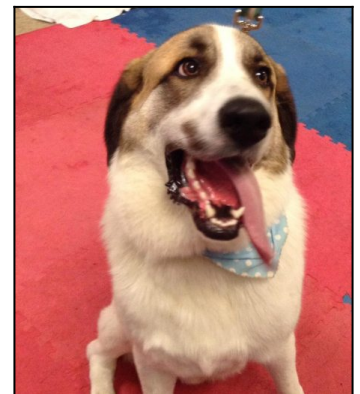


MJ's Pet Training Academy's dog grooming service – a place where your best friend will love to go!

We've waxed positively in the past about MJ's Pet Training. We first introduced Melissa Vieira in an article last March and again after she expanded her courses and classes in an article in November.

If you missed those articles, feel free to read them. In a nutshell, MJ's Pet Training Academy is the premier training facility for any dog that needs some behavioral training, exercise, or owner that wants their dog to learn some tricks and/or develop some social skills.

This doesn't mean it's a facility for "bad" dogs. Your dog may experience anxiety or nervousness around humans or other dogs. You may have a desire to compete in tournaments. You may just want him or her to learn some tricks so you can show him or her off. You may just want to enrich your dog's quality of life.



One of the pampered clients enjoying his time at MJ's Pet

Whatever the reason, the highly accredited, award winning trainer utilizes a successful positive reinforcement method that produces results time and again. Since she started her business, the response has been nothing short of amazing. Rave reviews demand, and word of mouth have catapulted “MJ’s” into popularity.

One aspect of MJ’s that has really shined is the grooming services and she has developed a large regular and loyal following with what she calls “Positive Grooming.” Since Melissa absolutely adores working with animals, her primary concern while grooming is that the pet has a positive experience since grooming can be stressful for many pets – something that is often glossed over. It certainly is not comparable to humans having a haircut.

“Grooming can be stressful if the pet is not used to the handling, and holds required to get groomed, standing up for long periods of time, the sounds of a grooming salon, and so on. ” she shared with me. “I am working really hard not just at MJ’s but within the grooming industry to come up with some creative solutions to make grooming a positive experience that dogs really enjoy.”

How does she know she is getting it right? She has clients that have told her that when they say “Do you want to go to MJ’s?” they get visibly excited. Melissa finds it very rewarding to see the dogs come in through the door knowing that they are about to be groomed, but wagging their tails!

So how does she get results like this? How does she achieve a scenario where you won’t have to twist your pet’s arm...er...paw, to get groomed? She **listens**.



The pink collar pins the ears down so protect the dog's hearing and lessen the stress from the noise of the vacuum. Pampered!

She never forces the dogs to stand up during the entire process. She will work with each dog on an individual basis and give them play breaks as necessary, let them run around the obstacle course, run through the tunnel or just let them run about. Maybe something she recently wrote about and was published in a top industry magazine is needed: utilizing a target -usually round-that the dog will be taught to put his nose on. A sort of distraction "trick." If your dog is more low-key, they can simply relax.

Think you have an aggressive or nervous dog that may be a problem? Don't fret – Melissa has worked with just about every behavior imaginable. "Even dogs who are very aggressive, or nervous can be trained husbandry behaviors like put a muzzle on themselves without a human having to muscle it on. We train dogs to voluntarily lie on their sides or file their own nails. The dogs think these are tricks, but these "tricks" allow us to create a stress-free experience for both the animal and us."

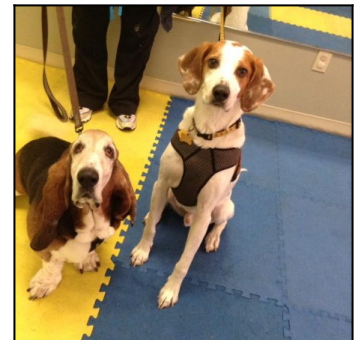
Eventually the personality of the dog comes through and Melissa gets to know the dog and the perfect formula to apply

to that individual dog. *That* is how she gets dogs comfortable to the point that get excited to go to MJ's.

In addition to the "haircut" aspect of the grooming, MJ's provides a number of special services like mud scrubs, oil treatments, facials, arthritis soaks and a gentle de-shed treatment: a high-velocity dryer removes all that loose hair in the hard to get with a brush, undercoat.

The full menu of services and prices can be found [here](#).

Melissa's love for animals extends outside and beyond MJ's. She spends all her extra time writing for her blog and magazines and helping animal causes. She was recently nominated for the Southcoast Emerging Leaders Award and as a favorite pet groomer for the Southcoast Reader's Choice awards for her work.



"Mommy, can we stay just a little bit longer? Huh, huh? Please!"

A cause that is dear to her heart is an organization called Healing Companions, Inc. The organization is dedicated to "...assist individuals severely limited in their ability to function due to mental illness." They believe in the healing benefits of psychiatric service dogs and to save animal lives they use shelter and rescue dogs as much as possible so they aren't living their lives in a shelter or eventually

euthanized.

How she helps is that she has three "Name Your Price" bath dates set during the Summer season. Yep, YOU get to name your price. You get a dog that gets the primo wash treatment from head to paw and MJ's donates HALF of the proceeds to Healing Companions, Inc. You get a happy, clean dog while feeling good about having contributed to an organization that gets dogs out of shelters and away from euthanization **and** improving the quality of life of a person in need. That's something worthy!

In addition, MJ's will donate HALF of all mud scrub and oil treatments to Healing Companions, Inc. until September. You can find out more about Melissa and her connection to this wonderful organization [here](#)

If you are looking for grooming for your pet from a top-notch facility that specializes in pets – avoid the chains and franchises and go local! Where you are on a first-name basis with passionate, animal-loving professionals. Your dog will not only come out looking as handsome or pretty as ever, but will learn a few tricks too. Stop in and say hi to Melissa and tell her Joe sent you!

Watch Wally and Gidgette get groomed at MJ's Pet Training Academy!

—

MJ's Pet Training Academy

132 South Main St., Suite C6

Acushnet, Massachusetts

Phone: (774) 992-6929

EMail: mjsdogtraining@gmail.com

Facebook: facebook.com/MJsPetTrainingAcademy

Website: mjspettrainingacademy.com/

ngg_shortcode_0_placeholder