

LA Unscripted | February 28th, 2022

From hot spots and hidden gems to lots of local flavor It's your guide to L A the unscripted way And tonight we're going to the dog who from the mansion in Beverly Hills tonight on L A unscripted we refuse to let sleeping dogs lie In fact we're shopping for them dining with them and even reading their minds Hello everyone I'm Dana Devin And if you love dogs and who doesn't get ready to be bow Wowed by this show up first She may have started her career as an actress but Jess Rona has found fame with a much rougher crowd Get it rougher I started creating these videos of dogs blowing in the wind in slow mo and it just went viral I'm Jess Rona and I'm the owner and founder of Jess Rona grooming That was the one video It's actually Andy Garcia's dog Stella I would blow wind on her and one ear popped open and the other ear popped open and I timed it exactly to a Beyonce song And that was the one we usually say to have your dog groomed once a month every single dog should get groomed Um whether it's a short haired dog or a long haired dog I started this whole business and brand in my garage if you can believe it So I found this house in the hills and it had a washer and dryer hook up in the garage and I was like ok well that could be a dog bathtub What if I started my own little thing One thing I would get riled up about is people who neglect their dog's teeth or neglect their dog's nails or put really tight boots on them That is not cozy So my shop is vastly different than any other grooming shop in the world So what I wanted to do is take the coziness and the gentle environment and create a commercially zoned space that is curated for dogs We have beds we have water bowls there's no cages We limit the amount of dogs we groom during the day And I've trained my staff with my energy technique that I've created over the years where we're able to communicate with dogs through gentle touch You condition every dog every dog gets a blueberry facial an argon oil face mask Every dog that comes in here gets deep conditioned Every dog gets hand dried It's impeccable the way we style everybody I'm really proud of my team and I'm really proud of what I've created because I think it's special So some of my clients are well Katy Perry is the one that everybody knows because she's very open that she uh is my client And also she wrote a little I have a book called Groomed and she wrote a little quote for the front of the book Jane Lynch Haley Steinfeld I love her Tegan from Tegan and Sara who have a new album out Go pick it up Taylor Schilling We all love Taylor Schilling I once accidentally dyed a dog smurf blue The client wanted like a pastel and it took two years for this to

grow out I've recovered But yeah that's that was tough I just want to mention when you see dogs getting dyed don't think of it as like bleaching and burning their skin and it stinks It's like so mild It's made for dogs I recently funded produced and directed my own show and I'm gonna start pitching it and I wanna sell it And that's my dream gig It's not out yet Hulu If you're watching Netflix if you're watching um I'll be sending you a link to all the episodes You know I actually went to J and she is amazing There is a waiting list just wrote his large on shop But if you want to start treatment for your fur baby it's worth the wait All right Time for a little hair of the dog I found a place to have brunch with your Bowser and you both get to drink Yes Yum yum Take your dog to work day Actually So this is Violet You guys have met Violet before This is Reggie This is day by the way another day and dogs and then that's Lola and that Daisy Matthew Nathanson Director of Restaurants at the Godfrey Hotel Hollywood we opened in August of this year had great success here with the hotel and the restaurant It's nice to be a block down from sunset but also part of the action of Hollywood sales I think it's very inclusive when it comes to when people who want to travel and also bring their dogs seem to often be limiting I'm a dog owner myself So it's important that they get an opportunity to come and enjoy this beautiful hotel just like our guest can So because we're a dog friendly hotel we wanted the dogs to be able to also have the opportunity to have brunch with our brunch guests Even if you're not a hotel guest you can still bring your dogs and we have doggie cocktails It's called the bark and brunch and your dogs can actually have brunch with you The only problem is they can't sit at the table with you But as you guys know I'm not the biggest fan of rules So pilots right here we do offer one complimentary cocktail per dog We have one that's chicken based and one that's beef based and there's no alcohol so that you know the dogs could be the designated driver if someone has a couple of mimosas That's yummy It's one per tail and sadly she drinks it as fast as I do We have swag we give to the dogs as well and some other surprises that we bring on monthly as well She likes it bark and brunch is the third Saturday of every month when they say never work with Children or dogs I think they just mean my Children and my dog She's handful All right now for some products for your p to give back to dogs in need Megan Tell a scout a fabulous spot for scouts Hunter is a pet supply company to where we manufacture and curate products for pet parents to make life a little bit better for both them and their pets Do you guys have like a dog party Like where there's a bunch of dogs Like I just see this in such a community of dogs cats

all animals Right I mean the office it really is like that every single day September of last year we moved into a 55,000 square foot building down in Oceanside California where we actually do now all of our we house all of our own product and it's dog friendly So there's anywhere from 5 to 23 dogs running around at any given time and it's just like free roam for the dogs They could be at your desk they could be seeking treats They could be We have actually a dog park on site So we focus on making high end products anywhere from probiotic grooming and wellness to natural cleaning to flea and tick solutions Even down to preventative training solutions We have dogs in hand I have Rupert who's in yours Willow Oh my gosh Her chain She's so fabulous here Can we try something We try a little product Just so So this is our deodorizing spray I'm not saying you're stinky Rupert but I'm just getting go ahead So how do you plan it So so you just would shake well just because there is the probiotics in there So you just shake well to make sure it's like evenly distributed amongst the bottle itself and you just spray it and then what you do is just massage it in like you pet your dog it does smell good We launched Probiotic Grooming in 2016 and we have seen dogs that were bald on steroids for 11 months get their hair back in 30 days on our product We've seen yeast infections and the underarms of like French bulldogs or bully breeds go away in six days We've seen hotpots go away on dogs in 24 hours Wait did I overhear someone say that some people use the product on their kids like that's how natural and good it is So we all use it on ourselves We have some staff members that use their detangler like a body lotion We have staff members that use it on their kids for like detangler like as far as like brushing their daughter's hair out Yeah it's absolutely safe product Sulfate Paraben Free Never test on the animals with every bottle of scouts on are sold We donate a day's worth of food to a rescue animal in need We partner with greater good charities rescue bank dot org and they help facilitate the distribution of food with like to different shelters We actually through this program we have over 2500 shelters We partner with That's over 100 in the greater Los Angeles area alone Really And it just every bottle sold we donate a day's worth of food chain won't need That's a lot of food It's a lot of food We actually just hit over 6.5 million and that continues to climb Thank you so much Tommy I appreciate your time Scout's honor Check them out Thank you Began and coming up we take a pause on the dogs to check out a cat cafe and ever wonder what your pet is really thinking I met someone who can actually tell you Basically it's food food food more food I was a personal trainer for 10 years I just turned

30 years old I decided to put down the weights and just start exploring different movement practices So I began with gymnastics which led to Parkour which led to breaking or break dancing and hand balancing My name's Mike Fitch and I'm the creator of animal flow Animal flow is a ground based quadrupedal movement system So it just means hands and feet in contact with the ground And this style or this approach is designed to improve all of your physical abilities The first thing is something we call wrist mobilizations So the first one is just called wrist rolls So you're just gonna take your hands you're gonna clasp them together and you're gonna roll one hand over top of the other The second thing is just something we call activation We call these beast activations and crab activations And all we're doing is really holding these isometric positions And the reason that we're doing that is because we're encouraging that communication throughout the body but also bringing the mindful awareness back into our systems

Welcome back to L A unscripted You know one of the most amazing things about Southern California is we actually banned the sale of dogs and cats in 2017 unless they come from a shelter Now Olivia de Bartoli found another cool way to find your next friend A cat cafe calling all cat lovers Come sip your favorite beverage all while snuggling adoptable adorable felines L A has like animal lovers all over the place You know like I think L A is like filled with people who love animals And so it just kind of to me felt like it's a cat cafe So L a we are a cat cafe What we do is we rescue cats who are at risk of euthanasia in shelters and bring them here and socialize them and put them up for adoption and people can drink coffee and play with cats and if they happen to fall in love with one of our cats or kittens they can actually adopt them and take them home It's amazing the entire time I've been here when I'm not playing with the other cats This little one is just curled up so sweet like a little angel I've been a huge animal lover my whole life and I think that the way we do adoptions is like you know the animals are in cages and shelters they're scared they don't really interact People don't get to like know their personalities or what they're like And it's just so not based on connection And I really wanted to help homeless cats and homeless animals get adopted And then also for people to adopt based on like actually having a meaningful connection with a cat and really getting to know the cat's personality because like here you know which cats are the playful ones and which ones are the lazy ones And you know it's really cool to be able to know that before you adopt we saved over 3800 cats from Euthanasia We found homes for almost 1800 cats and we've also donated over \$40,000 to

different animal welfare organizations They're just such great companions and also very like low maintenance because they're not like dogs where you have to take so much care of them So I think like all of that makes them like a package deal for a pet Olivia All right What an adorable place Ever watch your dog or cat do something totally weird and say to yourself gosh I wonder what they're thinking But we found someone who can tell you hey Dana I'm Michael Burke Pet psychic And I double dog Dare you to let me read your dog I tune into animals I help understand what they're thinking and feeling for the people and I will offer assistance when it comes to behavioral challenges when you're reading a pet What do you what do you see in your mind I typically just go quiet I tune in feel into the energy It's almost like I just invite the animal into a sacred room or a sacred circle I just feel them with all of my senses When you read with the pa do you look into the future psychic I often think about it's like predicting the future what's going to happen Sometimes my intention is more to focus on what's happening in the moment Do you have any visions of the future for Boo Boo I do see her like a Olympic I see like the three podiums her stepping up to the top podium So this could be literally competing and that could be through agility She could potentially be you know a show dog Good bow That's a bow What would you say to people that say Well maybe you're not actually a psychic so much is that you're just really good at reading their body language There's definitely reading body language and everything And from my perspective I'm just tuning into the energy what I'm feeling in the moment the different frequencies and for those people who are able to understand that then great And if you're not that's great too And coming up the most famous trainer in the world reveals it's people not pets that actually need a few tips Jasmine Simpkins is with the dog Whisperer Cesar Millan Welcome back to L A unscripted from the stunning Lamina Mansion in Beverly Hills All right right now we are heading to a dog psychology center run by a man whose name is synonymous with training Cesar Milan Jasmine Simpkins sits and stays with the dog whisperer I started my first dog psychologist at South Central It it was just a parking lot You know now I have 43 acres when I came to America America loved dogs but they didn't know dogs That's when I started coming out with the formulas nose eyes ears rules balance limitations no touch no dog in my contact to me That was that was very clear That was very simple It was like no I train people because people need the help not the dogs And I came to America I I just wanted to learn from whoever trained LA R team And so when I came I couldn't find LA R team

trainers So I began to you know be a groomer a dog walker a kennel boy And then slowly I move into the dog training world with uh many of my friends in Inglewood Slowly I start moving around and realize there was no place where humans can actually go learn dog psychology So I opened my first dog psychology center in South Central I didn't I didn't I didn't wanna wait until I have enough money So so people can send the dogs not into the hood because people say oh don't do it here because nobody's gonna send you the dog But that's where the dog whispered you know television show was filmed So it's about dreaming you know and knowing that that if you want to do good in society people will come come on Alfie But oh boy this is my favorite thing to do to put different species together and achieve the same energy It took me 12 years to develop this beautiful place There was nothing here And now cameras were invited in here for the new shows How excited are you that people get to see this sanctuary that you've built Well I you want the whole world to have their own dog psychology center I think every country should have their own dog psychology center Every city should have their own I have always been passionate about educating humans but with age you get a lot more refined more clear you know the message is more beautiful and you understand that the uh how you can make a bigger impact you know and it's about better in the human That's plain and simple Caesar has made such an incredible impact on so many lives Dogs and humans All right Time to answer the age old question Can you teach an old dog new tricks The answer is yes Unless it's my little monster Violet What do you think is the biggest single mistake you see between humans and their pets So I believe that people think that when dogs come into their home that they're just obligated to know everything that we're saying in English or whatever language Zoom room is a place where our motto is we don't train dogs we train the people who love them And if we're not training you it's not gonna be a successful relationship between you and your dog When do you know that you need a trainer for your dog before you get a dog Whether it's a breed whether it's adopting whether it's going to a breeder you need to know what you're getting into Every breed has specific traits and some traits have been bred out baby Come on come We've all heard the expression You can't teach an old dog new tricks But can you in fact teach an old dog new tricks My partner had a 17 year old chihuahua that was half deaf half blind whatever And we still taught him things It's still the same brain It just has to be work when we don't work with a dog's brain It can get a little lazy just like we can if we sit and just watch TV meatball all

day and there are tips and tricks to get her moving along instead of freezing You know and if you took a treat and put it in front of her nose but not give it to her from your hand you toss it forward and ask her to find it My dog is completely spoiled She works for all her spoils in life No free lunch That's the no free lunch quality What a good girl You are a zoom room is all positive reinforcement We don't believe in any adversity or any balance training We also you know just as a another aspect we have the number one puppy book in the world that was written by our Vice President Liz Clain and our Ceo Mark Van W And so those crate training questions the the potty training questions all that stuff is in there And there's a reason why it's a number one book because we really put a lot of value in that in in in giving people the the knowledge that they needed Zoom Room is a customizable flexible training pro program That's not a six week course We graduate on merit between the human and the dog and we have many open locations We want you to have the best relationship with your dog You will have a lifetime of joy Well I think every dog had its day tonight and even a couple of cats you know one of the coolest things about our beautiful state We are very close to becoming a no kill state meaning no healthy adoptable dog or cat can be euthanized Now that's a happy tale from the Nightfall Groups Lamis Mansion in Beverly Hills We'll see you next time Good night