

# LA Unscripted | August 17th, 2023

<https://silosolo.com/583103>

## Summary

The video features Jess Rona, the owner and founder of Jess Rona grooming, who became famous for creating videos of dogs blowing in the wind in slow motion. She started her business in her garage and now has a shop in the hills with a cozy and gentle environment curated for dogs. Her shop does not use cages and limits the number of dogs groomed each day. Some of her famous clients include Katy Perry, Jane Lynch, Haley Steinfeld, Tegan and Sara, and Taylor Schilling. Jess Rona also funded, produced, and directed her own show that she is pitching to Hulu and Netflix. The video also highlights Veg, a veterinary emergency group in Santa Monica that provides emergency and urgent care for pets, including exotic animals. Veg has an open floor plan and allows pet owners to be with their pets during treatment and hospitalization. They also offer advanced surgeries and have a special room where people can sleep with their pets. The video mentions compassion fatigue in veterinary medicine and how the staff at Veg supports each other and builds a community. Veg is described as a one-stop shop for veterinary care.

## Silo sample questions

- What made Jess Rona famous?
- How did Jess Rona start her business?
- Who are some of Jess Rona's famous clients?
- What services does Veg veterinary emergency group provide?
- How does Veg support its staff in dealing with compassion fatigue?

## Topics

Jess Rona grooming

Veg veterinary emergency group

One-stop shop for veterinary care

Compassion fatigue in veterinary medicine

## Key Takeaways

- Jess Rona is the owner and founder of Jess Rona grooming and became famous for creating videos of dogs blowing in the wind in slow motion.
- She started her business in her garage and now has a shop in the hills with a cozy and gentle environment curated for dogs.
- Her grooming shop does not use cages and limits the number of dogs groomed each day.
- Jess Rona's clients include Katy Perry, Jane Lynch, Haley Steinfeld, Tegan and Sara, and Taylor Schilling.
- She once accidentally dyed a dog blue and it took two years for the color to grow out.

[Click here for the full transcript](#)

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