

Service Catalog

2026



URBAN PETS

PetShop & Grooming

—EST. 2016—

At Urban Pets, we believe that grooming goes far beyond aesthetics. Each service is designed as a technical and personalized care, respecting the well-being, skin health, and individual characteristics of each dog.

We work with professional protocols, techniques tailored to each coat type, and high-quality products, always preceded by a thorough assessment. Our goal is to guarantee not only a balanced aesthetic result, but also comfort, safety, and maintenance of coat quality over time.

This catalog was created to help you understand our services and the different levels of care available.

Our team is always available to advise on the service or protocol best suited to your dog's specific needs.

In this catalog you will find all the services we have available and their prices. The price list includes VAT at the current legal rate of 23% and is valid from February 1, 2026.



Price list for dogs - summary

Weight / Hair Type	up to 10kg	10 to 20kg	20 to 30 kg	30 to 40kg	40 to 50kg	+ 50kg
short	30€	35€	40€	45€	55€	65€
Medium	35€	41€	46€	54€	70€	82€
Long	39€	48€	54€	63€	75€	87€
Extra Long/Dense/ Nordic	45€	60€	65€	75€	85€	100€

- Therapeutic Baths [+10€]
- Baths with Ozonated Water [+ €15]
- Teeth brushing [+6€]
- Advanced Care:
 - Coat hydration [+ €10 up to 20kg; €15 over 20kg]
 - Coat nutrition [+ €10 up to 20kg; €15 over 20kg]
 - Coat reconstruction [+ €10 up to 20kg; €15 over 20kg]
- Sanitary Clip [+€5 up to 20kg; €7.50 + over 20kg]
- Sanitary Clip Plus [+7.5€ up to 20kg; 10€ + over 20kg]
- Full grooming [+ €10 up to 20kg; €15 over 20kg]
- Knot Removal (€30/hour)
- Regular Brushing / Desheding (€25/hour)
- Stripping (30€/h)
- Plantar Moisturizing (+3€)
- Nail trimming (complimentary)
- Nail Filing (+5)
- Simple Ear Cleaning (complimentary)
- Ear hair removal (+8€)
- Express Anal Glands (+ €5)
- Coloring
 - Tail (15€ / 1 color; 20€ / 2 colors)
 - Ears (15€ / 1 color; 25€ / 2 colors)
 - Body: quote upon request

Physiological baths

Every dog is different!

Your groomer will advise you on the best grooming routine for your pet's specific coat type.

Bathing your pet involves several steps:

- Pre-wash with a high-cleansing shampoo
- Bathe with the shampoo most appropriate for the coat.
- Simple conditioner to close the cuticle
- Brushing the fur
- Nail trimming
- Simple ear cleaning
- Lots of treats!

Shampoos available:

- Shampoo for all breeds: a neutral product suitable for all healthy coat types.
- Shampoo for sensitive skin: suitable for dogs with sensitive skin, who easily develop allergies.
- Whitening shampoo: suitable for white coats that are yellowed and dull.



Our shampoos are suitable for animals, with an appropriate pH, vegan, and certified for animal welfare.



Bathing Table

Weight / Hair Type	up to 10kg	10 to 20kg	20 to 30 kg	30 to 40kg	40 to 50kg	+ 50kg
short	30€	35€	40€	45€	55€	65€
Medium	35€	41€	46€	54€	70€	82€
Long	39€	48€	54€	63€	75€	87€
Extra Long/Dense/ Nordic	45€	60€	65€	75€	85€	100€

Examples of breeds with each coat type:

Short-haired: Bulldogs, Pitbulls and other Bullies, Labrador, Pug, Beagle, Pointer, Cane Corso, Short-haired Jack Russell, English Greyhound

Medium-length coat: Golden Retriever, Border Collie, Wirehaired Jack Russell Terrier, Wirehaired Podengo Terrier, Fox Terrier, Yorkshire Terrier*, Poodle*, Portuguese Water Dog*, Doodles*, Shih Tzu*, Maltese*, Lhasa Apso*, West Highland White Terrier*.

Long-haired: Yorkshire Terrier*, Poodle*, Portuguese Water Dog*, Doodles*, Shih Tzu*, Maltese*, Lhasa Apso*, West Highland White Terrier*, Belgian Shepherd Groenendael, Spitz, Cocker Spaniel

***Important note:** In these breeds, the dog can be considered to have medium or long hair depending on the length of its coat at the time of service. This classification will depend on the frequency of grooming maintenance.

Extra long/dense/Nordic breeds: Samoyed, Akita, Chow Chow, German Shepherd, Husky, Rough Collie, Shetland Sheepdog, Bobtail, Newfoundland, Serra da Estrela dog, Afghan Hound

Other notes:

Even if a dog is of a listed breed, it may have characteristics that justify considering it to have a different coat type.

Dogs with completely knotted fur, even if clipped short, are always considered long or extra long due to the extra effort the service requires.

Therapeutic Baths (+10€)

Therapeutic baths are performed under veterinary prescription and are indicated for coats and skin with specific needs, such as irritations, allergies, or sensitive skin. We use specialized professional products that help relieve discomfort, reduce inflammation, and promote skin health and well-being.

Baths with Ozonated Water (+ €15)

Ozonized water baths utilize ozone dissolved in water, which acts as a natural disinfectant, safely eliminating unwanted microorganisms. Among the main advantages are:

- Reduces odor and bacteria on the skin and coat.
- Softening of the coat and maintenance of its natural shine.
- Support for skin health, helping to balance sensitive or problematic skin.
- Soothing and regenerative effect during bathing.
- It enhances the therapeutic effect in the case of treatment shampoo.

This service is ideal for dogs that require advanced grooming and to complement therapeutic treatments.

Furthermore, the bath is done in a jacuzzi, which offers a relaxing and comfortable experience. The warm water combined with a gentle massage helps relieve muscle tension, stimulate blood circulation, and improve the absorption of the care products applied to the coat.



Advanced Care Protocol

Advanced Coat Care protocols are professional guidelines developed to address specific skin and coat needs that go beyond regular bathing and grooming services. Through a prior assessment, our team selects techniques and products suitable for each coat type, acting in a targeted way to hydrate, nourish, restructure the hair fiber, and balance the skin. These treatments improve coat quality, facilitate daily maintenance, and promote greater comfort and well-being for the animal. Advanced Care protocols can be performed on a one-off basis or integrated into a maintenance plan, according to the individual needs of each dog.

Hydration (+ €10 up to 20kg; €15 over 20kg)

Recommended for dry, dehydrated, or dull coats, through the application of a keratin mask that restores and hydrates the hair cuticle.

The mask works deeply: the lipids strengthen the skin barrier, preventing water loss, while the moisturizing agents soften and fill the hair fiber. The result is a more manageable, shiny, and resilient coat that tangles less and makes daily brushing easier.

In addition to the aesthetic effect, this care improves the dog's comfort, provides thermal protection, and resistance to the elements.



Advanced Care Protocol

Reconstruction (+ €10 up to 20kg; €15 over 20kg)

Recommended for fragile, dull, and brittle coats. We use specific products rich in nutrients and proteins that replenish the hair fiber, strengthening the coat from root to tip.

The application works deep within the coat, improving elasticity, shine and resistance, while also helping to maintain the integrity of the cuticle and skin.

The result is a stronger, healthier coat with a more vital appearance, making daily maintenance easier and reducing hair loss or breakage, ensuring comfort and well-being for the animal.

Nutrition (+ €10 up to 20kg; €15 over 20kg)

The nutrition stage involves applying products rich in essential nutrients, such as vitamins, proteins, and oils, that promote the health and vitality of the coat.

With calming and anti-inflammatory action, thanks to Aloe Vera and Rosehip, it is indicated for more sensitive skin.

It helps in untangling and removing knots.

It restores the health and elasticity of the coat, giving it a youthful and vigorous appearance.

In short, we evaluate each dog and apply specific techniques and products to:

- Hydrate and soften
- Seal the cuticle and protect the hair.
- Make brushing easier and reduce knots.
- Improve brightness
- To increase the manageability and comfort of the coat,
- Keep your pet healthy between services.



Types of Grooms

Simple Sanitary Groom [+ 5€ up to 20kg; 7.50€ over 20kg]

Recommended for regular coat maintenance. It consists of trimming the hair in strategic areas, such as the eyes, paws, and genital region, ensuring hygiene, comfort, and a well-groomed appearance between full haircuts.

Sanitary Groom Plus [+ €7.50 up to 20kg; €10 over 20kg]

It includes all the care required for a simple hygienic trim, with additional finishing touches on the face and shaping of the bangs, providing a more uniform and elegant appearance to the head and limbs.

Full Groom [+ €10 up to 20kg; €15 over 20kg]

Full grooming service, where we work on the entire coat, adapting the cut to the desired hairstyle. Ideal for maintaining the breed's shape, styling, or overall aesthetic finishing, ensuring a healthy and well-groomed coat.

The complete grooming service, in which we work on all the body's fur, can be performed with clippers or scissors, depending on the desired result.

The final finish depends on the condition of the coat upon arrival, including length, density, and conditioning of the fur, and is adapted to achieve the best possible result while respecting the dog's health and comfort.



Mat Removal (€30/hour)

Mat removal is a specialized service designed for coats that easily become tangled or have denser knots. It is a procedure that requires technique, patience, and care, always prioritizing the animal's well-being.

Not all knots can be completely removed without causing discomfort, and therefore our team may adapt the service or even refuse removal if necessary to preserve the safety and comfort of the dog.

To ensure the best results and prevent the coat from becoming difficult to manage, it is essential that the client seeks guidance from our team and maintains the animal on a regular maintenance schedule, adjusted to the type and condition of the coat.

This ongoing care not only makes daily brushing easier, but also helps keep the coat healthy, soft, and beautiful over time, reflecting the care and attention each animal deserves.

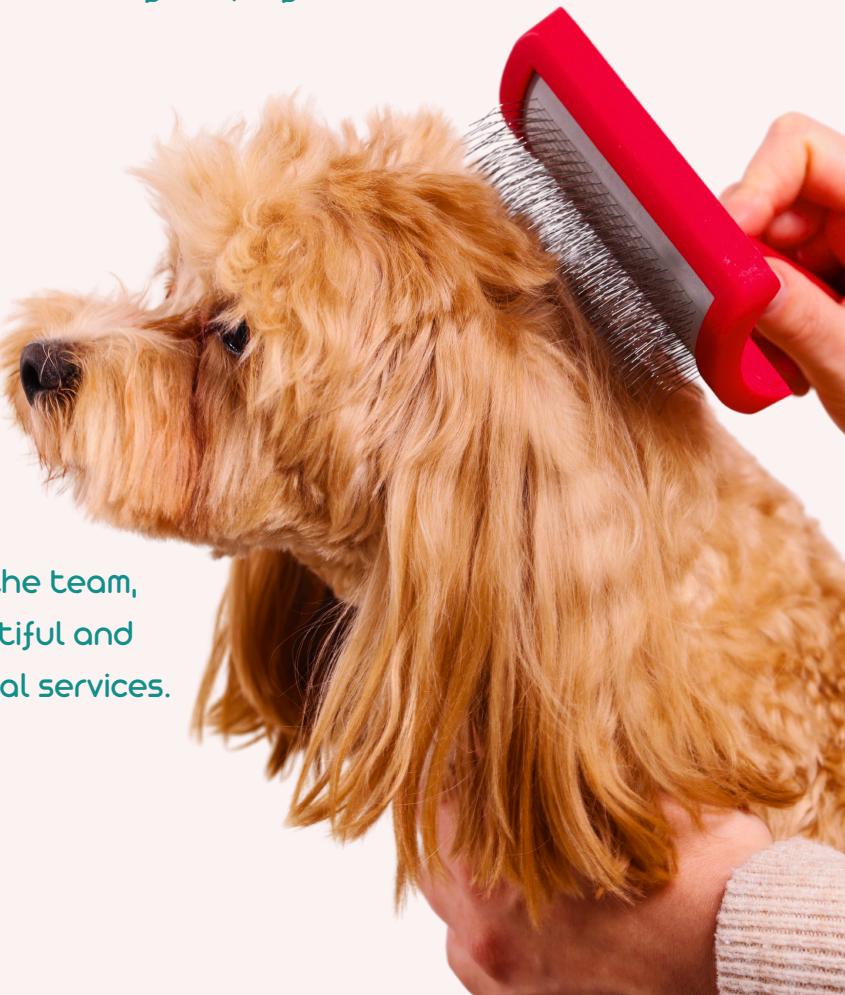
Regular Brushing - Dead Hair Removal -Deshedding (€25/hour)

Regular brushing is essential care for any type of coat. This service removes dead hair, reduces knots, and prevents matting, keeping the coat clean, smooth, and healthy.

Beyond the aesthetic effect, it's a moment of contact that also contributes to the animal's well-being, strengthening trust and the relationship with the grooming team.

For lasting results, brushing should be done regularly, according to the type and condition of the coat, and combined with the following:

Maintenance care recommended by the team, ensuring that the coat remains beautiful and easy to maintain between professional services.



Stripping (30€/h)

Stripping is a specialized coat maintenance service, recommended when the characteristics of the dog or breed justify it.

This technique involves manually removing dead hair from the outer coat, stimulating the growth of a new, healthy coat with the desired texture.

This procedure requires technique, experience, and patience, ensuring that live hair is preserved and that skin health is not compromised.

Stripping allows the coat to maintain its proper color, texture, and shape, contributing to the breed's characteristic appearance and making maintenance easier between sessions.

Your groomer can recommend this technique even if your dog is a mixed breed.

The choice of this technique will depend on the individual characteristics of the dog and the owner's commitment to the maintenance schedule.



Plantar Moisturizing (+3€)

Plantar moisturizing is a specialized care treatment that aims to nourish and protect the pads of a dog's paws, preserving their elasticity and softness. This treatment uses specific products that help prevent dryness and cracking, ensuring comfort and well-being with every step. It is performed gently, respecting the sensitivity of the area, and should be applied according to the needs of each animal, integrating into an advanced care protocol.

Teeth brushing (+6€)

Brushing your pet's teeth is an oral hygiene procedure that contributes to the dental and gum health of the animal, preventing the accumulation of plaque and tartar.

Performed with specific products and gentle techniques, it is carried out in a way that ensures the dog's comfort, promoting a calm experience.

It consists of mechanical brushing with a surgical silicone finger brush, using toothpaste specifically for dogs, and applying an enzymatic anti-plaque spray. This care is part of maintaining oral health and should be performed regularly, according to each animal's needs, without compromising its well-being.

Therefore, we recommend that pet owners continue brushing their pets at home, ideally daily. Ask your groomer to recommend the best products.



Nail trimming (complimentary)

Nail trimming is essential for a dog's health and well-being, playing an important role in posture and the biomechanics of the paws and joints. Excessively long nails can compromise gait, alter the animal's natural support, and cause discomfort or injuries in the medium to long term. This service is performed with appropriate techniques and tools, ensuring comfort and safety throughout the process. Trimming should be done regularly, according to each dog's individual needs, to maintain correct posture and prevent musculoskeletal problems. In cases of high stress levels or signs of aggression, the procedure is not performed, always prioritizing the animal's safety and well-being.

Nail Filing (+5)

Filing nails with an electric nail file is a precision procedure that complements traditional trimming, providing a smooth and even finish to the dog's nails. This care contributes to the health of the paws, preventing chips, cracks and discomfort when walking, while promoting correct posture and balance in gait.

The service is performed with delicate technique and attention to the animal's well-being, using silent and specific equipment to minimize stress. In dogs with high levels of anxiety or signs of aggression, the procedure is not performed, always guaranteeing the animal's safety and comfort.



Simple Ear Cleaning (complimentary)

Ear cleaning is an essential part of a dog's hygiene and comfort, helping to prevent earwax buildup and unwanted odors. This procedure is performed with specific products and delicate techniques, ensuring comfort and safety throughout the process. In cases where signs of infection, inflammation, or significant discomfort are detected, the service is not performed, always guaranteeing the well-being and protection of the animal's hearing health. In these cases, we always advise monitoring by the attending veterinarian.

Ear hair removal (+8€)

Ear plucking involves the careful removal of hair from inside the ears. This hair is only found in dogs with abundant fur on their muzzles. These hairs serve no biological function, and their removal is recommended.



Ear cleaning is only performed when necessary for the animal's hygiene and comfort. The procedure is always carried out in a way that does not cause pain and should not be performed excessively frequently, preserving the integrity and health of the ear. If the dog does not tolerate the service, or shows signs of ear infection, it will not be performed.

Anal Gland Express (+ €5)

Anal gland express is a procedure that involves the mechanical expulsion of the contents of the glands located near the dog's anus, using a specific technique. These glands produce a secretion that aids in territorial marking and communication between dogs.

This service should only be performed when necessary, such as in cases of discomfort due to accumulated secretions. It is not a routine procedure and should not be done at every grooming visit. It is only indicated when the animal shows signs of discomfort or difficulty emptying these glands naturally. If there are signs of infection, it will not be performed, and veterinary help should be sought.

Coloring

Coat coloring is a cosmetic service that adds a vibrant and sophisticated touch of color to the dog, ideal for special events or everyday life. This treatment is only performed on animals with healthy coats and very low stress levels during grooming, ensuring safety, comfort, and well-being. The application is done with specific high-quality products, guaranteeing harmonious and long-lasting results, integrating into an advanced care protocol.

Tail coloration:

15€ / 1 color

20€ / 2 colors

Ears:

15€ / 1 color

25€ / 2 colors

Body: quote upon request



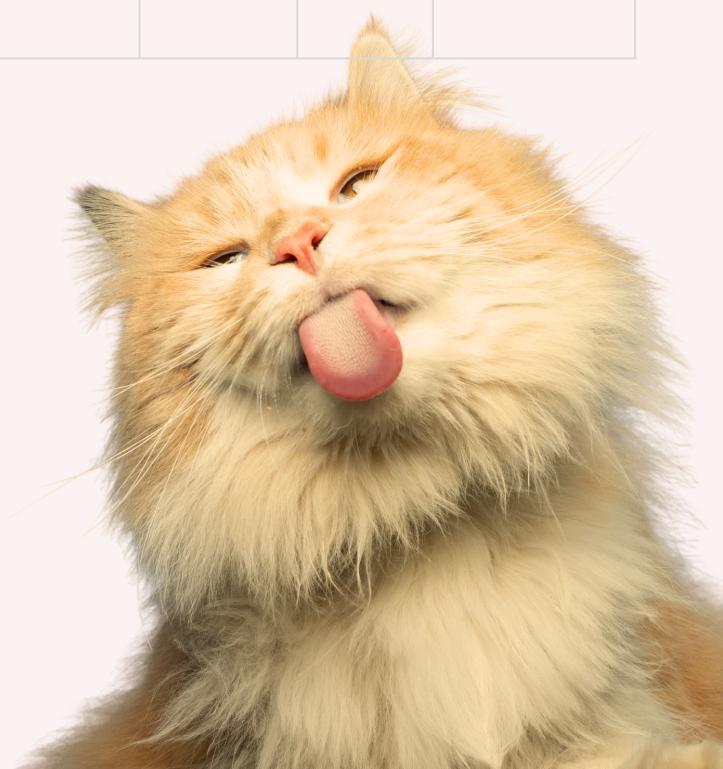
Cat grooming

First and foremost, a thorough assessment of the cat's stress level is always carried out, as its emotional well-being is crucial for the success of any procedure. The service only begins after comfort and safety conditions have been guaranteed.

Cats have a naturally short tolerance for heat, so grooming is performed quickly, safely, and firmly, without compromising the animal's tranquility, always respecting its limits and interrupting the procedure whenever necessary. Some services may be refused if safety conditions are not guaranteed.

	Complete trim -short clip	Complete trim- Long clip	Sanitary Clip	Short trim+ Bath	Long trim+ Bath	Sanitary trim + Bath	Only Bath	Brushing
Short Hair	30€	-	15€	35€	-	35€	30€	20€/hour
Long Hair	40€	50€	30€	50€	60€	50€	45€	30€/hour

Nail trimming and simple ear cleaning are complimentary and included with all services. We don't handle cats without trimmed claws.



Cat grooming

Short full trim: A short full trim is performed at the owner's request or when there is no other option that guarantees the cat's safety and well-being. In this trim, the body is trimmed to a length of 1.5mm, keeping the fur on the head and paws; the tail is left to the owner's discretion.

Full high trim: an option for long-haired cats with impeccably maintained fur. For best aesthetic results, this trim should always be done after a bath.

Hygienic Grooming: In this option, short trimming is done only in the areas where the cat accumulates the most dirt, such as the genitals, belly, and armpits. Excess hair on the sides can also be trimmed in this service.

Bathing: Bathing is performed only when appropriate to the cat's needs, using specific products and gentle techniques, always assessing the animal's tolerance to the procedure. Many cats tolerate grooming but not bathing; in these cases, dry cleaning is performed using wipes and sprays suitable for animals.



Regular brushing: A service that complements the cat's daily routine, keeping it free of knots and helping to reduce the amount of fur shed around the house.

Follow us and see our work at



www.urbanpets.pt



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