

Back by popular demand...

an educational workshop designed for Professional Pet Groomers and Stylists who are seeking a higher education oriented toward their special goals and interest!

This year's comprehensive event features:

Day one: SuperCoat, Mastering the Art of Skin & Coat Care by internationally renowned skin and coat care expert, Pam Lauritzen. Included in this outstanding program is skin & coat anatomy, topical conditioning programs, hydrotherapy, lesions, case studies & group participation.

Day two: A Day with Vero: Internationally acclaimed Pet Stylist, Vero Da Sylva will demonstrate her awarding winning pet styling techniques on the Poodle, Bichon, Min. Schnauzer & a Sporting Breed.

Day three: Hands-On Coaching (very limited registration) by Pam Lauritzen & Vero Da Sylva.

**Would you like to provide your clients with outstanding skin and coat care?
Are you confused about which skin and coat care products work best?**

**Have you considered competition or certification,
but you're just not sure you're ready?
Maybe you don't want to compete or certify,
but are seeking to improve your pet styling skill?**

**If your answer to any of these questions was yes...
then don't miss this exciting "theory based" seminar
combined with "hands-on" demonstrations & Training!**

Featuring the Talents of... Pam Lauritzen



**Pam Lauritzen,
Master Pet
Stylist, Meritus**

A nationally recognized Pet Styling expert, lecturer, workshop consultant, award winning Pet Stylist and founder of the International Society of Canine Cosmetologists (ISCC), Pam was selected by her peers to be the first Master Pet Groomer and Certifier in the world. Pam has authored numerous articles and served as a field editor for Groom & Board magazine. She was also the Publisher and Editor of **PetStylist**, a trade publication known for its commitment to education. Pam has proven herself to be amongst the foremost leaders within the Pet Styling Industry and has devoted her career to the research and development of techniques designed especially to improve the quality and speed of pet styling.

... and Vero Da Sylva



**Vero Da Sylva,
Master Pet
Stylist, Meritus**

A Multiple Best In Show and Best All Around winner, Vero has received numerous scissoring awards including the Lynne Carver and Ultimate Pet Stylist Awards. She was the Oster Invitational Grand Champion in 2003 and the first Pet Stylist to win the Winner Circle Triple Crown Tournament. With her Gold Medal win at the World GroomTeam competition in France 2005, she helped the team to bring home the Silver Medal. She was the top ranking GroomTeam point winner for 2005. Recently retired from competition, she achieved many of her goals and now hopes to help the new generation of Pet Stylists achieve their dreams.

When booking your hotel room,
Tell them you're with **Pet Stylist**
for special Room Rate

*Need
more
information
or have
Questions?*

**Call: (972) 414-9715
Email: iscc@petstylist.com**

*The International
Society of Canine
Cosmetologists*



will host all phases of written and practical skills

CERTIFICATION TESTING

in conjunction with this Workshop

You must be an ISCC member to participate in certification testing.

For certification info/applications,
call: (972) 414-9715 or
email: iscc@PetStylist.com
...or register on-line at
www.petstylist.com



setting the standards for Petcare
EXCELLENCE!

Pet Styling Seminar



June 5-7, 2010

Radisson Hotel, Salt Lake City Downtown
215 West South Temple
Salt Lake City, Utah
For Room Reservations call:
(801) 531-7500

Mention **"PetStylist"** for special
Hotel Room Rate!



**Part 1:
Saturday,
June 5th
9am-6pm**

SuperCoats –

Mastering the Art of Skin & Coat Care for Dogs & Cats

Over 68% of dogs and cats have some type of skin and coat problem that requires the help of a Petcare Professional ! In this comprehensive skin and coat care clinic, Pam will help you understand skin and hair anatomy and reproductive processes, how to topically evaluate skin and coat problems and then how to initiate the appropriate therapeutic programs.

Included is:

- Skin and hair anatomy
- Effects of chemicals on skin and hair
- Effects of tools on skin and hair
- Shed control and its contribution to skin/coat care
- Hydrotherapy inclusive of: Heavy Rinsing, Wet Dressings and Hydrobathing
- Identification & treatment of lesions
- Topical conditioning therapy programs

... Plus with over 30 years of research in canine and feline skin and coat care, internationally renowned expert Pam Lauritzen will present several case studies — then she will help you find solutions to specific skin and coat problems your clients are experiencing. **Bring your questions and if you have photos of particular skin and coat problems your clients are experiencing — bring them also!**

This seminar is a MUST for all pet care professionals.

Make an investment into your future . . .

**LIMITED REGISTRATION
REGISTER NOW!**



**Part 2:
Sunday,
June 6th
9am-6pm**

A day with Vero
Mastering the Art of Pet Styling

...Indepth Instruction by international-ly acclaimed, award winning Pet Stylist, Vero Da Sylva on pet, easy maintenance and show styling techniques for the Poodle, Bichon Frise, Min. Schnauzer and a Sporting Breed.

Included is:

- **Interpretation of Breed Standard**
Indepth instruction on corrective pet styling techniques inclusive of Interpretation of Breed Standards and Theories of Locomotion, Balance, Symmetry, Angulation & the usage of Focal Points and Geometric Concepts.
- **Sculpting & Design of Canine Coats**
The Art of Creating “ideal” Breed images
Let us show you the secret to transforming imperfect Poodles, Bichons and Sporting Breeds into the “ideal” examples of their breeds.
- **Outlining**
A time-proven method of defining pattern placement and style to improve speed and quality of the trim.
- **Speedtrimming & Easy Maintenance Techniques**
Revolutionary clipper and scissor technique designed to reduce time and effort while improving the overall quality of practical pet and easy maintenance trims.
- **Body Position In Relationship to the Task**
The art of body positioning to obtain the optimum view of the task thus improving the quality of the trim while reducing time & relieving neuromuscular stress.

Breed Demos will be performed Internationally acclaimed, Award Winning, Vero Da Sylva on the Poodle, Bichon, Min. Schnauzer & a Sporting Breed!

**Part 3:
Monday,
June 7th
9am-5pm**



Hands-On Coaching

\$100.00
Must be pre-registered

Please Register Early: There is space for only 12 Hands-On Participants!
If you are:

- **Seeking to prepare for upcoming contests** ...then bring the dogs you wish to use for competition. It's a fantastic opportunity to prepare for upcoming shows with personalized instruction from nationally recognized industry Judges. Whether you're a seasoned or novice competitor, this workshop is sure to provide the competitive edge you've been looking for.
- **Preparing for Certification.** ISCC's Executive Director and Certifier, Pam Lauritzen will be on site to evaluate your work and to assist your preparations for the testing process. Pam was the first nationally recognized Certifier and has tested hundreds of applicants. It doesn't matter which organization you have chosen, the private evaluation and coaching offered by Pam is backed by over 30 years experience.
- **Seeking to improve your pet styling skills** ...this is a rare opportunity to work with industry experts and leaders in a one-on-one user friendly environment that's designed to bring you up-to-date with the latest techniques and industry innovations.

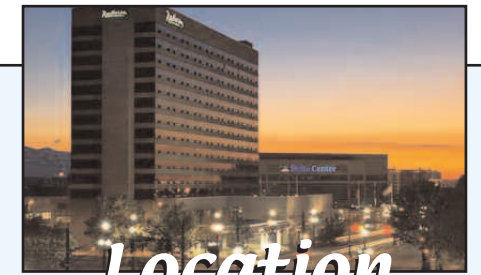
What you will need to bring if you are a Hands-On participant...

1. Dogs: You must supply your own dog(s). If you are preparing for competition or certification, we recommend you bring the dogs you will be using for these events. If you are working on fine-tuning your pet styling skills, we suggest you choose 1-2 dogs requiring the skills you most want to improve.

Dogs must be pre-bathed, dried and should have sufficient coat to practice the pet styling techniques you wish to improve or refine.

2. Equipment: All “hands-on” attendees must supply their own tables and styling equipment inclusive of brushes, combs, clippers, blades, shears, etc.

3. Crates for dogs: Please bring sufficient food, crates, and leads to properly feed, house and exercise your dog(s). The hotel is dog friendly. However, they will hold you financially liable for any damages caused to hotel rooms by your dog(s).



Location

**Radisson Hotel,
Salt Lake City Downtown**
215 West South Temple, Salt Lake City, Utah
For directions or hotel reservations call:
(801) 531-7500



Registration Form -UT
Pre-registration deadline is: **May 25, 2010**

Location		Date
Shop Name		
Registrant's Name		
Phone ()		
Fax ()		
Address		
City		ST
Zip	E-mail	
Check All That Apply:		
<input type="checkbox"/> Sat/Sun Pre-Registration Fee: \$150 pp		
<input type="checkbox"/> If Registering On Site for Sat/Sun: \$175 pp		
<input type="checkbox"/> Hands-On Fee (No Door Registration): \$100 pp		
Payment: <input type="checkbox"/> check <input type="checkbox"/> credit card <input type="checkbox"/> money order		
Card # _____		
Expires _____ CIN # _____ Amount \$ _____		

Make checks payable and mail to: **ISCC,**
2702 Covington Dr., Garland, TX 75040
Phone (972) 414-9715 ...or Email: iscc@petstylist.com