

# MATTING MATTERS!



The above photo shows our staff holding the shaved coat of ONE Golden Doodle who, due to lack of brushing and regular grooming, became severely matted and needed a fresh start.

Matting, or the tangling of the coat, is more than just an unpleasing aesthetical issue. Matting is a very painful medical condition where the hair is constantly pulling at the base of the skin causing:

- severe discomfort
- limited circulation
- infections
- sores
- odors

Unfortunately, once a pet is matted, there are very few options to repair it and, for the welfare of the pet, it is usually recommended to remove the entire coat.

The best way to prevent matting is by regularly brushing (or grooming) your pet to constantly remove the dead hair shed from the coat. This also ensures proper air circulation and skin stimulation and makes for a happier, healthier pet.