

# 2012 ZOO RUSSIA EXPO

For the second consecutive year, the NAPCG was once again proud to participate in the 2012 Zoo Russia Expo. Zoo Russia is produced by Asti Group and held at the spectacular Crocus Center in Moscow, Russia.

NAPCG President, Amy ‘Bullet’ Brown was on hand to lecture to attendees, judge the creative grooming competition, and present the first European Silas Award. The Silas Award is presented to venues that set rules into place to protect the creative entries from the use of potentially dangerous products. Brown stated, “The NAPCG is proud to endorse Zoo Russia as a safe venue for creative competitors. We hope to continue to support and educate groomers attending Zoo Russia for years to come.”

Leading experts in the field of grooming conducted workshops and presentations on specific issues relating to both professional and business aspects of the grooming industry.

Dr. Michael Fleck, director of the Epi-Pet (USA), devoted his speech to the issues of animal’s hair and skin treatment. He elaborated on the discussion of the components found in today’s shampoos and sprays for animals that cleanse, exfoliate, enrich, add fragrance and Sun Protection to the skin and coat. Dr. Fleck shared experiences on the product ingredients that give the best results in treatment of problem skin and hair coats. He also provided information regarding the line of products for the animals with a healthy coat and skin.

Lisa Drake, deputy general director of Epi-Pet (USA) in her lecture: “Types of skin and hair – how to work with cosmetic products and how to communicate with the owners”, reviewed in detail the different types of skin and hair coat of dogs and the influence of certain

ingredients and cosmetics. She also shared her experience in building relationships with the owners of animals, and gave examples of successful use of cosmetic products in home after a correct determination of skin and hair type by the specialists in the salons.

Amy ‘Bullet’ Brown, president of the National Association of Professional Creative Groomers and editor in chief of CGQ (Creative Groomer Quarterly) conducted a seminar for pet stylists on “creative grooming in the salon”. She took an in-depth look at canine and feline skin and coat anatomy and the interaction of coloring products with differing coat types. Amy Brown underlined that subtle differences between species can mean the difference between one outcome and another and that the common belief that “what is safe for people is safe for pets” is not always true. In the second half of her lecture Amy demonstrated the use of some of the most popular creative products in the USA. Temporary coloring products and various accessories, including the newest trend, feather extensions, were demonstrated live on stage.

Amy also devoted time to another series of lectures, From Shop to Spa. In this lecture Brown took the time to explain how the average groomer can lift their grooming shop to a more upscale salon or spa. This in depth information included changing the physical appearance of the salon, offering spa services, managing clientele, and marketing professional services.

Workshops for groomers on specific breeds of dogs held Eve Raison, director of Dandy-Dog and Susan Zecco, director of the Canine Grooming Secrets and Super Styling Sessions (United States).

The president of Asti Group Exhibition Company Nariner Bagmanyan noted: “The special interest in workshops for groomers is shown recently not only by experts from Central Russia, but also from Eastern Siberia and the Far East. For the first time we have professional visitors from Krasnoyarsk, Nakhodka, Petropavlovsk-Kamchatsky. This means that the best experience of the specialists from the United States and Europe spread throughout Russia, and our strategy in exhibitions is selected correctly.”

Lisa Drake educating the attendees about the vast difference in canine and human skin.



Dr. Michael Fleck speaking to the crowd about “Making Bad Skin & Hair Good”

First place – Nataliya Prikhodkina with her Pekingese as a Panda



Second place – Irina Kulikova with her Bedlington Terrier as a camel.



Third Place – Olga Zinovieva with her Bedlington Terrier as a Giraffe.



NAPCG president Bullet Brown conducting the highly attended Science of Creative Grooming lecture.



After judging the creative competition, Bullet was presented with a special gift from one of the competitors, a beautifully hand-made Bedlington Terrier!

