

be selective



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## Dog Groomer **pet remedy** Survey Results

unex  
a complete solution

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## Executive Summary

Over ninety-five percent of the dog groomers said that they would recommend Pet Remedy to their clients, with the remaining 4.3% indicating that they were unsure whether they would. No groomers said that they would not recommend Pet Remedy to their clients.

Eighty-seven percent of the groomers said that they would continue to use Pet Remedy in their grooming salon, with the remaining 12.9% indicating that they were unsure whether they would. Again, no groomers said that they would not continue to use Pet Remedy in their grooming salon.

For 84% of the dogs included in the survey, the groomers felt Pet Remedy moderately or significantly improved the dog's behaviour. Where a dog had a particular dislike, in nearly 80% of cases, the groomers felt that Pet Remedy moderately or significantly improved the response of the dog to the aspect of the grooming that they particularly disliked.

## Introduction

Select were pleased to be asked to help with a survey of professional dog groomers regarding their experiences with using Pet Remedy in their salons, on behalf of Unex Designs Ltd. In conjunction with a dog behaviour specialist, we provided statistical support with the design of the questionnaire, facilitated the set-up and running of the survey and undertook the statistical analysis of the results which are presented in this report.

Unex invited over 150 dog groomers to take part in the study, providing them with Pet Remedy samples to use in their salons. Groomers were asked to provide feedback on the how they felt Pet Remedy affected the comfort and anxiety levels of their clients, particularly for dogs known to find the grooming experience stressful, as well as their overall opinion of the product.

The survey was run online via SurveyMonkey; we were provided with an email list of grooming salons to which we sent out a link to the questionnaire for completion. A pdf copy of the questionnaire (a copy of which is distributed together with this report) was also provided to enable the groomers to print and complete a paper copy for online submission at a later time.

Groomers were encouraged to respond to the survey no matter what the results were, i.e., whether or not they were happy with the product and/or saw a positive response, and to provide responses for all dogs assessed. Guidance was provided on the behavioural language used in the questionnaire and instructions on the use of Pet Remedy were given. A copy of the guidance provided to all groomers (via email) is included as an Appendix to this report.

## Data

Groomers were invited to begin providing responses to the survey on 23<sup>rd</sup> April 2015 and the survey was closed on 30<sup>th</sup> September 2015. Following closure of the survey, the final set of questionnaire responses was exported from SurveyMonkey and downloaded as a csv file. These data were then read into the statistical software package R, ready for analysis.

Prior to analysis, the data were cleansed to remove any ineligible and incomplete responses. Before analysing the groomer-level responses, and where possible given the information provided, multiple submissions from the same groomer/salon were consolidated. Where there were multiple responses from a groomer for the same groomer-level question, the most recent response was selected for

inclusion in the analysis. The most recent response was thought to best reflect the opinion of the groomer at their most informed point, i.e., when they had obtained most experience with the product.

Out of the three-hundred and fifteen questionnaires received in total, 23 (7.3%) ineligible responses were removed where the groomer indicated that the owner had not given verbal consent for their dog to be assessed and 1 (0.3%) where the response provided was for a cat. A further 47 (14.9%) incomplete responses, where the groomer had only provided general information and no product feedback, were also removed prior to analysis. Two (0.6%) partially-complete responses, which had missing data for the final overall, groomer-level questions, were retained as dog-level feedback was still available from these questionnaires.

Two-hundred and forty-four responses remained for analysis, which were provided by 71 different grooming salons. The groomings recorded took place between 4<sup>th</sup> March and 30<sup>th</sup> September 2015 inclusive. The number of responses (i.e., dogs) per groomer ranged from 1 to 17, with a median of 2 per salon (mean=3.44). A bar plot of the number of responses received per groomer is given in Figure 1 below.

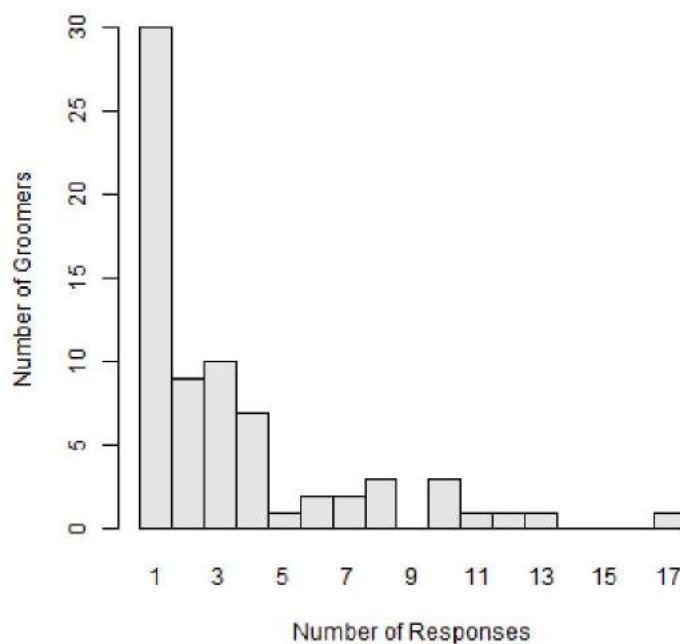


Figure 1: A bar plot of the numbers of responses received per groomer.

The results of the statistical analysis of the survey responses are given below. As this was not a randomised study and no control (or placebo) product was included, the analysis focusses on simple summaries of the responses/opinions provided by the groomers.

### Exclusions for Dog-level Results

We note that the opinions of the groomers are necessarily subjective and that the results could be vulnerable to biases where comparisons are made between visits where Pet Remedy was applied



versus previous groom(s) without Pet Remedy. For example, general improvements in behaviour and/or reductions in stress and anxiety could occur over time (between visits) for these dogs, separate from any effect of Pet Remedy. However, where possible, attempts were made to limit any biases in the results.

In particular, for the dog-level comparisons between visits, exclusions were applied to ensure that only results where the conditions of the groom were not more favourable to the Pet Remedy visit, in terms of a number of key factors, were included in the analysis. Advice regarding the possible confounding factors to consider was sought from a dog behaviour specialist and included the use of oral sedation and other non-medical support, dog training and behaviourist classes, the number of dogs present during the groom, the use of flea shampoos and the condition of the dog on arrival at the salon. Forty-two (17.2%) of the responses were excluded prior to analysis where differences were reported in the conditions of the groom between those grooms where Pet Remedy was applied and previous visit(s) without Pet Remedy. Excluding these responses helps to avoid the potentially biasing effects of the possible confounders considered.

## Results

### Groomer-level

Seventy (98.6%) of the 71 groomers who responded to the survey answered the overall, groomer feedback questions. Of these 70 groomers, 67 (95.7%) said that they would recommend Pet Remedy to their clients, with the remaining 3 (4.3%) indicating that they were unsure whether they would. No groomers said that they would not recommend Pet Remedy to their clients.

Sixty-one (87.1%) of the 70 groomers said that they would continue to use Pet Remedy in their grooming salon, with the remaining 9 (12.9%) indicating that they were unsure whether they would. Again, no groomers said that they would not continue to use Pet Remedy in their grooming salon.

The results of the groomer-level questions are given in Table 1 (towards the end of this report) and visualised in Figure 2 below. A number of free-text comments were also provided by the groomers, sharing their other observations, which are provided in Table 2.

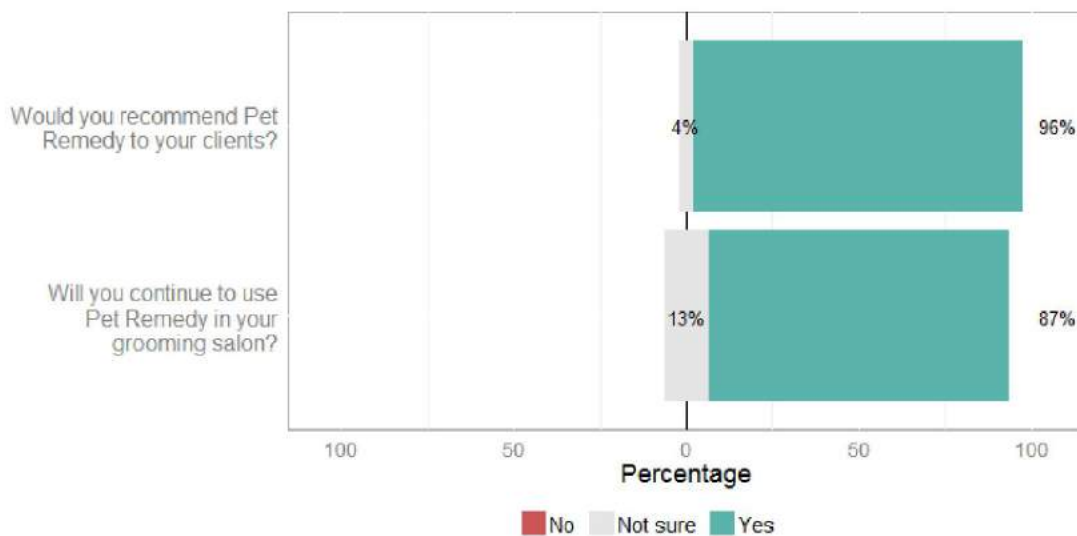


Figure 2: A Likert plot of the responses to the groomer feedback questions. Note: one missing response has been excluded from each question.

### Dog-level

Complete responses to the dog-level questions were received for 242 dogs from the 71 groomers.

A summary of the number of dogs by breed (and breed group according to the Kennel Club breed standards) is given in Table 3. The most common breed group in the study was the utility group with 59 (24.2%) dogs, followed by gundog and “Other” both with 45 dogs (18.4%) in each. The “Other” breed responses are included as a group in Table 3 and the free-text “Other” breeds given are listed in Table 4.

The ages of the dogs ranged from 1 month to 24 years, with a median of 3 years and 9 months, and a mean of approximately 4 years and 3 months. One-hundred and fifty-nine (65.2%) of the dogs had been neutered. Of those dogs that had been neutered, there were 36 missing responses for the age of neutering. Where available, the reported age of neutering ranged from zero months to seven years and six months, with a median age of 1 year and a mean of 1 year and 2.76 months.

The ownership histories of the dogs are summarised in Table 5. The most common history was “Owned from puppy” for 160 (65.6%) of the dogs, followed by “General Rescue” for 31 (12.7%).

The groomers reported that 22 (9.0%) of the dogs had medical history of note. Details of these histories are provided in Table 6.

When asked whether the dog was normally friending or unfriendly around other dogs, 159 (65.2%) were reported as friendly, 35 (14.3%) unfriendly and 50 (20.5%) of the groomers were unsure.

In Table 7, a summary of the existing anxiety issues reported for the dogs is provided. The most common existing anxiety was separation anxiety which was recorded for 76 (31.1%) of the dogs, followed by fear aggression for 47 (19.3%). Details of the other existing anxiety issues reported are given in Table 8.

Overall, for the 244 dogs included in the survey, the groomers felt that in 126 (51.6%) of cases Pet Remedy moderately improved the dog’s behaviour and in 80 (32.8%) significantly improved the dog’s behaviour. In only 2 (0.8%) cases did the groomers feel that the dogs became slightly or much more anxious with Pet Remedy.

One-hundred and eight (60.7%) of the dogs were reported to have an aspect of the grooming that they particularly dislike. Details of these dislikes are given in Table 9. Where a dog had a particular dislike, the groomers felt that in 66 (44.6%) of cases Pet Remedy moderately improved the response of the dog to the aspect of the grooming that they particularly dislike, and in 52 (35.1) significantly improved it. In only 1 (0.7%) case did a groomer feel that the dog became slightly more anxious when using Pet Remedy.

The results of these overall, dog-level questions are given in Table 10 and visualised in Figure 3 below.

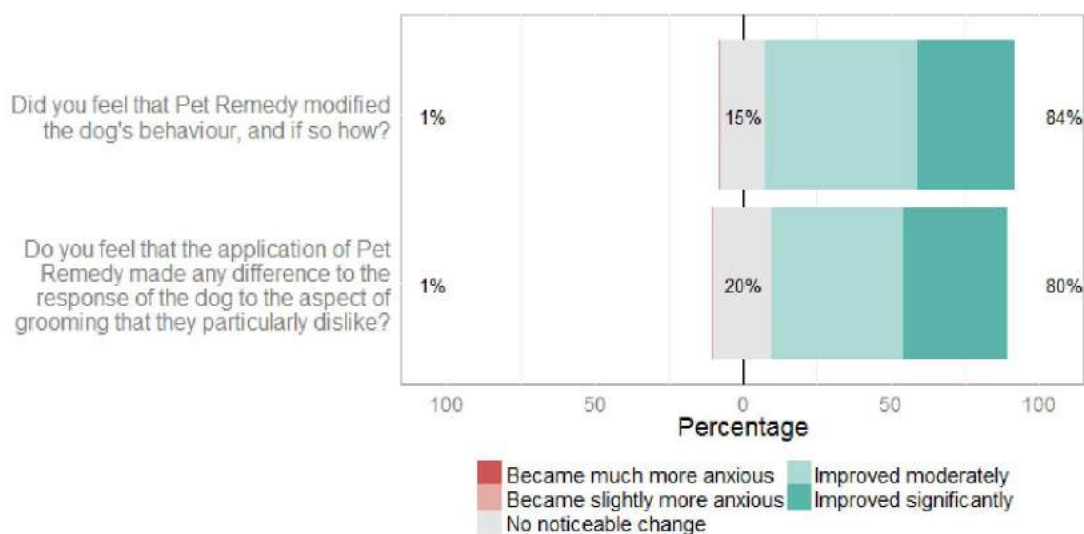


Figure 3: A Likert plot of the responses to the dog-level feedback questions.

Stratifying the responses to these dog-level questions by the dog demographics reported above, we can explore whether the results vary by breed, for example. The results of this stratified analysis are presented in Figure 4. Given the largely consistent, positive feedback received and the relatively low numbers of dogs observed in some of the breed groups (e.g., 7 [2.9%] in the pastoral group), there don’t appear to be any clear differences in the results reported by breed. Similar analyses stratified by ownership history, friendliness around other dogs and neutered status are shown in Figure 5, Figure 6 and Figure 7, at the end of this report.



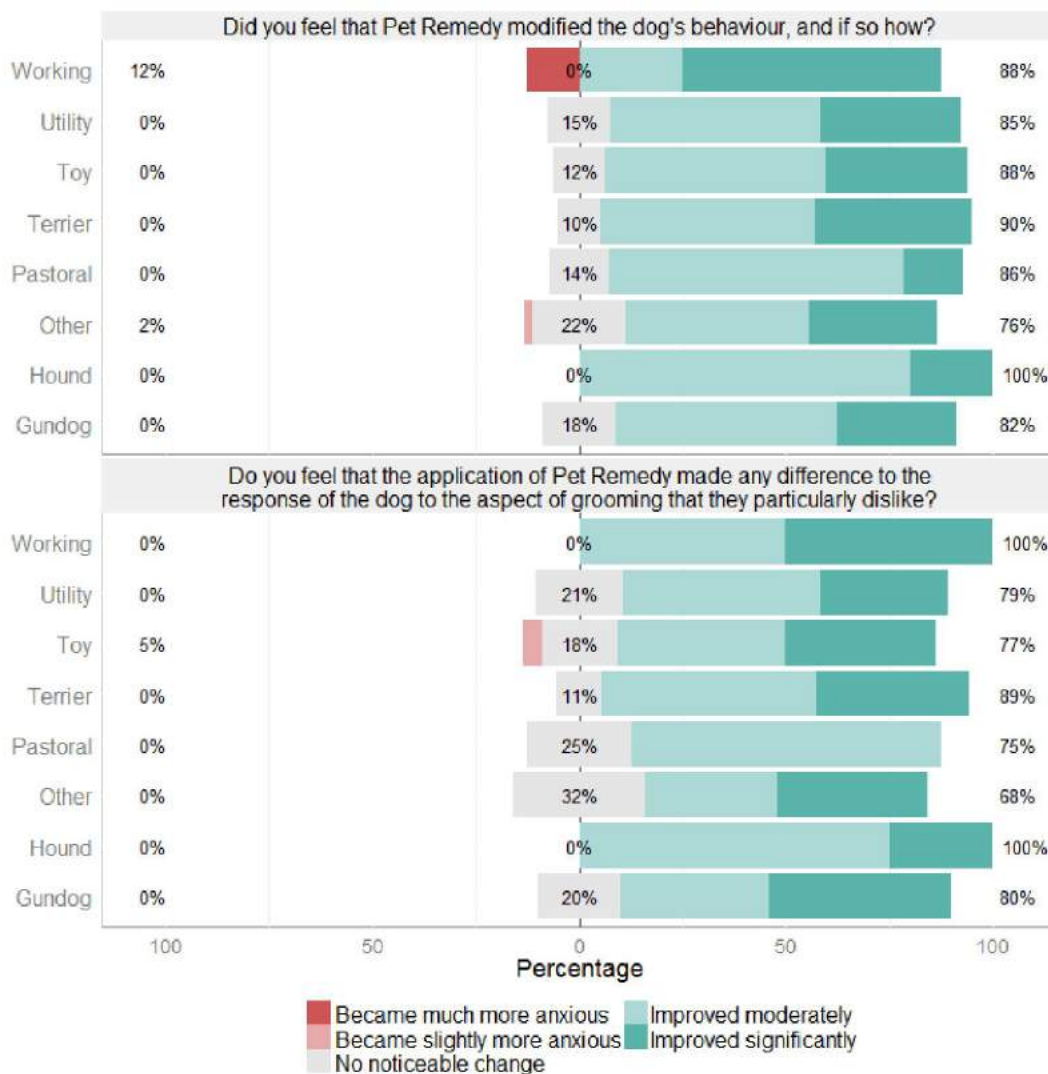


Figure 4: A Likert plot of the responses to the dog-level feedback questions, stratified by dog breed group.

As discussed in the Data section above, for the dog-level comparisons between visits, 42 (17.2%) of the responses were excluded prior to analysis where differences were reported in the conditions of the groom between those grooms where Pet Remedy was applied and previous visit(s) without Pet Remedy. For example, there were 11 (4.5%) cases where the dogs presented with matted hair in the groom without Pet Remedy but without matted hair in the groom when Pet Remedy was applied (see Table 11). In these cases, any reduction in stress/anxiety observed in the Pet Remedy visit could be due to the lack of matted hair compared to the visit(s) without Pet Remedy.

When rating the dog's level of comfort on arrival at the grooming salon: out of the 128 cases where they were recorded as being mildly or very anxious at previous visit(s), 77 (60.2%) dogs were recorded as being "confident, friendly and relaxed" or "relaxed but slightly reserved" with Pet Remedy. Whereas, for only 3 out of 54 (5.6%) dogs was the opposite true, i.e., where they were recorded as being mildly or very anxious with Pet Remedy and "confident, friendly and relaxed" or "relaxed but slightly reserved" at previous visit(s). A cross-tabulation of these results is given in Table 12.

Recording the change in the dog's emotional state during the grooming session: out of 105 cases where they were recorded as becoming slightly or very anxious at previous visit(s), 76 (72.4%) were recorded as having no noticeable change or becoming more relaxed with Pet Remedy. Whereas, for only 4 out of 33 (12.1%) dogs was the opposite true. A cross-tabulation of these results is given in Table 13

When recording whether the dog appeared worried and displayed calming signals (such as lip licking, turning head away, avoiding physical contact, and showing whites of eyes): out of 109 cases where they were recorded as doing so at previous visit(s), 59 (54.1%) were recorded as not doing so with Pet Remedy. On the other hand, for only 13 out of 92 (14.1%) dogs was the opposite true. A cross-tabulation of these results is given in Table 14.

Reporting whether they were able to pick up each of the dog's paws easily for nail clipping: out of 114 cases where the groomers recorded that the dog pulled their paws away or was very anxious at previous visit(s), 69 (60.5%) were recorded as being "mildly uncomfortable but tolerant" or "happy for their paws to be held" with Pet Remedy. On the other hand, for only 2 out of 46 (4.3%) dogs was the opposite true. A cross-tabulation of these results is given in Table 15.

When recording whether the dog showed any anxiety to the noise of the clippers or scissors: out of 98 cases where the dogs were mildly or very anxious at previous visit(s), 58 (59.2%) were recorded as being "relaxed but slightly reserved" or "confident, friendly and relaxed" with Pet Remedy. Whereas, for only 1 out of 41 (2.4%) dogs was the opposite true. A cross-tabulation of these results is given in Table 16.

The results of the dog-level comparisons between visits, described above, are consistent with the groomers observing a lower level of anxiety for the dogs whilst being groomed when using Pet Remedy compared with their previous visit(s) without Pet Remedy.



## Tables

Question	No	Not sure	Yes	Total
Would you recommend Pet Remedy to your clients?	0 (0)	3 (4.3)	67 (95.7)	70 (100)
Will you continue to use Pet Remedy in your grooming salon?	0 (0)	9 (12.9)	61 (87.1)	70 (100)

Table 1: A summary of the number (%) of responses to the groomer feedback questions. Note: one missing response has been excluded from each question.

### Is there any other information that you would like to share and/or observations you would like to make?

I use the plug in diffuser all of the time, I spray the table and my clothing 5 minutes before a dog is due to arrive and then I spray around the dog before grooming. I feel it is a very useful product and I feel more relaxed and the dogs also seem more calm and relaxed when the product is used. I have had dogs fall asleep on the grooming table and also shown in this case study, this dog could not be touched at the start of the groom even requiring a muzzle and by the end of it, I took the muzzle off, stroked him all over and even had a cuddle. Great product.

Love the spray. Will continue to use and recommend

the Scottie dog was just a very nasty dog

Pet remedy made a huge difference in our effort to get Archie to accept us working around his face. Today was the first time we completed all the scissoring around face and between eyes!!!!!!

This does work with some dogs but not all, it depends on their level of anxiety and the previous experiences. Pet Remedy combined with kindness techniques and a little more time spent on the anxious ones is a good combination.

Inca wouldn't even come into the salon & on several occasions has peed & pooped when handled. He is very aggressive & even when muzzled would try to fight. We are now to the point that he walks in, doesn't eliminate, and can be groomed without a muzzle. Big progress for a dog of his age & the degree he hated to be groomed.

We have kept the plug in going and noticed a general calmer demeanour with slightly nervous dogs coming into the salon and settling down a lot quicker. Very happy to recommend

I think that Chester is a very troubled dog from a previous bad grooming experience- don't think he will overcome remembered pain. He arrives in a muzzle calms with Pet remedy but randomly lashes out to bite (though muzzle on). Have Pet Remedy plug in + spray my hands & his chin to calm him which I will continue to use.

Tammy is my puppy and this was her first groom I used pet remedy as she was anxious about the face being clipped for the first time and it helped a little. I also used the plug in at home as a new puppy upset the other 2 dogs and it did help keep them calm while she settled in

No change with this dog, but have seen changes in my own dogs at shows and in grooming competition.

I have a half dividing door between entrance and salon. I always know if it's worked as they stop trying to climb it get off and just walk away from the owner within 10 seconds or so.

Owner uses the spray in home and it has stopped her from eliminating in her crate on a daily basis

This first report is for my own dog Roy who 'acts up' when bored disappointed or not sure of something apart from being anxious about children ( understandably, usually other way round , but my accident did mark him' and not liking breaking glass or very loud noises ( also understandably)'

I brought the stand to sell products in the salon and a few customers have brought it and I'm waiting for their feedback. I tried the product at home because I couldn't introduce my 2yr old dog to my new puppies without her viciously attacking them. This was a last resort as behaviourists and trainers weren't helping the situation. I had the plug ins going in every room downstairs and I could tell that the atmosphere was becoming more chilled. Definite improvement in her behaviour, she's a chilled out pup at home now and I know when I need a refill as all 4 of my dogs will turn hyper again! Love the product and will highly recommend and keep using myself.

Although still anxious not as bad as previous visits.

Millie was slightly better this time so have advised owner to try skullcap and valerian tablets as well as using pet remedy and more frequent sessions with me just for treats and fuss.

I think only on a long term use we will see significant improvement.

The battery pump makes a noise that can frighten at times. For salon would like a commercial version runs off electric. We have it on all the time. Helps groomers and anxious owners as well. Would also like sticker on door we are a pet remedy groomer or something and maybe a listing on your website. Training courses on nervousness run through pet remedy happy to pay but with your backing. We have held massage courses and even the tutor commented how dogs where different to normal

Last visit dog had an abscess under her ear.

I sold this client the travel spray bottle to try out prior to us knowing that grooming was a trigger. They contacted me 2 days later wanting to purchase the larger bottle as they had such good success with Finlay's separation anxiety

With the help of pet remedy I was able to groom this dog fully and in half the time. Usually only able to part groom to keep healthy and with rest periods but better than having him sedated like before.

I felt the Pet Remedy spray made me calmer and relaxed, being new to grooming this was a great help to me. However the plug in does tend to give me headache as my grooming room is small.

I noticed that Dinky was overall far more relaxed with the grooming experience this visit when I was using pet remedy however it made no difference to her trigger areas but I think that would be a miracle if it did lol

Lola's anxiety due to losing her sister has been very high. She gradually relaxed once in the salon and with lots of praise was less fidgety.

I always have a pug in on in the shop and grooming parlour I also use it at home as my dog has dementia and it really helps.



Think the spray smells not very nice and stays on our tunics even after been washed

I have always employed the use of bach flower / rescue remedy and this product absolutely works just as well if not better

Unfortunately the plug in keeps leaking so I am unable to use it

I have sold it to customers and they said it worked for them at home.

The plug in drips, I am on my second one (you have me a replacement at Crufts) it constantly drips very slowly. Also the large spray bottle does not spray easily. The plugin issue may well prevent me purchasing further supplies.

**Table 2: The free-text responses provided by the groomers. Note: typographic errors have been corrected for clarity.**

NB. In response to comments received from groomers (as shown above) Pet Remedy have already made the following improvements:

**ABSORBENT DRIP RING** now included in every diffuser and refill pack for those occasions when the bottle drips a little. This can happen if there is excessive air movement in the room where the diffuser is located. The warm air rising from the diffuser then tries to draw up more liquid than can be diffused into the air, so this can result in a few drips running down the bottle. The absorbent drip ring now takes care of this!

We will introduce in November 2015 a **NEW AND MORE ROBUST TRIGGER SPRAY** for the 200ml calming spray. It is more resilient and has a stronger spring mechanism than the current one.



Breed Group	Breed	Number (%) of Dogs
<b>Gundog</b>	Retriever (Flat Coated)	1 (0.4)
	Retriever (Golden)	6 (2.5)
	Retriever (Labrador)	6 (2.5)
	Spaniel (Cocker)	19 (7.8)
	Spaniel (English Springer)	13 (5.3)
	Retriever (Flat Coated)	1 (0.4)
	Total	45 (18.4)
<b>Hound</b>	Basset Hound	6 (2.5)
	Dachshund (Long-Haired)	2 (0.8)
	Dachshund (Miniature Long-Haired)	1 (0.4)
	Greyhound	1 (0.4)
	Total	10 (4.1)
<b>Pastoral</b>	Bearded Collie	2 (0.8)
	Border Collie	2 (0.8)
	Collie (Rough)	1 (0.4)
	German Shepherd Dog	2 (0.8)
	Total	7 (2.9)

<b>Terrier</b>	Airdale Terrier	1 (0.4)
	Border Terrier	4 (1.6)
	Cairn Terrier	3 (1.2)
	Dandie Dinmont Terrier	1 (0.4)
	Fox Terrier (Wire)	3 (1.2)
	Irish Terrier	1 (0.4)
	Jack Russell Terrier	1 (0.4)
	Lakeland Terrier	1 (0.4)
	Scottish Terrier	5 (2)
	Welsh Terrier	1 (0.4)
	West Highland White Terrier	8 (3.3)
	Total	29 (11.9)
<b>Toy</b>	Bichon Frise	15 (6.1)
	Cavalier King Charles Spaniel	3 (1.2)
	Chihuahua (Long Coat)	5 (2)
	Coton De Tulear	1 (0.4)
	Lowchen (Little Lion Dog)	1 (0.4)
	Maltese	1 (0.4)
	Papillon	1 (0.4)
	Yorkshire Terrier	14 (5.7)
	Total	41 (16.8)

<b>Utility</b>	Dalmatian	1 (0.4)
	Lhasa Apso	4 (1.6)
	Miniature Schnauzer	8 (3.3)
	Poodle (Miniature)	6 (2.5)
	Poodle (Standard)	6 (2.5)
	Poodle (Toy)	4 (1.6)
	Schnauzer	5 (2)
	Shih Tzu	22 (9)
	Tibetan Terrier	3 (1.2)
	Total	59 (24.2)
<b>Working</b>	Alaskan Malamute	2 (0.8)
	Boxer	1 (0.4)
	Doberman	1 (0.4)
	Newfoundland	1 (0.4)
	Portuguese Water Dog	1 (0.4)
	Rottweiler	1 (0.4)
	Siberian Husky	1 (0.4)
	Total	8 (3.3)
<b>Other</b>	-	45 (18.4)
<b>Total</b>	-	244 (100)

Table 3: A summary of the number (%) of dog breeds observed.



Other Breeds			
ragdoll	poodle x	Sprocker	unknown
Cross Breed - Terrier	poodle x	Unknown but at a guess Alsatian cross	Westy X Yorkie
Labradoodle	Shepherd x	cockerpoo	Shih Tzu x Lhasa
Poodle X	Cockerpoo	Terrier cross	COCKAPOO
Cross	Husky/Malamute x	Labradoodle	JACK RUSSELL X POODLE
Labradoodle	Lhasa X Yorkie	cross Lhasa/Bichon	SHIH TZU CROSS
Collie x springer	Mixed terrier	Collie/poodle	pug cross shih Tzu
Poodle X	Westie x shih tzu?	Wire fox terrier	COCKAPOO
Labrador/poodle	Cavapoo	Golden Retriever X Poodle (Goldendoodle)	
Cocker/poodle	labradoodle	COCKERPOO	
Cocker/poodle	Poodle x Yorkie	Shih tzu / Yorkie cross	
Sheba Inu	Westie x Chihuahua	Cavapoo	

Table 4: A list of the free-text "Other" breeds reported. Note: typographic errors have been corrected for clarity.

Breed Rescue	Breeder	General Rescue	Gifted	Other	Owned from puppy	Stray	Total
11 (4.5)	30 (12.3)	31 (12.7)	3 (1.2)	7 (2.9)	160 (65.6)	2 (0.8)	244 (100)

Table 5: A summary of the ownership histories of the dogs; number (%).

Medical History		
Had anal gland problems	Skin problems in the past	Had front leg amputated as a puppy
arthritis and pancreas problems	Skin allergies	Spinal issues, had surgery to rectify. These led to pain related fear/ aggression.
very bad separation anxiety cannot be left on her own needs to be with another dog if left	Colitis, arthritic back legs	Skin condition, pyoderma
skin problems	Anal gland abscess	Has cataracts and large cancer tumors on rear of body.
Eclampsia	Beef allergy + 'popping hips & knees'	She suffers with pancreatitis
breathing difficulties and skin issues	Broken legs and back	Luxating Patella, Phantom Pregnancies
Hip replacement following accident and fracture of hip at 11 months old	Dislocating knee caps	
Sore ears Under vets treatment	Hind leg amputation due to RTA	

Table 6: A list of the free-text medical histories of note.

Existing Anxiety Issue	No	Yes	Total
Noise Phobia	204 (83.6)	40 (16.4)	244 (100)
Fear Aggression	197 (80.7)	47 (19.3)	244 (100)
Travel Sickness	235 (96.3)	9 (3.7)	244 (100)
Separation Anxiety	168 (68.9)	76 (31.1)	244 (100)
Other	218 (89.3)	26 (10.7)	244 (100)

Table 7: A summary of the existing anxiety issues reported for the dogs; number (%).

Other Anxiety Issues	
does not like being touched by his owner	Does not like any dogs or small furries
Terrified of being handled or scissored around face. He really puts up a fight.	Nail clipping
Just old age nervousness. Wasn't groomed professionally until it was around 10 years old	Very highly strung. Fear of grooming and jumps around and twist onto back. Always sedated by previous groomer since a puppy.
Spent the first 12 months living in a crate & was severely matted when first groomed. Is very nervous of being handled & will try to lay flat at any opportunity.	Nervous around new people
Was badly matted on previous visit and hasn't liked grooming since	Some aggression issues and easily stressed
Aggressive/reactive when front legs and back end is handled	Gets aggressive when touching legs
Always nervous and anxious about different situations	First groom was traumatic
Hates being groomed, from drying to clipping & being handles underneath	Shakes on the table
Over excited	Doesn't like being bathed or groomed
Front legs being touched	Fear of the smell of blood
Groomers, banned from other groomers	Scared of scissors
Aggression	Fear related to back end/ back following spinal surgery
Nervous of everything	

**Table 8: A list of the free-text other anxiety issues reported. Note: typographic errors have been corrected for clarity.**



Particular Dislikes				
Feet being touched	Ears and feet being touched	Everything before, no other groomer could do a thing	Feet being touched & not being groomed by me.	all of it even with the owner there she is not very happy but even the owner saw a difference in her after using pet remedy
legs and feet	noise of dryer especially around face	Everything!!!! Advised sedation or owner stays next time	Clipping nails, scissors	Back end being lifted from sitting, and clipped as badly matted.
being touched	bottom	Prep work	Being clipped, legs and feet being touched	The dryer
clippers around mouth and face	dryer	Brushing	Dislikes the whole process from start to finish	Hates having feet touched
scissors around the face	legs being touched, brushing	Ears being touched plucked.	blaster drier and muzzle	bathing
legs and feet	having front legs touched as he had an operation on one when he was younger	Being touched	Clippers near head area	front legs and paws being touched
everything	clipping	face being groomed	Feet being touched and bath	Some stripping of the legs and time in a kennel
handling paws	having face groomed	legs and feet being touched, will get really stressed when trying to do these	She really dislikes her front legs and feet being done, she will threaten to bite but she manageable with gentle handling and treats	Nail clipping
Face due to poor handling by previous groomer	The hair drier	nail clipping	Very tense scared little boy fear builds over session	the blaster - drier
Head, face, eyes, feet, nails	Any clipping and scissors	head	All of it	Grooming rear end

Shaving feet	Her legs and feet	De-matting	Legs and under carriage	Feet and face
scissors around face and legs and paws	Feet and nails	nail trimming	This was Minnie's first groom. I did not have the Pet Remedy diffuser on when the groom started. She was very worried about the clippers and the snipping sound of the scissors.	dryer
scissors around the face	De matting around neck	paws touched	Has difficulty standing for long periods due to only three legs	Dryer
legs	Nails and feet	Nails clipped & paws trimmed	He just doesn't stay still. Almost like a hyperactive, attention deficit type of behaviour.	Face area
feet	Drying	Nails	loud noise of blaster	Dryer
Nails, clipping, esp. legs & underbelly	Drying	Nail clipping	clipping round bum	NAIL CLIPPING
All of it	All of it	Sensitive with his legs especially his front ones	nail clipping	SCISSOR WORK
All of it	Nails, & being dried	dryer	Had a bad experience with pervious groomer is nervous in general	Feet being done
Touching his back legs & hygiene area	She dislikes brushing out knots and matts	Foot trimming and nails, sometimes grooming legs. not aggressive but gets stressed	Bath	nail trimming
Being handled & clipping	Face area been touched	front legs clipped, being bathed and picked up	Eyes and face trim, end and ears plucked	tops of feet being touched/brushed
He is afraid of being handled & moved, will panic & try to lie down. A bait jumpy with	Dryer	front feet touched	Ears & Feet	Head being dried

the sound of scissors				
Nails being clipped	Dryer	anything to do with his legs and head	The hair dryer	dryer
Ears being clipped	Drying her face and brushing tangles	not too keen on being bathed and dried	having feet touched	dryers
clipping matted areas	keeping still	dislikes ears being done	Feet being touched, kicks a lot	The feet and legs being touched
Paw clipping	Everything.	the bath	Legs being touched, clippers near head and ears	drying
Nails, foot handling, handling muzzle and back end	trimming head as he has ear problems (sore ears)	nail clipping	nail clipping and the blaster	His ears
Most handling, can nip suddenly	Clipping the coat owner prefers Emma short so she does not get matted	Blasting	The dryer	Feet
face	at a previous Grooming parlour they bled most of her nails so Maisey is still very sensitive on her legs	Being blasted	Nails being clipped	
hygiene clip	Very foot and ear shy	She normally barks when not her turn	clearing around the eyes	
Dryers	front legs and feet	legs, feet & face being done	Previously very funny about his head and feet and couldn't groom his head, this groom completed his groom and he was happy for me to do so	

Table 9: A list of the free-text particular dislikes reported. Note: typographic errors have been corrected for clarity.



Question	Became much more anxious	Became slightly more anxious	No noticeable change	Improved moderately	Improved significantly	Total
Did you feel that Pet Remedy modified the dog's behaviour, and if so how?	1 (0.4)	1 (0.4)	36 (14.8)	126 (51.6)	80 (32.8)	244 (100)
Do you feel that the application of Pet Remedy made any difference to the response of the dog to the aspect of the grooming that they particularly dislike?	0 (0)	1 (0.7)	29 (19.6)	66 (44.6)	52 (35.1)	148 (100)

Table 10: A summary of the number (%) of responses to the dog-level feedback questions.

Matted Hair	Today's Visit with Pet Remedy		
	No	Yes	Total
Previous Visit(s)			
No	175 (94.1%)	11 (5.9%)	186 (100)
Yes	18 (31.0%)	40 (69.0%)	58 (100)
Total	193 (79.1%)	51 (20.9%)	244 (100)

Table 11: A cross-tabulation of the number (%) of dogs arriving with matted hair on their visit with Pet Remedy compared their previous visit(s) without.

Previous Visit(s)	Today's Visit with Pet Remedy				Total
	Confident, friendly and relaxed	Relaxed but slightly reserved	Mildly anxious, uncomfortable and fidgety	Very anxious, could be aggressive or display learned helplessness	
Confident, friendly and relaxed	25 (96.2)	1 (3.8)	0 (0)	0 (0)	26 (100)
Relaxed but slightly reserved	12 (25.5)	32 (68.1)	2 (4.3)	1 (2.1)	47 (100)
Mildly anxious, uncomfortable and fidgety	17 (18.7)	45 (49.5)	29 (31.9)	0 (0)	91 (100)
Very anxious, could be aggressive or display learned helplessness	1 (2.7)	14 (37.8)	11 (29.7)	11 (29.7)	37 (100)
Total	55 (27.4)	92 (45.8)	42 (20.9)	12 (6)	201 (100)

Table 12: A cross-tabulation of the dog's reported level of comfort on arrival at the grooming salon for today's visit with Pet Remedy versus previous visit(s) without; number (%).

Previous Visit(s)	Today's Visit with Pet Remedy					Total
	Became more confident, friendly and relaxed	Became more relaxed but still slightly reserved	No noticeable change	Became slightly more anxious, uncomfortable and fidgety	Became very anxious, could be aggressive or display learned helplessness	
Became more confident, friendly and relaxed	9 (81.8)	1 (9.1)	1 (9.1)	0 (0)	0 (0)	11 (100)
Became more relaxed but still slightly reserved	35 (62.5)	19 (33.9)	0 (0)	1 (1.8)	1 (1.8)	56 (100)
No noticeable change	4 (13.8)	10 (34.5)	13 (44.8)	2 (6.9)	0 (0)	29 (100)
Became slightly more anxious, uncomfortable and fidgety	17 (29.3)	33 (56.9)	1 (1.7)	7 (12.1)	0 (0)	58 (100)
Became very anxious, could be aggressive or display learned helplessness	5 (10.6)	19 (40.4)	1 (2.1)	13 (27.7)	9 (19.1)	47 (100)
<b>Total</b>	70 (34.8)	82 (40.8)	16 (8)	23 (11.4)	10 (5)	201 (100)

Table 13: A cross-tabulation of the reported change in the dog's emotional state during the grooming session for today's visit with Pet Remedy versus previous visit(s) without; number (%).



	Today's Visit with Pet Remedy		
Previous Visit(s)	No	Yes	Total
No	79 (85.9)	13 (14.1)	92 (100)
Yes	59 (54.1)	50 (45.9)	109 (100)
<b>Total</b>	<b>138 (68.7)</b>	<b>63 (31.3)</b>	<b>201 (100)</b>

Table 14: A cross-tabulation of whether the dog appeared worried and displayed calming signals for today's visit with Pet Remedy versus previous visit(s) without; number (%).

	Today's Visit with Pet Remedy					
Previous Visit(s)	Happy for paws to be held	Mildly uncomfortable but tolerant	Pulled paws away	Very anxious, could be aggressive or display learned helplessness	Not applicable	Total
Happy for paws to be held	35 (100)	0 (0)	0 (0)	0 (0)	0 (0)	35 (100)
Mildly uncomfortable but tolerant	19 (41.3)	25 (54.3)	2 (4.3)	0 (0)	0 (0)	46 (100)
Pulled paws away	9 (16.1)	36 (64.3)	10 (17.9)	0 (0)	1 (1.8)	56 (100)
Very anxious, could be aggressive or display learned helplessness	3 (5.2)	21 (36.2)	13 (22.4)	21 (36.2)	0 (0)	58 (100)
Not applicable	0 (0)	0 (0)	0 (0)	0 (0)	6 (100)	6 (100)
<b>Total</b>	<b>66 (32.8)</b>	<b>82 (40.8)</b>	<b>25 (12.4)</b>	<b>21 (10.4)</b>	<b>7 (3.5)</b>	<b>201 (100)</b>

Table 15: A cross-tabulation of whether the groomer was able to pick up the dog's paws easily for nail clipping for today's visit with Pet Remedy versus previous visit(s) without; number (%).

Previous Visit(s)	Today's Visit with Pet Remedy					Total
	Confident, friendly and relaxed	Relaxed but slightly reserved	Mildly anxious, uncomfortable and fidgety	Very anxious, could be aggressive or display learned helplessness	Not applicable	
Confident, friendly and relaxed	25 (100)	0 (0)	0 (0)	0 (0)	0 (0)	25 (100)
Relaxed but slightly reserved	24 (45.3)	28 (52.8)	1 (1.9)	0 (0)	0 (0)	53 (100)
Mildly anxious, uncomfortable and fidgety	7 (13.2)	33 (62.3)	13 (24.5)	0 (0)	0 (0)	53 (100)
Very anxious, could be aggressive or display learned helplessness	3 (6.7)	15 (33.3)	19 (42.2)	8 (17.8)	0 (0)	45 (100)
Not applicable	1 (4)	0 (0)	0 (0)	0 (0)	24 (96)	25 (100)
Total	60 (29.9)	76 (37.8)	33 (16.4)	8 (4)	24 (11.9)	201 (100)

Table 16: A cross-tabulation of whether the dog showed anxiety to the noise of the clippers or scissors for today's visit with Pet Remedy versus previous visit(s) without; number (%).

## Additional Figures

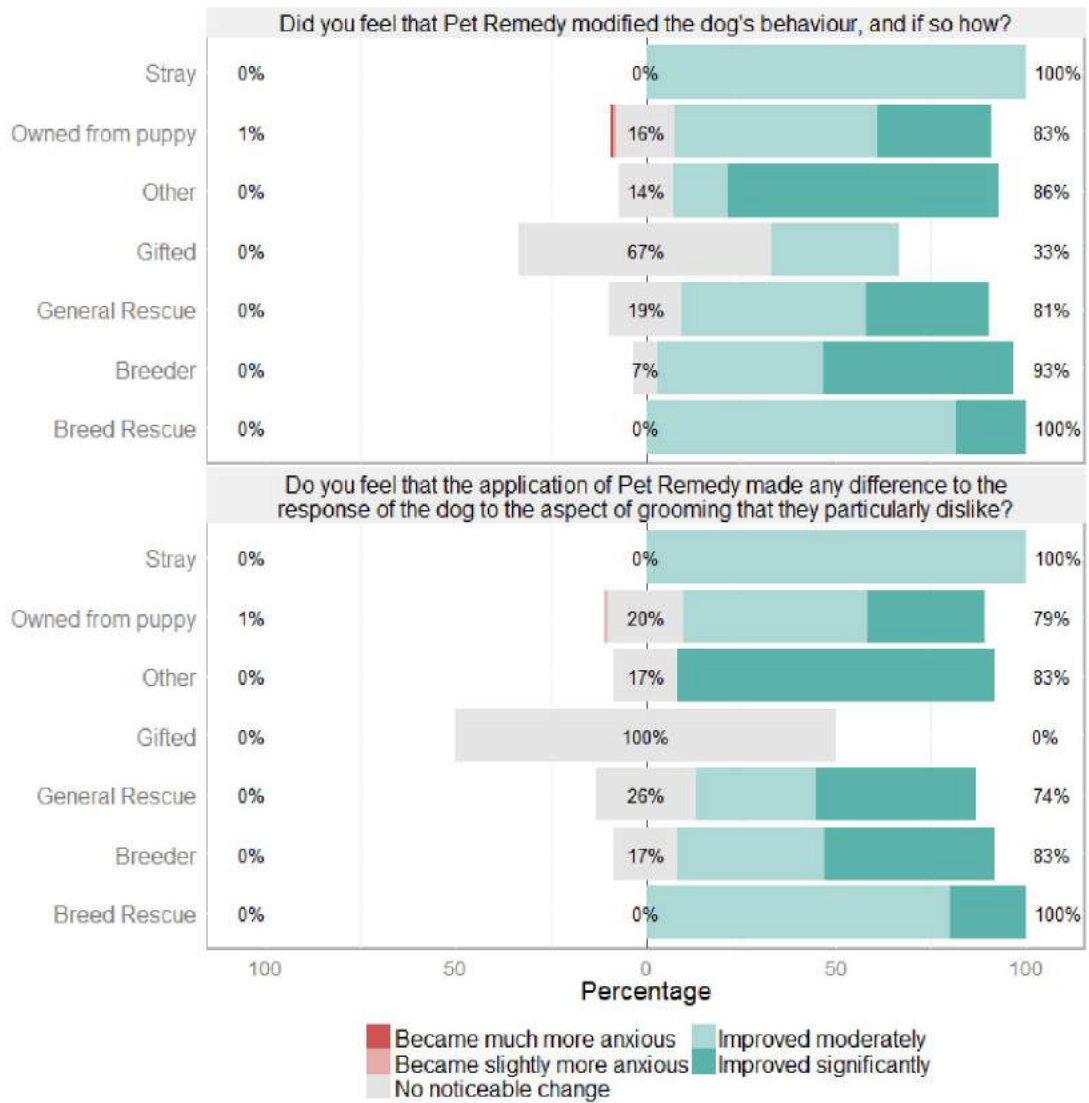


Figure 5: A Likert plot of the responses to the dog-level feedback questions, stratified by ownership history.



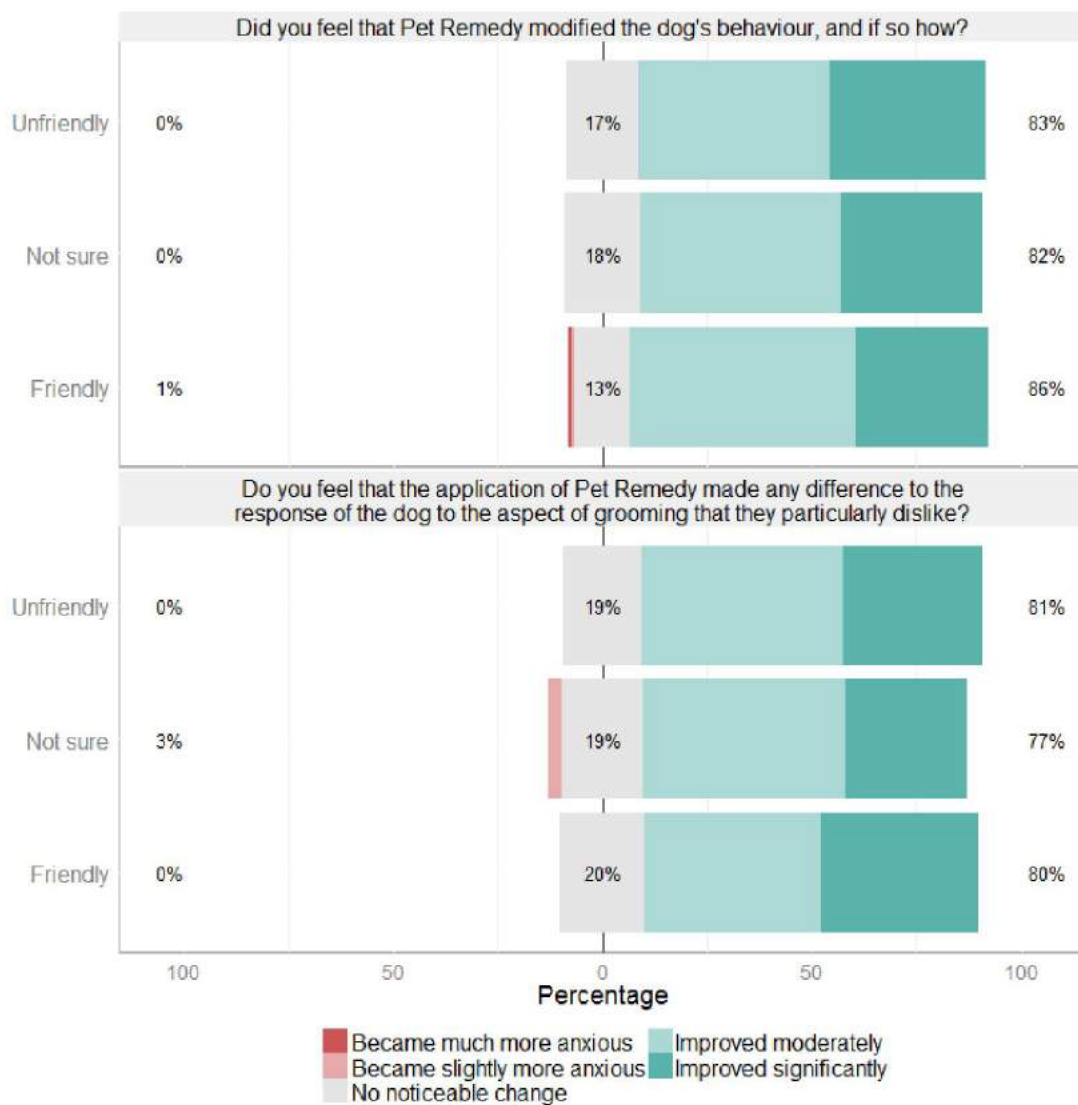


Figure 6: A Likert plot of the responses to the dog-level feedback questions, stratified by how friendly the dogs are reported to be around other dogs.

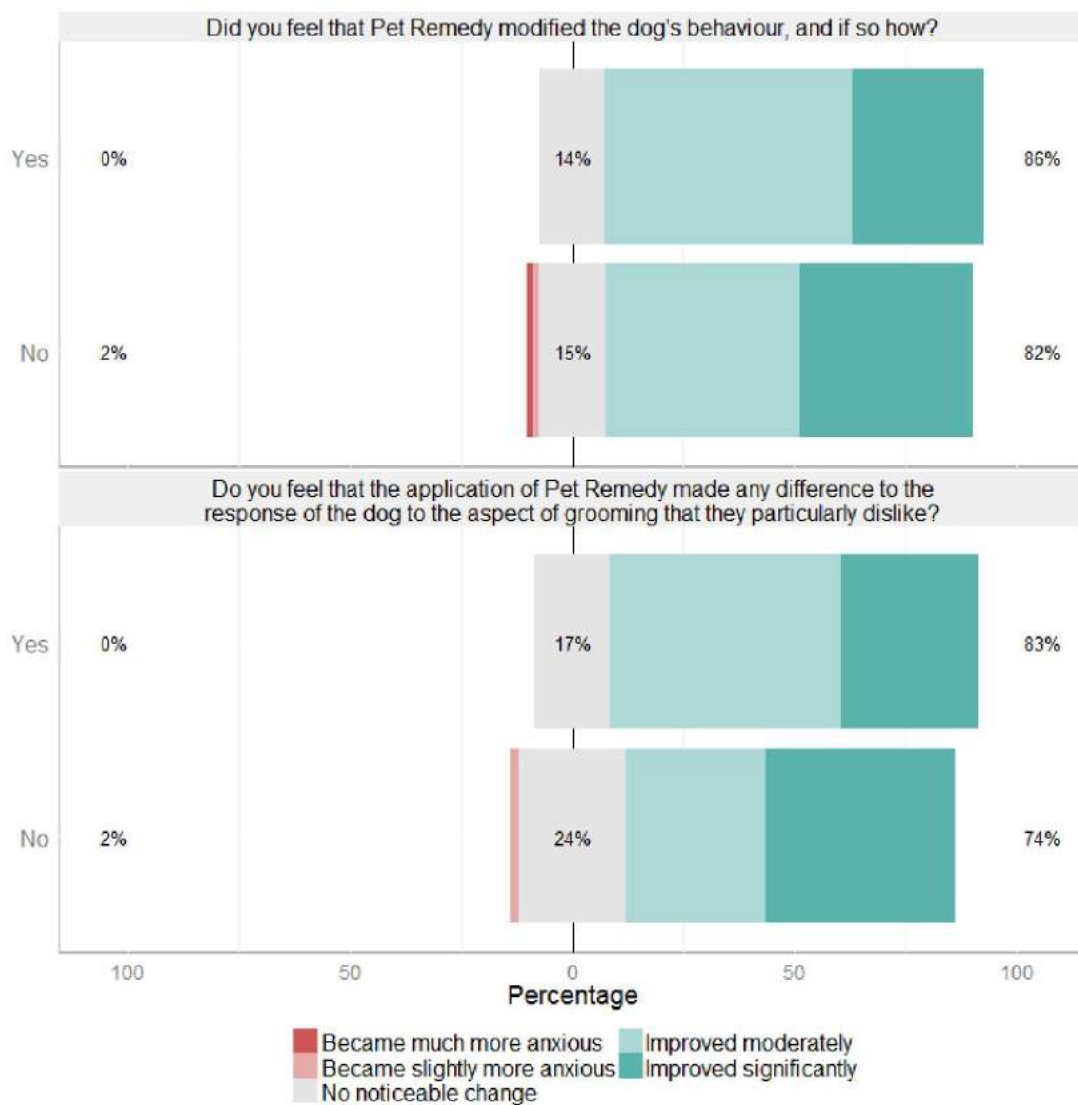


Figure 7: A Likert plot of the responses to the dog-level feedback questions, stratified by neutered status.

## Appendix

# pet remedy

natural de-stress & calming

Dear << First Name >>,

Many thanks for agreeing to take part in our study of Pet Remedy in your grooming salon.

Questionnaires need to be completed online via the following link:

[https://www.surveymonkey.com/r/Pet\\_Remedy\\_Dog\\_Grooming\\_Study](https://www.surveymonkey.com/r/Pet_Remedy_Dog_Grooming_Study)

Please submit responses for all dogs assessed, regardless of the results. One questionnaire will need to be completed for each dog, by simply re-accessing the survey and completing it multiple times via the link above. Please check that the owner has given verbal consent for their dog to be assessed before proceeding. Whilst completing the survey, you can go back to previous pages and update existing responses until the survey is complete and you have submitted your responses by clicking "Done" at the end of the survey. However, once the survey is finished, you will not be able to re-enter the survey or change your responses for that dog.

Please answer all of the questions posed as best you can. For the questions referring to "previous visit(s)", please consider the average visit for that dog (if they have attended the grooming salon multiple times previously).

For ease of completion in the grooming salon, a .pdf copy of the questionnaire can be downloaded and printed via the following link, allowing you to complete a paper copy of the questionnaire before transferring the information to the online form for final submission.

[Pet Remedy Dog Groomer Survey .pdf copy](#)

### Instructions on the use of Pet Remedy

1. Please plug the Pet Remedy diffuser in the grooming room **30 minutes** before the arrival of your first dog. You may turn off the Pet Remedy diffuser when the grooming room is not in use, however this is not essential. It is recommended to



close windows and doors, but not crucial.

2. Please lightly spray (3 – 4 squirts) your grooming overall, the grooming table and any waiting areas such as crate bedding with Pet Remedy.
3. For a particularly anxious dog, Pet Remedy may be sprayed on a bandana placed around the dog's neck.

### Glossary

The following definitions may be helpful for reference when completing the questionnaire.

- **Confident, friendly and relaxed:** This is a tactile dog who will actively seek attention, enjoy being touched, tail will be wagging, will enjoy the grooming session and have a friendly disposition throughout. There should be no concerns about aggression. The dog should show no signs of any anxiety or calming signals and may even doze on the table.
- **Relaxed but slightly reserved:** This dog may be quiet at first but friendly once settled in the environment and enjoy the attention of the grooming session. May be slightly uncomfortable around some equipment such as the dryer but 'bounce back' is quick.
- **Mildly anxious, uncomfortable and fidgety:** This dog may show mild avoidance, some panting, display calming signals and need to be coached on to the grooming table. May be uncomfortable around some equipment such as the dryer. Will be alert throughout.
- **Nervous, displaying calming signals:** Calming signals are displayed by a dog who is feeling anxious and is trying to diffuse a tense situation. Some behaviours can be quite subtle and easily missed. They include lip licking, avoidance such as a head turn, turning body away, yawning, lifting a paw, sniffing the ground and shaking off.
- **Very anxious:** This dog may be panting, shaking, showing calming signals, be withdrawn, tail may be tucked under and may resort to growling, snarling and biting. Dog may already be or need to be muzzled. This dog may also display learned helplessness.
- **Learned helplessness:** When there is no possibility of a dog avoiding an aversive stimulus, a state of becoming resigned to unpleasantness may occur and this is termed 'learned helplessness'. When given an opportunity to escape or avoid an aversive situation, the dog will remain where it is as if it has given up. Long-term

learned helplessness may trigger depression.

If you have any questions at all regarding Pet Remedy or the survey submission itself, please do not hesitate to get in touch via the contact details below. For specific dog behaviour related questions when completing the questionnaire, please contact Kate Mallatratt, Trainer & Behaviourist, at [kate@contemplatingcanines.com](mailto:kate@contemplatingcanines.com).

Thank you again for agreeing to take part in this survey. Your input is invaluable and your time is much appreciated.

Best wishes,

**Martyn Barklett-Judge**

[Pet Remedy](#)

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You are receiving this email because you expressed an interest in taking part in a study of Pet Remedy.

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