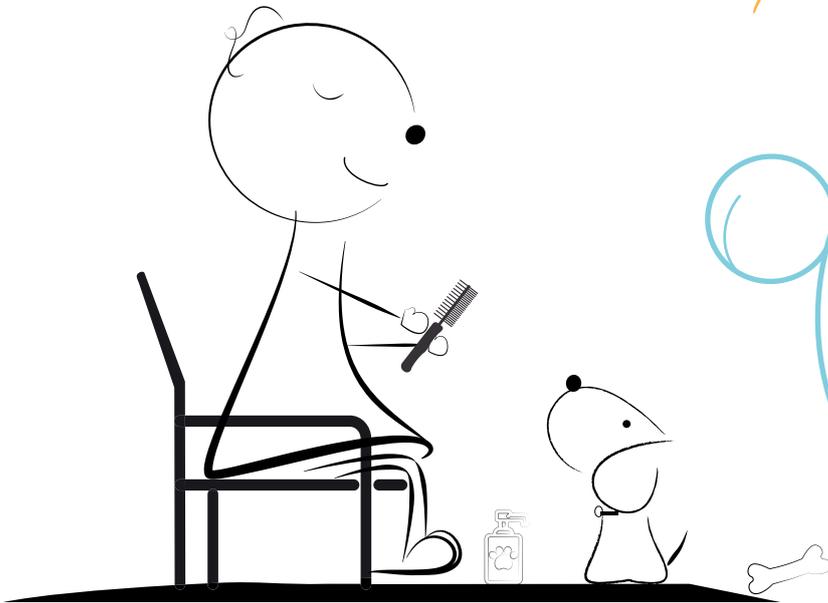


# THE GROOMING

## GOODIES Hack



**WHEN to use it**  
 When you remove something from your dog's coat or body — thorns, ticks, mats, scabs, eye boogers, ear dirt, messy poo stuck in fur or fur from brushing.

### HOW it works

- Dogs' brains (**G**) are dominated by the olfactory cortex (**S**), and they need to smell/taste something to "know" (**L**) what it is (**E**).
- When dogs groom themselves for personal hygiene, object removal, wound care, etc., (**S**) they use their mouths to do so (**G**) and to "know" what's happening related to their body (**L**).
- Dogs understand social grooming behavior as a social species (**G**) for which there are evolutionary benefits in terms of parasite control (**E/S**), wound care (**S**), and social bonding (**L/E/G/S**) for optimal group stability and success.
- When we give dogs the chance to smell/eat what we remove from their bodies, they can "know" what we were doing and this can build social currency/trust (**L/E**).

### HOW to use it

This insanely simple hack works wonders by itself as a **PPP** (*Predictable Pattern of Precedent*) that your dog can rely on. The social signalling/currency value of you including the dog in the conversation about what is happening to **HIS** body (*and what the heck is ON his body that you are removing*) is powerful enough - but it works even **BETTER** if you use it in conjunction with:

**The Mr. Rogers Hack** (narrating what you are doing/what is happening) is an important element of this hack, so don't forget to use it when you're doing any kind of invasive "grooming" or care.

**ONLY LET YOUR DOG LICK OR EAT THE "GOODY" IF THE ITEM IS SAFE TO INGEST AND YUR DOG HAS NO MEDICAL CONCERNS!!! (Most things will be.)**

