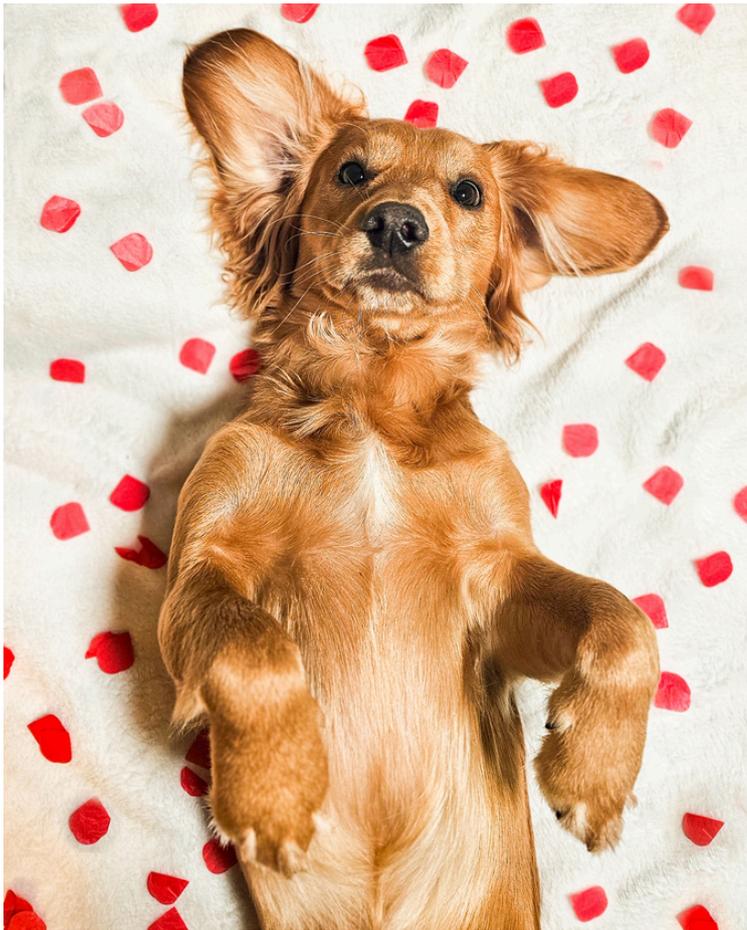


Newsletter

February edition



SHARE THE LOVE

February is the month of LOVE 🇺🇸 as well as National Love Your Pet Day (20th)
We are sharing our fav affiliates to share the love!

WHAT'S ON?

Taking a look at what events we're holding in the next few months!
There are some exciting new additions 😊

ACADEMY

Reviewing the latest topics to drop in the academy, and looking ahead at what's to come for members

Are you following us?

 [Paws Up Dog Training](#)

 [@dogtraineramyt](#)

 [@dogtraineramyt](#)

LOVE MONTH

Loving your dog isn't just about affection.

It's about meeting their needs – physically, mentally and emotionally. If you'd like links to any of the brands we recommend (plus exclusive discount codes where available), you'll find them below.

Let's make February the month we train smarter, enrich better and nourish properly.



Feed the Behaviour You Want

Different Dog and COYA – high-quality, high value appropriate nutrition that supports gut health!

What goes into your dog directly impacts how they feel and behave.

👉 Different Dog - <http://rwr.io/3gpw6dw?c>

👉 [COYA](#) - **DOGTRAINERAMYT**

Support Their Health, Support Their Behaviour

Dorwest Herbs and Verm-X – trusted, natural support for your dog's overall wellbeing. Physical health and behaviour are closely linked. Digestive balance, parasite control and internal comfort all play a role in focus, emotional regulation and learning.

👉 [Dorwest](#) - **TRAINERAMY10**

👉 [Verm-X](#) - **PAWSUP**

Treat Smarter, Train Better

Pooch & Mutt and The Spoilt Doggo – high-quality treats that support both health and training.

Treats aren't just rewards – they're training tools. The right ingredients help maintain steady energy, support digestion and keep motivation high without overloading your dog with unnecessary fillers.

👉 [Pooch & Mutt](#) - **POOCHPACK-WNZA**

👉 [The Spoilt Doggo](#) - **PAWSUP10**

Toys That Train & Entertain

Tug E Nuff – the ultimate training toys to build drive, focus and confidence.

The right toy isn't just for fun. Tug, chase and interactive toys can become valuable training assets, helping your dog channel energy positively while strengthening your bond.

👉 Tug-e-Nuff - <https://tug-e-nuff.com/pawsupdogschool>

Harnesses That Support

Perfect Fit Harness – adjustable, comfortable harnesses designed to give you better control without restricting movement.

The right harness doesn't replace training, but it does support it.

👉 [PerfectFit](#) - **PAWSPDS20**

Accessories

Muzzle Movement, Tractive, and TUFFPETS – practical tools that support safe, effective training.

The right accessories help you communicate clearly, keep your dog safe and make everyday life simpler. From tracking walks to managing behaviour, these tools are a must-have for proactive, happy dog ownership.

👉 Muzzle Movement - <https://themuzzlemovement.com/?ref=PAWSUP10>

👉 [Tractive](#) - **AMYTRAINER40**

👉 [TUFFPETS](#) - **TUFFPAWSUP**

We are honoured to be affiliated with all these brands, and cannot thank them enough for their ongoing support! If you do buy using our code - please let us know so we can share/thank you 😊



What's on?

A new month is the perfect time to reset and refocus with your dog. February is all about love – and that means investing in the relationship you share every single day. Whether you're building confidence, brushing up on foundations, mastering new skills or simply carving out more quality time together, this month is full of opportunities to grow, connect and have fun – whatever the weather.

📖 **Reactivity Pro - 6th March**

This class is designed specifically for reactive dogs who are ready for the next step—practical, controlled training alongside others, without pressure or judgement. It's a safe space where you and your dog can continue to grow, learn, and succeed.

🐶 **Social Stroll– 7th March**

Our Social Strolls are designed to help dogs build calm, neutral behaviours around other dogs, people, and everyday distractions. Perfect for reactive dogs, young dogs, or anyone wanting to encourage confidence and focus.

🐾 **Puppy Class - 15th March**

Over the course of 6 weeks, we'll cover the foundations of positive training, confidence building, and socialisation to help your puppy grow into a happy, well-mannered companion.

🎓 **Surviving Adolescence – 29th March**

That teenage phase can be tough! We'll guide you through managing excitement, improving focus, and keeping your connection strong through the ups and downs of adolescence.

💪 **Canine Conditioning Class - 1st April**

In collaboration with **Lily Moffatt Veterinary Physiotherapy** for a supportive, hands-on Canine Conditioning Class designed for *all* dogs – puppies, adolescents, senior companions, and sports dogs alike.

🎮 **Power of Play - 12th April**

In this workshop, you'll learn how to use play as a powerful reward in a way that feels natural, fun, and genuinely exciting for both of you 🐾🌟

👉 Spaces are limited, so if one of these sounds perfect for you and your dog, don't wait. Head over to pawsup.uk to book your slot!



Paws Up Academy



We've got some exciting updates in the Academy for 2026!

New Uploads

- Physio Level 4 is now LIVE!

Coming Soon

- More tricks - we are just fine tuning a few more to share with you 👁️ sneak peak..
 - Ring Stacking
 - Footsie
 - Push
 - Tidy Up
 - Elephant Trick
- More retrieving games - we said we weren't' done!
- More confidence games - because you can never have too many!

Challenge – 2 Bowl Game

All clients welcome to take part in this challenge. This is a choice game that builds confidence, mental resilience and flexible thinking!

- Head over to our private Facebook page to get involved!
- Request to join here: [Join Our Facebook Group](#) 🐾



👉 For regular updates, behind-the-scenes training tips, and to see what's happening in classes, make sure you're following our business [Facebook](#) page too