEWL).

2. Anti-inflammatory Benefits

Oatmeal is rich in avenanthramides, phenolic compounds that inhibit inflammatory pathways (e.g., NF- κ B signaling), reducing cytokine activity and histamine release — which translates to less redness, swelling, and itching.

3. Barrier and Binding Support

Oat proteins and lipids help reinforce the skin barrier and promote adhesion to the stratum corneum, providing prolonged hydration and defense against environmental irritants.

4. Natural Exfoliation

Oat-derived saponins act as gentle, soap-free cleansers and mild exfoliants, helping remove debris without damaging the skin's lipid layer.

Once colloidal oatmeal is blended into a surfactant-based shampoo, its therapeutic benefits are often compromised or nullified.

Surfactants or cleaning agents - even mild, pet-safe ones - interfere with the bioactivity of avenanthramides and β -glucans by altering their molecular stability or washing them off before they can bind effectively to the skin.

This means that while oatmeal shampoos may feel soothing and leave skin soft, they do not deliver the same therapeutic benefits as colloidal oatmeal used in leave-on products, concentrated topical applications, or baths without surfactants.

This is especially true for “wash-off” products: the oatmeal does not remain on the skin long enough for its anti-inflammatory compounds to take effect.

The inclusion of oatmeal is frequently used to label products as “gentle” or “therapeutic.” However: Oatmeal shampoos do not qualify as true hypoallergenic formulations.

The cleansing base (surfactants) plays a far greater role in determining the gentleness and safety of the product.

Oatmeal in rinse-off shampoos is not a drug, not a medicated ingredient, and does not deliver medicinal outcomes.

Colloidal oatmeal remains a safe, soothing, and supportive ingredient in pet skin care. But once it's mixed with surfactants in a wash-off formula, its therapeutic benefits are diluted or lost. Oatmeal shampoos are best viewed as comfort-enhancing cleansers, not as treatments.

Clinical Insight: According to dermatological research, avenanthramides show anti-inflammatory efficacy only when allowed to remain in contact with the skin, a condition not typically met in rinse-off cleansers.

Challenges in Formulation

Colloidal oatmeal is a dense, hydrophilic powder that tends to settle in water-based formulas, often requiring agitation before use. Despite its natural and gentle profile, it is not hypoallergenic and may cause reactions in pets with oat sensitivities, particularly those allergic to oats in their diet.

Marketing Reality Check

The inclusion of oatmeal is frequently used to label products as “gentle” or “therapeutic.” However:

Oatmeal shampoos do not qualify as true hypoallergenic formulations. The cleansing base (surfactants) plays a far greater role in determining the gentleness and safety of the product.

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Final Takeaway

Colloidal oatmeal remains a safe, soothing, and supportive ingredient in pet skin care. But once it's mixed with surfactants in a wash-off formula, its therapeutic benefits are diluted or lost. Oatmeal shampoos are best viewed as comfort-enhancing cleansers, not as treatments.

Sources: Capone, K. A., Kirchner, F., Klein, S., & Tierney, N. (2020). Effects of Colloidal Oatmeal Topical Atopic Dermatitis Cream on Skin Microbiome and Skin Barrier Properties. *Journal of Drugs in Dermatology*. Cerio, R., Dohil, M., Jeanine, D., Magina, S., Mahé, E., & Stratigos, A. (2010). Mechanism of action and clinical benefits of colloidal oatmeal for dermatologic practice. *Journal of Drugs in Dermatology*. Criquet, M., Roure, R., Dayan, L., Nollent, V., & Bertin, C. (2012). Safety and efficacy of personal care products containing colloidal oatmeal. *Clinical, Cosmetic and Investigational Dermatology*. https://jddonline.com/articles/colloidal-oatmeal-formulations-and-the-treatment-of-atopic-dermatitis-S1545961614P1180X/?utm_source=chatgpt.com

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12-13
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27
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2-3
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24-25
Sept

PIAA Aus Pet Expo

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7
Nov

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14
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15
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Hair & Skin 101 with Veterinarian Dr Cliff Faver - Prahan VIC



Dr. Cliff Faver | International Educator

Seminar:

Hair and Skin 101 - The Basis of all Grooming

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4 King Street, Prahan, VIC
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Date: SUNDAY 16th NOV
2025

Time: 9am - 4:30pm

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UPCOMING EVENTS

HYDRATION VS MOISTURISATION

Understanding the Role of Humectants in Pet Grooming

By Naomi Conroy, Master Pet Aesthetician

In the world of pet grooming, healthy skin is the foundation for a radiant coat. Yet, with the array of shampoos, conditioners, and topical treatments available, one vital distinction often goes unrecognised: the difference between hydration and moisturisation. While both are essential for skin health, they function differently—and understanding their roles is key to selecting the right grooming products, especially when it comes to the use of humectants.

What's the Difference?

- Hydration refers to increasing the water content within the skin. This is achieved by attracting water to the skin's outer layers.
- Moisturisation, on the other hand, involves trapping and sealing that moisture in, preventing water loss from the skin surface.

Think of it this way: humectants hydrate, while emollients moisturise.

Emollients: The Sealers

Emollients are ingredients like plant oils, butters, and silicones that smooth and soften the skin by forming a protective layer. They help repair the skin barrier, reduce dryness, and prevent water from evaporating. While crucial in managing chronic dryness and improving texture, emollients do not draw water into the skin—they simply help retain what's already there.

Humectants: The Water Magnets

Humectants, by contrast, are water-attracting ingredients. Common examples include glycerin, propylene glycol, sodium PCA, panthenol, and the increasingly popular hyaluronic acid. These compounds draw moisture from the environment or deeper layers of the skin and bind it to the epidermis. For pets, this hydration is particularly beneficial in:

- Dry or arid climates, where natural humidity is low.
- Post-bathing care, when the skin may be stripped of natural oils.
- Sensitive or damaged skin, which needs hydration to restore flexibility and reduce inflammation.
- Restore balance and prevent allergens penetrating

Why Are Humectants So Important in Pet Grooming?

Pets, unlike humans, don't get beneficial daily moisturising routines, and many breeds are prone to skin dehydration—especially short-haired dogs, double-coated breeds, and pets suffering from atopic dermatitis or other dermatological conditions. Grooming appointments are often their only opportunity for skin care (sometimes can be months between appointments), making product formulation critical.

When humectants are included in grooming products, they:

- Replenish lost hydration during the wash cycle.
- Enhance product performance, allowing conditioners and masks to penetrate more effectively.
- Support the skin barrier, working in synergy with emollients for balanced skin health.

Best Practices for Groomers

When choosing or recommending products:

1. Look for humectants on the ingredient list, ideally in the first half, indicating a higher concentration.
2. Create Hydration sprays for pet owners to spray each day all over the pet with a humectant based Mask or conditioner mixed with water.
3. Avoid overuse of alcohol-based products, which can strip hydration from the skin.
4. Educate pet owners on the importance of regular, professional grooming to maintain skin hydration, particularly in allergy-prone or sensitive pets.

Final Thoughts

The skin is a living, breathing organ—and in pets, it's a frontline defence. Hydration via humectants and moisturisation through emollients are not interchangeable; they're complementary processes. By embracing both in your grooming protocols, you're not just enhancing coat aesthetics - you're actively supporting skin health, comfort, and overall wellbeing.

Resources: "Cosmetic Dermatology: Products and Procedures" by Zoe Diana Draelos (2015)
Explains the roles of humectants and emollients in skin care, including mechanisms of action.
Miller, Griffin & Campbell's Small Animal Dermatology (8th Ed.)
This textbook is widely used in veterinary dermatology and covers skin barrier function, moisturisers, and ingredient roles in treating atopic dermatitis and dry skin in pets.
Chapters on topical therapy and skin barrier function are especially relevant.



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PIAA Pet Expo and Ausgroom:

Uniting Groomers for an Epic Return!



Vanessa Parsons
Co-founder of
Groomer Nation -
Australia's
leading Groomer
Educational platform

After several years on pause, there's some wonderful news for grooming professionals – the Pet Industry Association of Australia has officially brought back Pet Expo, an exciting event on the grooming industry calendar. It's a fantastic opportunity for exhibitors to showcase the best and brightest in pet care, from grooming tools to enrichment toys, food, health products, and more. A special thanks to PIAA President Anthony Ramsey, Grooming Director Jo Marsden, and National Director Sandra King, whose dedication and leadership have been integral in bringing these events back to life, allowing grooming professionals to reunite and thrive together. But the excitement doesn't stop there!

Alongside Pet Expo is PIAA Ausgroom, a dedicated grooming industry event that made its much-anticipated return in March 2025 at Clarendon, NSW.

And the best part? It's set to travel! Each year, Ausgroom will move across the eastern states, making this incredible event more accessible than ever for groomers from all corners.

With grooming competitions, a lively expo floor, and seminars led by both national and international speakers—covering everything from grooming to business, wellness, and even animal communication—this event was more than just a gathering. It was a celebration of passionate, like-minded people eager to learn, connect, and be inspired.

A Buzz You Couldn't Miss

With hundreds of attendees walking through the doors, the buzz of Ausgroom was impossible to miss. For many groomers, this wasn't just an industry event—it was a long-overdue reunion.

These events have been warmly welcomed back, offering groomers the perfect opportunity to not only sharpen their skills but also reconnect with old friends, forge new relationships, and truly feel part of something greater—a thriving community of like-minded professionals.

The social dinner was a highlight in itself—a relaxed and laughter-filled evening where groomers from all walks of life shared stories, swapped tips, and celebrated the passion that brought them together. Events like these remind us that while grooming can be a solitary job, none of us are doing it alone.

Competitions That Challenge and Inspire

Alongside the inspiring seminars, groomers also had the opportunity to roll up their sleeves and take part in the grooming competitions held over two action-packed days.

These comps are more than just a chance to showcase your skills—they're an incredible opportunity to stretch your abilities, try something new, and receive valuable feedback from some of the most respected industry leaders who serve as grooming competition judges. Their insights and expertise help elevate your craft, providing guidance and encouragement.

Think of it as a mini masterclass that happens in real time, and for a fraction of the cost of a private lesson!

The atmosphere is charged with support and encouragement, with fellow groomers cheering each other on and celebrating each win—big or small. The camaraderie in the competition ring is something truly special.

Discover, Demo, and Dive Into the Latest Products

One of the standout features of events like Ausgroom is the incredible array of stallholders and exhibitors.

This is your chance to touch, feel, and test out the products you've seen online or admired on social media—nothing beats experiencing them in person!

Uniting Groomers for an Epic Return!

The best part? You get to speak directly with the experts behind the brands. They're right there, ready to answer your questions, demonstrate how things work, and share the latest trends, innovations, and insider tips on what's worth investing in.

Groomer Nation and Iv San Bernard Australia absolutely love being part of these events, not just to showcase our favourite grooming tools and products, but to truly connect with the grooming community.

There's something incredibly special about meeting face-to-face—whether it's sharing insights, swapping stories, or offering tips to anyone who stops by for a chat.

Whether you're just starting out in the industry or you're a seasoned pro, we're always excited for a warm catch-up and happy to help in any way we can. See You at the Next One?

Want to learn more about grooming competitions and how they can elevate your craft? Head over to Groomer Nation and check out the helpful blog at www.groomernation.com.au

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A Vision Born in Italy

Founded in 1995 by Mirco Aringhieri, a pioneer with a rich background in beauty and cosmetics, Iv San Bernard was created to elevate pet grooming to a new level of professionalism, elegance, and care. From its roots in Italy to its global presence today, Iv San Bernard is synonymous with quality, innovation, and passion for animal wellness.

A Portfolio Built on Performance

With more than 200 expertly developed products across ten distinct lines for dogs and cats, Iv San Bernard offers everything from daily grooming essentials to specialised show-prep treatments. Tailored to specific coat types and skin needs, these formulations combine the best of tradition with scientific advancement. Iv San Bernard reimagines the grooming salon as a premium space- professional, comfortable, and visually stunning. The brand's unique salon furniture line combines contemporary aesthetics with ergonomic design, helping groomers create inviting environments for both pets and their humans.

Training the Industry's Best

The company places groomer education at the heart of its mission. With over a decade of experience in professional training, Iv San Bernard offers foundational courses and advanced masterclasses led by top educators like Monique Van de Ven, an internationally recognised grooming technician. Its global education network spans 14 academies in Italy, Spain, and China, supported by international internships from Russia to Taiwan and the USA.

"We have been taking care of Man's Best Friend for over 25 years"

– Mirco Aringhieri, Founder, Iv San Bernard

A Commitment to Animal Welfare

In 2018, Iv San Bernard became the first company in the world to be certified by Safe Pet Cosmetics, adhering to rigorous safety standards that mirror those used for human skincare. This pioneering certification underscores the company's devotion to protecting the health and dignity of animals through responsible, transparent practices.

Global Reach, Local Heart

Today, Iv San Bernard products are available in over 30 countries, each one upholding the brand's commitment to quality, innovation, and education. From premium coat care to thoughtfully designed salons and globally respected training, Iv San Bernard continues to lead the way in shaping the future of pet aesthetics.

