



SCRUFF CLUB
GROOMING

TIPS FOR PUPPY'S FIRST GROOM

*How to prep
your little
legend*

Your pup's first groom is all about confidence, comfort, and good vibes. Here's how you can help them strut into the Scruff Club like a pro:

Touch all the things

Gently handle paws, ears, face, and tail at home so it feels normal.

Get comfy with feet

Hold paws and lightly press toes — this helps with nail trims later.

Brush, don't wrestle

Keep brushing sessions short and calm. If your pup bites the brush, pause, redirect with a toy, and try again later.

Meet the noise

Turn on a hair dryer or vacuum nearby (low, from a distance) so salon sounds aren't scary.

Keep it positive

Praise and treats build confidence — stop before your puppy gets overwhelmed.

Burn off the zoomies

A short walk or play before their appointment helps them relax.

Calm drop-offs = calm pups

Your pup feeds off your energy — relaxed owners help create relaxed dogs.

First grooms aren't about perfection

We focus on trust and comfort first.

The glow-ups come with time.

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