

TAILS IN TUBS

Dog Grooming & Academy

iPet Network Professional Dog Grooming Qualifications

Industry-level training inside a working luxury salon

www.tailsintubs.ie

Ofqual Office of Qualifications and Examinations Regulation

iPET NETWORK International Pet Education and Training | APPROVED CENTRE

ABOUT US

Tails in Tubs Dog Grooming & Training Academy was founded by both Jordan & Selena Clarke with family and inclusivity being two core values associated with our passion for dogs and love for education.

We are not simply a grooming salon or training provider — we are a brand built on passion, precision, and an uncompromising commitment to excellence.

Founded by a family with a deep understanding of animal welfare, luxury care, and the grooming industry, Tails in Tubs was created with one vision in mind: to raise the standard of dog grooming and professional education in Ireland.

Since opening in 2022, Tails in Tubs has rapidly become recognised as Cork's most sought-after luxury grooming destination. We are trusted by discerning owners who expect exceptional care, exceptional styling, and an exceptional experience for their dogs.

Every aspect of our salon has been designed with intention. From our calm, stress-conscious environment to our high standards of handling, styling, and client care, we take a holistic and welfare-led approach that places the dog at the centre of everything we do. But what truly sets Tails in Tubs apart is our Academy.



OUR ACADEMY

Our Training Academy was built to challenge the outdated standards often seen within the industry. We do not believe in overcrowded classrooms, conveyor-belt teaching, or purely theory-based education.

Instead, we offer an immersive, boutique learning experience inside a real luxury salon environment, giving learners access to real client dogs, real industry expectations, and real-world experience from day one.

What makes Tails in Tubs truly unique is the calibre and diversity of the people behind it. Founders Selena and Jordan bring an exceptionally broad educational and professional background to the academy, combining academic achievement, business understanding, health and wellbeing knowledge, and industry expertise.

Selena is a qualified yoga teacher with a Law degree, a Personal Training Diploma, and multiple professional iPET qualifications. Jordan holds degrees in Law and History & Politics, alongside a Personal Training Diploma and multiple iPET qualifications.

Together, their passion for education, continuous development, and raising professional standards is at the heart of everything the Academy represents.

As an approved centre delivering internationally recognised iPET Network qualifications, our programmes combine elite practical training with rigorous academic standards. Every qualification is industry-led, quality assured, and designed to produce groomers who are not only qualified but genuinely exceptional at what they do.

We are intentionally different

While others focus on volume, we focus on quality. While others teach grooming, we develop professionals. Our small cohort sizes, premium salon environment, personalised mentorship, and real business insight create an educational experience that simply cannot be replicated in a traditional college setting.

We are not trying to compete with traditional grooming schools, we are creating an entirely different standard. One built around excellence, innovation, mentorship, and the real-world demands of a modern luxury grooming business.

Whether you are beginning your journey or elevating your existing skills, Tails in Tubs is where ambition meets opportunity and where the next generation of high-level groomers is created.

QUALIFICATIONS

The reality is that both qualifications are excellent, internationally recognised pathways through iPET Network. However, they are designed for different levels of depth, experience, and long-term career ambition.

iPet Level 3 Certificate in Dog Grooming & Introduction to Styling

The Level 3 Certificate is an incredible starting point for those looking to enter the industry and build strong foundations. It introduces learners to professional grooming techniques, breed styling, coat preparation, health checking, handling, bathing, drying, clipping, and salon safety. It is ideal for individuals wanting to begin their grooming journey with a respected and industry-recognised qualification while developing confidence in a real salon environment.

Modules covered:

- 301: Health and Safety in a Dog Grooming Environment
- 302: Promote the Welfare of Dogs Conforming with Relevant Legislation
- 304: Assess and Plan Dog Grooming Styles and Maintenance of Equipment
- 305: Health Checking, Handling and Canine Behaviour
- 317: Prepare, Style and Finish a Selection of Dog Breeds

iPet Level 3 Diploma in Dog Grooming & Salon Management

This qualification is our most comprehensive professional qualification. It is designed for those who want to pursue dog grooming as a full-time career and/or run their own grooming salon.

The Diploma is significantly more advanced, immersive, and comprehensive. Learners groom a far greater number and variety of dogs, work with more complex coat types and styling techniques, and develop a deeper understanding of salon operation, professionalism, client care, and business management.

Modules covered:

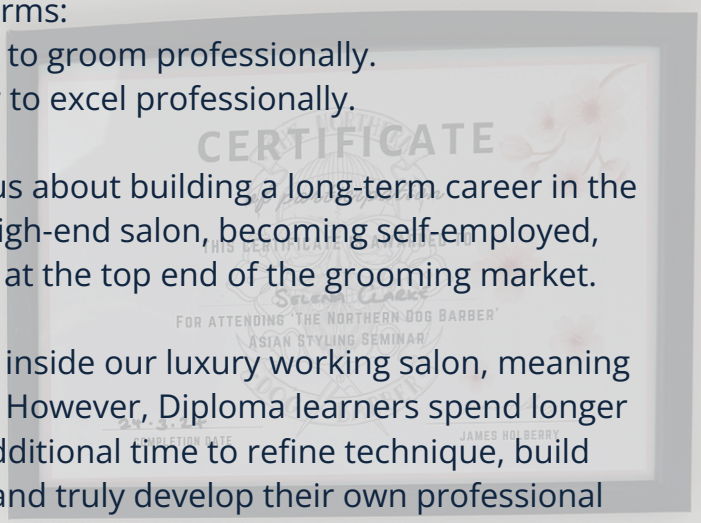
- 301: Health and Safety in a Dog Grooming Environment
- 302: Promote the Welfare of Dogs in Line with Legislation
- 303: Customer Care and Managing Complaints
- 304: Grooming Style Planning and Equipment Maintenance
- 305: Health Checking, Handling, and Canine Behaviour
- 306: Preparing, Styling, and Finishing a Range of Breeds
- 307: Canine Emergency First Aid
- 308: Planning the Operation of a Small Canine Business

CHOOSING THE RIGHT COURSE FOR YOU

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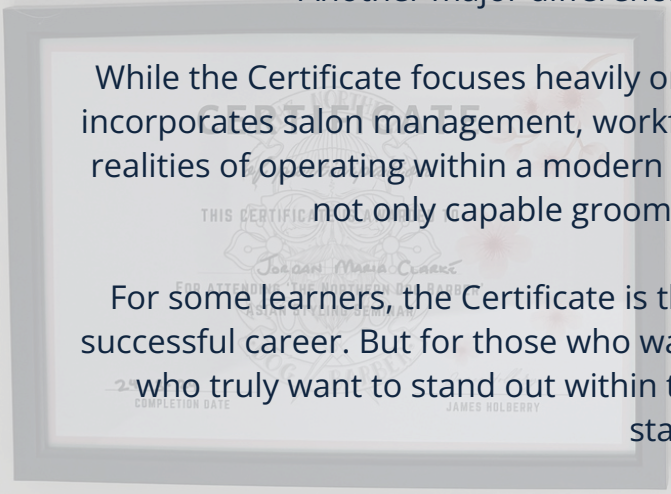
In simple terms:
The Certificate teaches you how to groom professionally.
The Diploma teaches you how to excel professionally.



The Diploma is designed for those who are serious about building a long-term career in the industry — whether that means working in a high-end salon, becoming self-employed, opening a business, or positioning themselves at the top end of the grooming market.

At Tails in Tubs, both qualifications are delivered inside our luxury working salon, meaning learners gain real-world exposure from day one. However, Diploma learners spend longer immersed in that environment, giving them additional time to refine technique, build confidence, handle more challenging grooms, and truly develop their own professional identity and standard of work.

Another major difference is the depth of industry preparation.



While the Certificate focuses heavily on practical grooming foundations, the Diploma also incorporates salon management, workflow, professionalism, customer experience, and the realities of operating within a modern grooming business. This creates graduates who are not only capable groomers but industry-ready professionals.

For some learners, the Certificate is the perfect entry point and can absolutely lead to a successful career. But for those who want the most comprehensive education possible and who truly want to stand out within the industry, the Diploma is considered the gold-standard pathway.

At Tails in Tubs, we intentionally keep both programmes boutique and highly personalised because we believe exceptional groomers are developed through quality teaching, high standards, mentorship, and real experience, not overcrowded classrooms or rushed learning environments.

Whichever pathway a learner chooses, they are stepping into an academy built around excellence, ambition, and raising the standards of the grooming industry.

Our Salon

A SPACE BUILT WITH INTENTION

We wanted to create an environment that felt calm, luxurious, professional, and welcoming from the moment you walk through the door.

Every detail of our salon has been designed with both dog welfare and client experience in mind thus creating a space that reflects the high standards we pride ourselves on every single day.

From our boutique aesthetic to our stress-conscious approach, our salon is a reflection of everything we believe modern grooming should be: compassionate, elevated, and professional.

Not just a salon.
A luxury experience. 🤍

COURSE SCHEDULE

SUNDAY	PRACTICAL WORK
09:00-16:00	• Luxury client consultations • 'Pawfect' Preparation • Workstation presentation • Coat Assessments • Handling difficult dogs • Luxurious finishing touches

ONLINE	THEORY & STRUCTURED LEARNING - PRE RECORDED
	• Canine behaviour discussions • Legalities surrounding dog grooming • Assess and Plan Dog Grooming Styles and Maintenance of Equipment

ONLINE	LIVE Q&A SESSIONS / 24H WHATSAPP SUPPORT
	• Opportunity to discuss topics with peers • Group contributions • Business tips & tricks

Further information

Level 3 Certificiate will begin on the 10th January 2027 and run until mid march March 2027. (10 weeks)

Level 3 Diploma will begin on the 10th January 2027 and run until mid April (14 weeks)

CONTINUED...

Students will need to be in attendance (unless agreed prior) at the venue for the duration of the course.

Practical work will be carried out every Sunday, meaning students must be in attendance. Students will have realistic deadlines to complete their theory work, which will be done in their own time. Weekly Q&A sessions will be scheduled online at a time convenient for everyone. Tutors are available on WhatsApp providing 24 hour support.

Both the Certificate and Diploma programmes will run alongside one another within the Academy, allowing all learners to benefit from the same high-standard salon environment, real client dog exposure, and immersive hands-on experience.

Students enrolled on the Diploma pathway will continue their training for an additional four weeks beyond the Certificate programme. This extended timeframe allows Diploma learners to further refine their practical skills, work with a greater variety of breeds and coat types, develop more advanced styling techniques, and gain deeper insight into salon management and professional practice.

The additional weeks are designed to provide a more comprehensive and elevated learning experience giving Diploma students the opportunity to build greater confidence, stronger technical ability, and a higher level of industry readiness before qualifying.

Certificate students will have the option to attend the Level 3 Canine First Aid course day should they wish, at an added cost.



LETS TALK
FINANCES

The pricing of our programmes reflects the standard, quality, and level of experience being offered.

Our classes are capped at a maximum of SIX students

CERT	DIPLOMA
€3,950	€4,950
Groom a minimum of 10 dogs (different breeds & styles)	Groom a minimum of 20 dogs (at least 6 different coat types)
Gain indiustry credibility	Business modules
First Aid course can be added on for €165.00	This includes a level 3 Award in Canine First Aid

A €500 non-refundable deposit is required to secure a place within the Academy following a successful interview.

Due to our intentionally small cohort sizes and high level of personalised training, places within our programmes are extremely limited. The deposit allows us to reserve a dedicated training space for each learner and ensures commitment from those enrolling onto the course.

Payment plans are available and can be discussed upon application.

GROOMING KIT

An additional toolkit fee applies to all students.

Each student is required to purchase a professional grooming toolkit for use throughout training and in salon practice.

We are pleased to have partnered with our supplier to provide these kits at a discounted academy rate. Two kit options are available.

Kit A

€600

INCLUDES HIGHER-QUALITY PROFESSIONAL CLIPPERS (RECOMMENDED)

Kit B

€500

INCLUDES STANDARD PROFESSIONAL CLIPPERS

We strongly recommend Kit A as it includes higher-grade clippers, which we recommend due to their durability and performance.
Clippers are a primary tool in professional grooming, and quality directly impacts efficiency and finish.

Toolkits must be secured before the course's start date if you decide to source your own tools. We can provide a list of tools should you wish.



Our Academy was created for individuals who want more than an overcrowded classroom or a basic qualification.

We offer an immersive, boutique learning experience inside a real luxury salon environment, where students work hands-on with real client dogs while being mentored by experienced business owners actively working within the industry every single day.

As an approved centre delivering internationally recognised iPET Network qualifications, our programmes combine elite practical training with high academic and professional standards producing groomers who are not only qualified, but genuinely industry-ready. Ofqual regulation ensures that our qualifications meet strict UK government standards the same regulatory framework used by awarding bodies such as ITEC. Our courses are internationally recognised.

With intentionally small cohort sizes, personalised mentorship, premium facilities, and a strong focus on professionalism, confidence, welfare, and real-world experience, our Academy is intentionally different from traditional training providers.

We are not trying to be the biggest.
We are focused on being exceptional.

If you are passionate about dogs, ambitious about your future, and serious about developing your skills to the highest standard...

We would love to hear from you!

To apply for one of our courses, please send us a little bit about yourself, your background, and why you are interested in joining the Academy.

Successful applicants will then be invited to arrange an interview with us.

We await your application

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