

2018 RETAIL/MEDIA KIT



**WHITE
DOG
ENTERPRISES**

enhancing the professional pet
stylist through creative learning



Be a Better Groomer

with Melissa Verplank and White Dog Enterprises



White Dog Enterprises was founded by Melissa Verplank, Certified Master Stylist and entrepreneur. Her three pet-related companies were developed to provide the highest quality experience for both the pet and the pet professional. Whiskers Resort & Pet Spa offers luxury boarding accommodations and styling. The Paragon School of Pet Grooming, Learn2GroomDogs.com, and White Dog Enterprises are dedicated to the education and enrichment of the professional pet groomer and stylist.

Melissa Verplank began her pet-related career in 1977 as a kennel assistant. By 1979, she was bathing and grooming pets in a large boarding kennel environment. In 1983, Melissa moved to Grand Rapids, Michigan and established Four Paws Mobile Grooming with one mobile grooming unit. Within four years that business swelled to a fleet of six mobile units as well as a salon-based operation in Grandville, which would become The Paragon School of Pet Grooming in 1992. In 1985, Melissa stepped into the professional pet styling arena and became a Certified Master Stylist under IPG voluntary testing organizations. By 1990, she had won or placed in national grooming competitions and ranked as one of the six top stylists in the United States. In 1991 she earned her membership to GroomTeam USA, and travelled to France where her team secured the silver medal in world team competition.

After her success in the contest arena, Melissa went on to become a respected judge and speaker at industry functions. Melissa has been the Coordinator for GroomTeam USA and serves on the Board of Directors. In 1999 she assisted with the formation of the International Judges Association. She is a two-time Cardinal Crystal Award winner, the recipient of the 2017 IBPA Benjamin Franklin Silver Award for Animal/Pet Book of the Year and the Gold Award for Education Book of the Year, and five Barkleigh Honors Awards.

WHO WE ARE



Melissa is focused on curriculum development, long term planning for Paragon, and creating new educational materials for White Dog Enterprises. Based on Melissa's progressive attitude within the pet styling industry, The Paragon School has become one of the largest and most respected training centers for professional pet styling in the United States. White Dog Enterprises is recognized as a leading provider for up-to-date educational material geared towards the professional pet stylist.



Learn2GroomDogs.com was developed as a way to expand the training horizons of the highly respected Paragon School of Pet Grooming. She has dedicated training efforts to reach as many pet lovers as possible, helping more groomers and stylists achieve their dreams. The successful creation of this streaming video website is the culmination of many months of effort.



In Spring of 2016, Melissa released the Second Edition of Notes from the Grooming Table. This version features:

- Includes 51 new breeds
- 145 added pages
- Complete index
- New tools and equipment section
- New metal guard comb section
- Updated clipper blade lengths
- 2 new bathing and drying sections
- Includes Hairless and Rustic coats
- Updated breed profile styles

Melissa's motivation was inspired by generations of highly successful local business leaders within her family and her inherent love of animals. Two years of study at Colorado Rocky Mountain School taught her the methods to apply the principles of Outward Bound and became the model for Paragon's curriculum. Today, Melissa relies on these key factors as she strives to motivate others on their roads to personal success.

WHAT WE DO



DISCOUNT SCHEDULE

Discounts are given on multiple copies of each title. Discounts are based from full suggested retail price of each item. All items use this discount schedule:

Quantity Purchased for Volume Discount

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OUR NO RISK GUARANTEE

All items are shipped with a guarantee 30 day right to return. Items may be returned for any reason but we do require that:

- 1) You notify us prior to returning item.
- 2) The item is returned in the same quality of packaging and in the same condition as when it was shipped.

RATE SHEET

Notes from the Grooming Table
Theory of 5
Notes Pocket Pal
Whiskers Bow Making Journal

RETAIL

\$84.95
\$32.95
\$43.95
\$14.95

MAP PRICING

\$74.95
\$29.95
\$39.95
\$14.95

DISCOUNT SCHEDULE FOR *What Would Colin Do?* ONLY

Quantity Purchased for Volume Discount

1-20	20%
Over 21	25%

WHAT WE DO, continued



ORDERING INFORMATION

Payment Methods Accepted

We accept checks or money orders in US dollars from US banks and wire transfers from international customers. We also accept MasterCard, Visa, Discover, and American Express credit cards.

Please make checks or money orders payable to and send to:

White Dog Enterprises
110 Chicago Drive
Jenison, MI 49428

For credit card orders or details regarding wire transfers, please contact us at:

Phone: 616-667-0388
sales@WhiteDogEnterprises.com

Setting up a Wholesale Account

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First orders must provide business name, contact, shipping and billing address, phone number, and email address. For orders within the U.S., Federal Tax ID is required.

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WHAT WE DO, continued



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SHIPPING INFORMATION AND CHARGES

Domestic Shipping

Ground shipping via UPS usually arrives within 5-7 business days.

By *request only* we will ship packages within the United States via 2nd Day and Next Day air express shipping. Requesting express shipping will increase your shipping charges. Express Saturday Delivery is not available.

Shipping charges are based on weight and distance from our Grand Rapids, Michigan distribution center. You will be billed for your actual shipping rates once your order is placed.

Canadian Shipping

Standard shipping via UPS usually arrives within 7-10 business days.

Customer is responsible for any and all duty fees and brokerage charges.

International Shipping

Standard shipping via Concordia Air freight unless otherwise specified, usually arrives within 7-10 business days. Shipments are normally door to airport; customer is responsible for arrangements to their facility and all shipping charges on delivery.

Customer is responsible for any and all duty fees and brokerage services.

For quotes on other international shipping options, please contact us at:

Phone: 616-667-7297

sales@WhiteDogEnterprises.com

OUR PRODUCTS



Notes from the Grooming Table—Second Edition has set the industry standard for grooming reference guides. Step-by-step instructions and beautiful, easy to follow illustrations have made this book a must-have for professionals world-wide. Written by esteemed stylist, speaker, and judge, Melissa Verplank (CMG) and featuring gorgeous illustrations by renowned wildlife artist Lisa Van Sweden, this amazing guide is based on Ms. Verplank's years of experience and expert grooming skills. *Notes from the Grooming Table* has put thousands on the path to beautiful grooming.

This comprehensive guide includes information on basic pet grooming techniques on over 200 AKC recognized breed standards.

Spiral bound in two volumes for easy storage and retrieval. Perfect for both novice groomers and experts. Gain confidence and improve skills at the turn of a page.

Notes is designed to be your personal grooming reference guide. Try these tips:

- Add your grooming ranges next to common breeds in the Table of Contents
- Add tabs to your favorite pages
- Highlight key passages and add your notes in the margins

Suggested Retail Price

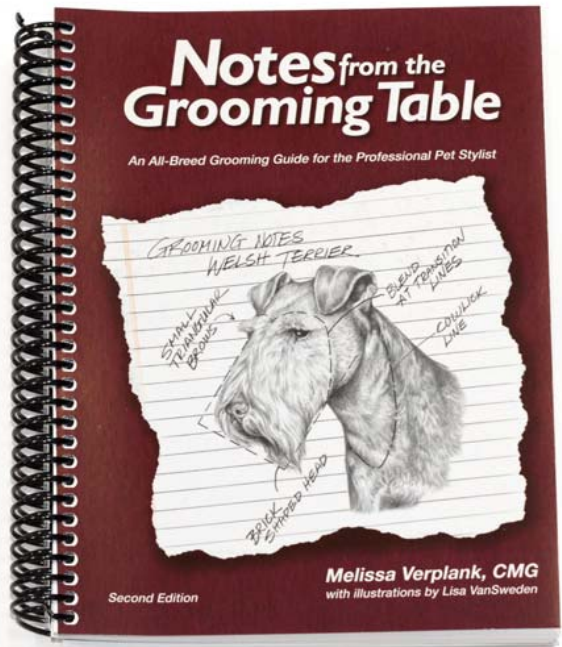
\$84.95

Book Description

640 pages

Spiral Bound

ISBN# 978-0-692-65807-9



OUR PRODUCTS, continued



Tools and Equipment

Guard Combs, Flange-On Combs or Attack-On Combs

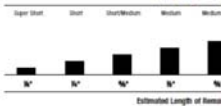
The serrated edge for this item is interchangeable. Guard combs, magnetic combs, or attachment combs... they all do basically the same thing. They act as an extension of your blades by snapping over the top of them to allow for longer cutting. They come in either plastic or metal. Some are held in place with a spring mechanism. Others simply slide over the blades. Others are held onto the main blade magnetically.

There are a wide variety of guard combs functioning precisely as one. The one range will have teeth from under 1/4 inch long to over a full 1/2 inch with the many combs... and everything in between. The more commonly used guard combs have the case between 1/4 inch to a little over 1/2 inch. With such broad and close tips, there will be slight variations as to how each comb can get through a coat. Experiment with your guard comb set of choice.



Cutting Depth

Terms Used in This Book



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Tools and Equipment

Shedding, Undercoat, Stripping and Demisting Tools

Shedding Tools

Shedding tools are used for removing loose coat. There are many styles, shapes and sizes. The shedding blade, for example, has a long, flexible metal blade with beveled handles on each end and back a smooth and a serrated edge. The blade can be held in two ways or bent into a working shape and held with one hand. With proper use it becomes an effective tool for removing loose undercoat from double-coated breeds.

Undercoat Rake

Undercoat rakes have many small, curved blades set close together that remove undercoat. They are available in a variety of shapes making them suitable for a wide range of breeds. On shedding undercoat in winter you have the top coat alone and healthy. On back coated dogs, they remove the hand-emptied hair quickly and easily. Undercoat rakes can be used on a wet or a dry coat.

Instead of the better type, or hand-coated breeds. Others are used to "soak" the undercoat and can be used on a variety of breeds including oily or shedding breeds. Others can be used on short-haired coats. The only way to know which tool is best for a particular job is to try it on a well-versed technician who specializes in the grooming technique.



Demisting Tools

Demisting tools come in many types. They are used in conjunction with brushes and combs to remove mats from a coat by cutting through the mat and breaking a cross smaller pieces. As demisting tools are very sharp, the procedure requires the utmost attention and care to prevent injury to the pet.



Hoofers

A hoof, proper piece of anatomy that is dark gray in color. Other surface material is an ideal that will tend to form a film. It can be used either by the owner over the top of the hoof or by a professional. Hoofers come in many styles. They are used to trim the hoof edges or during sickle shoeing.

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Head Study

SCOTTISH

The ear position is down, alert and level. Head is a square rectangle with long, arched eyebrows and a full beard. The top skull and the mouth are equal in length with the snout angle being the corner point. 20 lines in the back are clear and defined.

On the top skull with blades ranging from #17 to #18, used against the grain or blades from #12 to #17 with the grain.

The eyebrows are with long and arched. The brows fall in very short at the back corner of the eye.

The beard is long, full and hangs down covering down the beard the line on the side of the face from a straight plane. Just below the back corner of the eye for a short and well defined, usually #1 under the eye. The other half of the beard is arched and ends.

The line for the beard runs from the back corner of the eye to the back corner of the snout. The line for the snout is straight.

On the lower jaw, lift up the beard and continue to clip the hair up, clip it from the back corner of the snout.

The throat and cheeks are trimmed with wire, #17 used against the grain or #12 to #15, used with the coat grain.

dog is open-mouthed, tidy the undercarriage as it looks natural. The pattern line is well defined and visible.

Tail
Shape the tail as it looks like a thick spine. There will be more coat on the sides and top of the tail than on the underside. When trimming the

Area From The Cheesing Table #1012



The ears have small triangular tips at the base of the head. The ears are set in a 90-degree angle. The ears are set in a 90-degree angle. The ears are set in a 90-degree angle.

Step back the beard inside the line of the neck but more than the ear. The beard is set in a 90-degree angle. The beard is set in a 90-degree angle.

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Area From The Cheesing Table #1012

Komondor

Breed Facts & Characteristics

- Crest of Cheeks: Hanging
- Height at Shoulder: 20" - 26"
- Coat Length/Type: Corded/Long
- Color: White

dog is open-mouthed, tidy the undercarriage as it looks natural. The pattern line is well defined and visible.

Tail
Shape the tail as it looks like a thick spine. There will be more coat on the sides and top of the tail than on the underside. When trimming the

Area From The Cheesing Table #1012



Scissors never go parallel, they open down to the skin. The base of each cord should be open 1/4 inch to 1/2 inch in diameter.

The rear legs are like #12 to #14. The rear legs are like #12 to #14.

When shearing, search for the cord. Search for the cord. Search for the cord.

The snout should be about the size of a high-heeled shoe, going forward and taper at the end.

Area From The Cheesing Table #1012

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TERRIER WIRE COATED

Correct grooming procedure:

- Blade Strip
- Combs get grooming procedure
- Clippers Trim

every style and volume. The top section shows off a broad, round body complete with a well-defined long undercoat, pointed ears with well-defined outline in passing, full of purpose and vigor.

The Dog

Everything about the dog is unique and defined. The structure is maintained by the grain. The tail is rectangular in shape with long, arched eyebrows and arched ears. The ears are on the back of the head, set in a 90-degree angle.

Commonly Owned Hand-Dipped

Typical blade used on the body for the pattern #15, #17, #18, #19 or #20. The blade is used on the body for the pattern #15, #17, #18, #19 or #20.

Clippers have an oval blade on body, usually defined on head and throat.

Clips on top in left hand or right hand.

Trim the snout as short as possible in front.

Check the tail for lightness.

Area From The Cheesing Table #1012

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Clips on top in left hand or right hand.

Trim the snout as short as possible in front.

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Area From The Cheesing Table #1012

OUR PRODUCTS, continued



The methods outlined in **Theory of 5** have been time tested for more than 20 years by Melissa Verplank and her team. By reducing complex methods and techniques to easy-to-understand terms, Melissa has helped hundreds of stylists quickly master the skills and patterns necessary to groom hundreds of different breeds. Each dog looks unique because of its physical shape, size, color, and coat texture.

A key to becoming a highly successful pet stylist is the ability to easily transfer your skills from one pet to the next. The trims outlined within these pages are:

- Designed for pet dogs in typical family settings
- Easy to understand with simple terms and techniques
- Well-balanced
- Designed to bring out the best look for your clients
- Filled with photos and illustrations

Suggested Retail Price

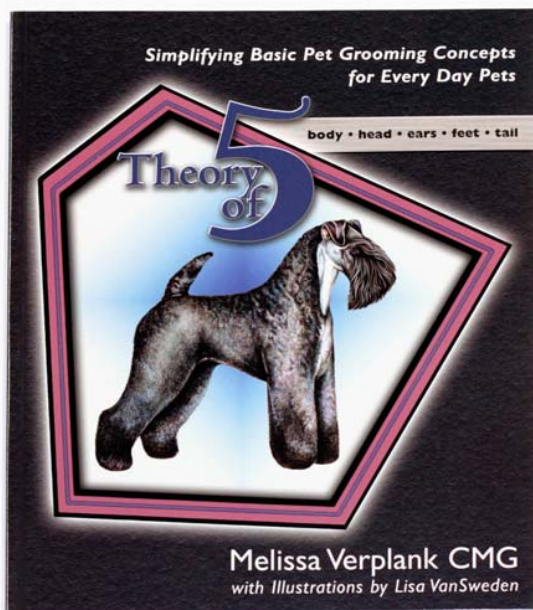
\$32.95

Book Description

128 pages

Perfect Bound

ISBN# 0-9754128-6-8



OUR PRODUCTS, continued



Introduction

Theory of Five — What is That!

The Theory of Five training method aims to simplify the very complex task of grooming dogs. The methods outlined in this theory have been tested for more than 20 years by the author and her team.

By reducing complex methods and techniques to easy-to-understand terms, Ms. Vinyaluk has helped hundreds of people quickly master the skills and patterns necessary to groom hundreds of different breeds. Each dog looks unique because of its physical shape, size, color and coat texture. The notes outlined within these pages are designed for pet dogs in typical family settings. A key to becoming a highly successful pet owner is the ability to apply specific groom skills from one pet to the next. The Theory of Five allows you to create one, well-balanced team from one family pet to the next, all the while maintaining the basic essence of each breed. Using effortless grooming skills to bring out the best in a well-loved family pet will always win the hearts of your clients.



THEORY OF FIVE - SIMPLIFIED BASIC PET GROOMING CONCEPTS FOR EVERY PET WITH 5 IDEAS

Its About Simplicity

Breaking it down

The main concept of the Theory of Five is based on simplicity and makes pet grooming easy to understand. All systems, regardless of their size or shape, are made up of the same bones, muscles and muscles. You think of all these dogs that use our grooming ideas. Despite all their size and shapes, there are basically only five principles on which they all agree. These five basic grooming jobs can easily be divided on the dog into five sections.

Body • Head • Ear • Feet • Tail



And within each of these five sections there are five basic steps.

THEORY OF FIVE



With both head styles ...

The desired area over the ears should be hand trimmed. Comb the hair forward over the ears, making sure to get the hair in the top area, to become off the longer hair in a 45-degree angle, starting at the top area to create a deep cut on the ear.

A pair of curved scissors is meant to be helpful to remove the hair around the ears. The scissor immediately over each ear is very close and needs to be as close as possible. The finished edge remains a ridge for the longer coat to sit on, keeps it out of the ear and creates a well-groomed, finished look. Use a number of times, as it is the most important part of the entire trim.



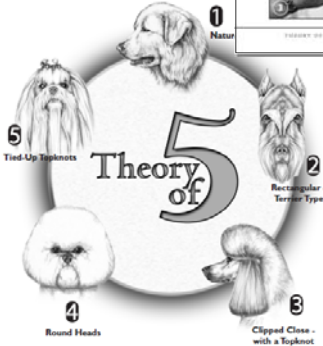
Before the final area with clippers clean over the correct line to set. Double-check the line just behind the ear where the clipper work begins off. It should be smooth and even as the trimmer goes.



THEORY OF FIVE - SIMPLIFIED BASIC PET GROOMING CONCEPTS FOR EVERY PET WITH 5 IDEAS

Head Styles

How Many Basic Head Styles Are There?



THEORY OF FIVE - SIMPLIFIED BASIC PET GROOMING CONCEPTS FOR EVERY PET WITH 5 IDEAS

THEORY OF FIVE

Steps to Help Set a Rectangular Head

To know: You will help

with most, clip the top

area.

1. Use a comb to

brush the hair

up and back.

2. Use a comb to

brush the hair

down and back.

3. Use a comb to

brush the hair

up and back.

4. Use a comb to

brush the hair

down and back.

5. Use a comb to

brush the hair

up and back.

6. Use a comb to

brush the hair

down and back.

7. Use a comb to

brush the hair

up and back.

8. Use a comb to

brush the hair

down and back.

9. Use a comb to

brush the hair

up and back.

10. Use a comb to

brush the hair

down and back.

11. Use a comb to

brush the hair

up and back.

When drying long hair, add a small amount of styling gel or hair spray while the coat is still wet. Comb it through the product while the hair, set the brush to comb up from the dryer.

THEORY OF FIVE - SIMPLIFIED BASIC PET GROOMING CONCEPTS FOR EVERY PET WITH 5 IDEAS

OUR PRODUCTS, continued



NEW SECOND EDITION! NOTES POCKET PAL

Designed for the groomer on the go! Rugged and water resistant, this handy edition fits right in your smock or apron pocket. A quick and condensed grooming guide for the most popular breeds.

- Measures just 6.5" x 5"
- Perfect complement to the *Notes From the Grooming Table—Second Edition*
- 20 new pages
- 5 new breeds
- Updated drop coat styling section

Put Melissa Verplank's grooming experience to work for you. Well-known industry speaker, Melissa Verplank has set a standard of excellence that is unparalleled in the grooming industry. She has created one of the most comprehensive grooming guides available.

Suggested Retail Price

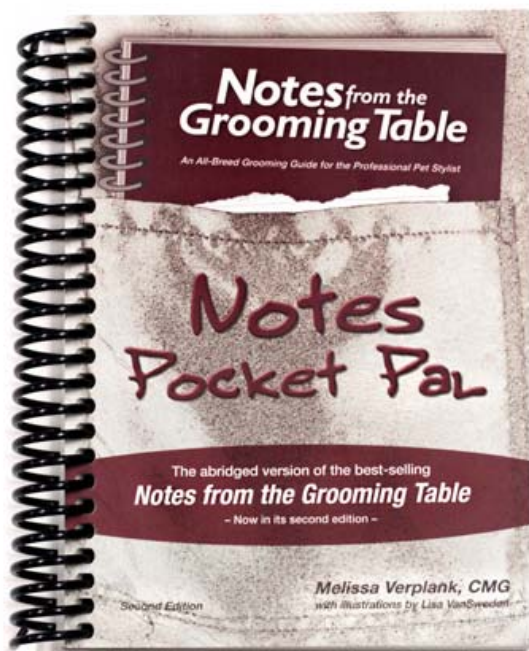
\$43.95

Book Description

101 page guide printed on plastic paper

Spiral Bound

ISBN# 978-0-692-88360-0



OUR PRODUCTS, continued



This edition of the *Whiskers Learning Journal* will show you how to use bows to increase your profit, develop a secret weapon for referral based marketing and brighten up the day of your clients. A few simple pieces of ribbon, cloth, and crystals can improve the overall finish of a pet and give that special touch that lets your client know you give extraordinary attention to their pets.

- Fast attaching methods
- Make bows in less than 5 minutes
- 32 pages with beautiful illustrations

This guide will help you market your salon in a fun and colorful way.

Suggested Retail Price

\$14.95

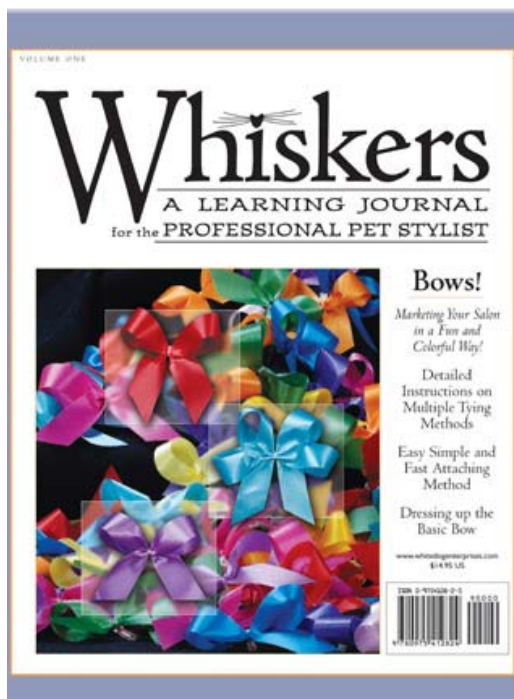
Book Description

32 pages

Beautifully Illustrated

Saddle Stitched

ISBN# 0-9754128-2-5



OUR PRODUCTS, continued



Colin Taylor's years of experience in pet grooming have given him unique insights from the perspective of a stylist, teacher, and in customer service. It is essential for anyone in the industry, a must-read for every stage of a groomer's career. Colin's sparkling wit is entertaining without losing the wisdom of the lessons he's learned along the way. **"What Would Colin Do?"** is perfect for anyone seeking to improve customer relationships, improve their grooming and handling skills, and look at life with optimism and humor. Makes a great gift!

Suggested Retail Price

\$29.95

Discount Schedule for this title ONLY

1-20 Books = 20% discount

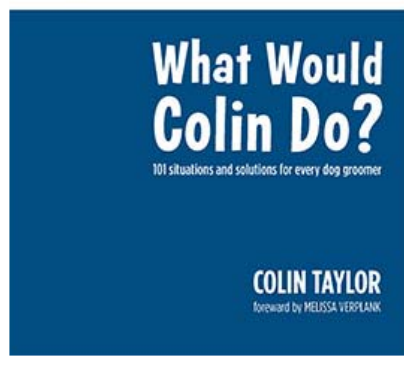
21+ Books = 25% discount

Book Description

232 pages

Perfect Bound

ISBN# 978-0-615-84022-2





White Dog Enterprises
110 Chicago Drive
Jenison, MI 49428