

Dog owners twice as likely to brush up as cat owners, survey reveals

A survey, commissioned by Mikki Grooming, reveals that in contrast to their pets, dog owners are more into personal grooming than cat owners.

FOR IMMEDIATE RELEASE

PRLog (Press Release) – Mar 10, 2011 – As Crufts gets underway at the NEC, a survey of 750 adults in the UK, commissioned by Mikki Grooming – professional grooming products for everyday pet owners - has revealed that, in contrast to their pets, dog owners are more into personal grooming than cat owners.

* Research indicates 50 per cent of dog owners visit hairdressers or beauty salons regularly, compared to just a third of cat owners

* Dog owners are better groomed than cat owners, with twice as many spending over £50 on beauty products a month

While cats are known to spend a large part of their day grooming themselves, it would appear that their owners are not quite so conscientious.

Twice as many dog owners as cat owners spend £50 or more a month on at-home beauty products, and dog owners spent 20 per cent more in general than cat owners. And when it comes to going for a pampering treatment, dog owners are more likely to go every six weeks or more to the salon than their feline loving friends.

Anh Nguyen, Mikki Brand Manager, said “These results might surprise people – we always think of cats as being more into preening themselves than dogs, but their owners are obviously different! Now, both dog and cat owners can add that professional finish to their pet’s appearance, by checking out our 5 step guide to grooming on the new Mikki website www.mikkipet.com; bringing the professional groomer to the comfort of your own home, pet pampering has never been so easy!”

Endorsed by championship groomer Alison Rogers, the Mikki grooming range is designed specifically for use even by the most inexperienced of groomers. With over 30 years in the grooming industry, Mikki has played a significant role in developing grooming products that are carefully tailored to cater for the needs of the everyday pet owner.

The Mikki brand acknowledges that one size does not fit all and has tailored its ranges to meet the demands of a wide variety of breed shapes and sizes. Be it the Moulting Master, Anti-tangle shampoo or Pro Nail File, Mikki offers dog owners the same makeover possibilities their owners enjoy!

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Editor's Notes

About Mikki:

- Mikki has been established since 1980 with the launch of the Mikki Muzzle – an alternative to a basket muzzle that allowed trainers to feed their dogs treats.
- In 1984 Mikki launched it's first ever range of grooming products - made by groomers, for groomers.
- Mikki is endorsed by Alison Rogers – a champion groomer and Claire Arrowsmith – a leading pet behaviourist.
- Mikki has been improving the appearance of cats and dogs for over 30 years.
- Mikki has the widest range of pet grooming products - catering for almost every breed and grooming need.
- Mikki knows that one size does not fit all and has tailored its ranges to meet the demands of a wide variety of breed shapes and sizes.
- Mikki is the only UK grooming brand with professional, award winning endorsements.

About the research:

- Mikki commissioned an independent survey by OnePoll.
- The survey posed questions about how much money and time cat and dog owners spent on their own grooming.
- 750 cat and dog owners were asked the questions.

About Interpet:

- The Mikki brand is owned by Interpet Ltd.
- Interpet offers one of the largest pet and aquatic product ranges, incorporating 12 different brands including: Interpet, Mikki, Nylabone Blagdon, Kent Marine, PetLove, PetSafe, Four Paws and Super Pet
- For more details about Interpet visit: www.interpet.co.uk

For more details about Mikki visit:

- www.interpet.co.uk/brand/mikki
- www.facebook.com/mikkipet
- <http://www.mikkipet.com>