

## PRESS RELEASE

### **Nantwich business wins Clinical Animal Behaviourist of the Year**

*For Immediate Release*

**United Kingdom, 2023-** LUXlife magazine has announced the winners of this year's Pet Product & Services Awards.

LUXlife launched the Pet Products and Services Awards several years ago to recognise those companies and individuals who endeavoured to define the luxury pet market. This year we are here to celebrate the successes of our winner's innovative products, services, and impressive dedication to animals.

All of our furry friends deserve to be looked after, encouraged with enrichment, and pampered! Our sensational winners have been altering the luxury pet care industry, and we are so pleased to have them on our side as we strive to give our pets the best life they can possibly have.

Rachel Rodgers, owner of Nose to Trail a pet behaviour service set up in Nantwich in 2020 has been crowned UK winner of Clinical Animal Behaviourist of the Year for 2023.

The difference between "dog training" and "dog behaviour" work is often an area for confusion. As a general rule of thumb "behaviour" is when there is an established problem e.g. separation anxiety – not being able to be left home alone, aggression and fear.

As a full member of the APBC and a registered Clinical Animal Behaviourist on the ABTC register, Rachel can only take on behaviour cases on after getting the OK from the vet.

This is because research by Mills et al. (2020) from the University of Lincoln found that up to 82% of behaviour cases seen by clinical animal behaviourists like me had a health component linked to them. Of these the most common is musculoskeletal pain. This may be things like hip dysplasia, elbow dysplasia, luxating patella's, osteoarthritis and so on – the list is pretty much endless due to the huge range of health conditions that impact our four-legged friends. In dogs the prevalence of osteoarthritis is staggering with 80% of dogs over the age of 8 thought to struggle with this excruciatingly painful condition. But please don't think that if your dog is young then they wouldn't be struggling with this – some research suggests up to 35% of dogs under the age of 1 already struggle with arthritis! Being in pain is highly likely to impact on your dog's behaviour even if you don't spot any physical signs that they are struggling.

Awards Coordinator, Holly Blackwood, commented on their accomplishments: "I am pleased to have had the opportunity to host the 2023 Pet Products and Services Awards this year, and I want to share a huge congratulations to all of our committed winners. They're doing a wonderful job for the health and wellbeing of our pets, and I'm sure we will see this continue for many years to come!"

To find out more about these prestigious awards, and the dedicated establishments that have been selected for them, please visit <http://www.lux-review.com/> where you can view our winners supplement and full winners list.

## **ENDS**

### **Notes to editors.**

#### ***About LUXlife***

LUXlife Magazine is a premium lifestyle publication which was founded in 2015 by the publishing company AI Global Media Ltd. Distributed to a circulation of 94,000 globally, LUXlife focuses on a range of topics within the luxury lifestyle industry, featuring articles on; fashion, beauty, fine dining, travel, luxury real estate and much more. Within our pages you'll find everything from product news and reviews, to in-depth pieces on trends, features and comment; all designed to inform, entertain and inspire.

#### ***Our Mission***

In addition to providing our readers with regular news and updates on all elements of luxury lifestyle, we also provide luxury firms with the perfect media platform to showcase their business to our readership comprised of high net worth individuals. As such, we publish only the most cutting edge of products, services, attractions and events that will appeal to our audience. Some of the world's most internationally renowned brands, individuals, high-end developments and products are highlighted in our magazine so that our esteemed readers will find everything they need to truly live a luxury lifestyle.

#### ***About AI Global Media***

Since 2010 AI Global Media has been committed to creating engaging B2B content that informs our readers and allows them to market their business to a global audience. We create content for and about firms across a range of industries. Today, we have 14 unique brands, each of which serves a specific industry or region. Each brand covers the latest news in its sector and publishes a digital magazine and newsletter which is read by a global audience. Our flagship brand, Acquisition International, distributes a monthly digital magazine to a global circulation of 85,000, who are treated to a range of features and news pieces on the latest developments in the global corporate market.

#### ***About Nose to Trail***

Nose to Trail is a pet behaviour service run by multi award-winning clinical animal behaviourist Rachel Rodgers.

Rachel has a Master's degree in Applied Animal Behaviour and Training. She is a full member of the APBC – Association of Pet Behaviour Councillors and PACT – Professional Association of Canine Trainers.

She lives on the outskirts of Whitchurch with her two small dogs, Rico – a rescue from Portugal, and Maisy a Jack Russell cross Pug.

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*Rachel with her two dogs Rico & Maisy*

