

The Monthly Hound Up!

Hello and **warm welcome** to our **first newsletter of 2026!** The format for this one is a little different, as we thought it would be a great idea to **merge our December and January Hound Ups** into one concise newsletter to celebrate the end of the year and welcome in the **new year of opportunities!**

In this newsletter, we have a **special feature** of the beloved **Shih Tzu** as our breed of the month. As well as an overview of the **grooming adventures** aboard the **Furrytail Express** this December in our busy salons! We hope you all have had a wonderful festive season, and we wish all of our customers the **happiest new year!** We are so excited for everything we have coming up this year, so **stay tuned** to our pages to be the first to hear!

We also have our **educational section**, as the weather takes this **cold turn** we thought it very important to make sure our pups are being cared for on their winter adventures, which you can learn all about in this newsletter! We will finish up by **reflecting upon 2025 at HFB**, which would not have been possible without our lovely and **amazing client base**. We are so thankful for our customers, and hope to see you all again in 2026! **Happy reading!** 📖



Wishing you all a tail wagging good year ahead!



breed of the month!

SHIH TZU

Did You Know? Fun Fact About Shih Tzus!

Shih Tzus were nearly wiped out during the first half of the 20th century, and all Shih Tzus alive today can be traced back to just **14 ancestors** who were used to rebuild the breed!

Characteristics:

Shih Tzu breeds are **small, but loveable** dogs. They are often referred to as **'chrysanthemum faced dogs'** because their face fur grows out in all directions, much like the flower! Known for their **quirky little personalities**, they are no doubt the funniest breed of dog and bring **endless joy** to their owners.

Temperament:

Known for their **comfort seeking habits** and **flexibility**, often they will sleep in strange and seemingly uncomfortable positions! The Shih Tzu can just about sleep anywhere and everywhere, which is a symbol of their relaxation and safety in their environment. They will also commonly get the **'zoomies'** when they are excited, happy, or just out of the bath!

A Bit of History:

The original Chinese breed standard for a Shih Tzu said that they should have the **eyes of a dragon**, the face of an owl, the **head of a lion**, the movement of a goldfish, the **tail of a Phoenix**, and ears like palm trees, among many others.

Size : Small

Quirky Factor : 🐾 🐾 🐾 🐾 🐾

Grooming Schedule: 4-8 weeks

Colours : Black, White, Gold, Red, Silver.



DECEMBER MEMORIES AT HFB 🐾

This winter we have had a blast getting our furry friends ready for the **holiday and new year season!** Our salons have been working round the clock to ensure each and every pup got the perfect experience aboard **The Furrytail Express** this December!

We can't wait to welcome all of our VIPups back to the salon next year for some **exciting new packages and experiences!** 📖

Take a look at some of our **beautiful customers** from the **tail end of 2025!**

SNOWY ADVENTURES ❄️

ADVICE TO MAKE SURE YOUR PUPS ENJOY THE SNOW TO THE FULLEST!

- **Paw protection:** The cold weather can be **harsh** on your pups paws both during and after winter walks. Use **paw boots**, or **wipe** your dogs paws when you return from adventures!
- **Be safe and Seen:** Colder weather comes in tandem with darker nights, keep **yourself and your pup visible** to others by gearing them up with reflective and visible gear, and perhaps a torch for yourself!
- **It gets Chilly!:** This frosty weather can be very **uncomfortable** for your pups, they get cold just like us! Consider investing in a coat or jacket for your furry friend, especially if they are **small and/or short haired**.
- **Beware of the anti-freeze:** Anti freeze, however helpful, is **toxic to your pets**, always ensure that your dogs and cats are kept away. If you have any concern or worry, **contact your vet immediately**.
- **Icy waters:** keep your pets away from **frozen waters**, they may love a swim in the summer months, but ice is a **huge hazard** for pups, especially if they cant tell if it is solid ground or not!

A few small considerations go a long way, and with these tips in mind, you can **relax into your winter walks** knowing that you and your pup are cared for! 🐾



Wishing you a year of endless adventures and happy moments with your furry friend



DO FUTURE YOU A FAVOUR!

Your **annual reminder** to book in your **yearly grooming schedule for 2026** here at HFB! 📅

It may seem excessive, and you may be thinking ‘Thats a problem for future me’, but it doesn’t have to be! Start your year by **doing future you a favour** and book in your pups 2026 grooming schedule in advance!

Why book in advance?

You will get the **first pick at appointments** that suit you and your pup’s schedule. Creating that **peace of mind** that your pup will be happy and equipped for the upcoming seasons, **all year long!**

We have lots of **exciting packages and events** awaiting on the horizons for 2026, and we would love if all of our fluffy friends get to experience the magic that HFB has to offer this year! 🌟

A LOOK BACK AT OUR YEAR AT HFB...

2025 was a truly **year to remember** at HFB, so we wanted to include some of our **highlights** from the year as a way to appreciate our journey as a business. We want to say a huge **thank you** to our amazing **customers** for being the reason all of these achievements were possible! Here’s a little ‘**hound up**’ of our 2025 here at HFB! 🐾

- Opening of our **Cat Grooming Spa!**
- Winner of **Highly Recommended Female Entrepreneur** at the UK Business Awards
- Highly Recommended **Best Small UK Business** at the UK Business Awards
- Winner of **Best Pet Groomer and Training Academy** Business of the year at the Midlands Enterprise Awards
- Expanding the HFB **Training Academy**
- The growth of our HFB **staff team!**

We are ending our year and going into 2026 with so much gratitude, and we can’t wait to see what this next year holds for HFB! ❤️

