



FOR THE GROOMER: IMPROVING LONG-HAIRED GROOMING OUTCOMES THROUGH EDUCATION AND STRATEGY

A Note From the Pros

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It is not enough to simply take in a cat and complete the service. Cat grooming remains a niche within the industry, and with that comes an added responsibility. Education is a critical part of our role as pet professionals. We actively change the narrative on what is compassionate as well as guided care. A significant portion of our work extends beyond the groom itself and into guiding clients toward realistic, sustainable coat care.

Long-haired cats continue to be one of the most underserved populations in grooming. Most cat owners only seek services for their cats when they are in an unfortunate condition. What most cat owners don't understand is that matting isn't just ugly, but it's painful. When owners are only taking their cats in when "it's bad", we're no longer offering preventative care but reactive care. This puts the groomer and the cat at higher risk.



Coat type should serve as the foundation for every recommendation.

Higher-risk coats commonly include:

- Dense undercoat structures
- Cottony or plush textures
- Dilute coat colors

In addition cats who are:

- Elderly
- Diabetic
- Hormonal issues
- Obese
- Underlying medical concerns

Are at even higher risk of suffering from coat issues. These characteristics directly influence how quickly a coat will tangle and mat, and should guide both grooming frequency and coat modifications such as:

- Full belly trims
- Sanitary trims
- Comb cuts
- Full lion cuts



How groomers communicate this to the client is essential. Framing grooming as a solution to the challenges they are already experiencing, including matting, hygiene concerns, and coat manageability, creates stronger understanding and greater compliance. Clients are more likely to engage when grooming is framed as relief rather than routine. Especially when you offer them in home solutions so it feels more like problem-solving less like money grabbing.

Establishing appropriate grooming intervals is necessary, but should remain flexible.

Breeds such as Ragdolls, Persians, and similar coat types often benefit from 4 to 5 week rotations. Individual coat behavior should always take precedence over generalized timelines.

I encourage every cat member who operates with the salon to carry our favorite Andis® tools in their shop for quick and easy access to cat owners to help support grooming maintenance at home. For those worried it might affect their business – remember! You still need to go to the dentist even if we brush our teeth twice a day!



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