**A black background with white text

Description automatically generated**

FOR IMMEDIATE RELEASE

Under Embargo until October 1, 2024

**We’d miss our dogs more than our partners!**

Major survey reveals most Aussies wouldn’t even give up their beloved fur babies for $1 million!

Australia is officially a country of canine obsessives, with TWICE as many people admitting that if their partner left them and took their pet dog, they’d be more devastated about losing the *dog.*

The survey of 1,553 dog owners by **Wahl**, the country’s leading pet grooming brand, also found that both men and women spend more on making their pets look fabulous than they do on themselves and that Aussie cattle dog the Kelpie is seen as our most beautiful dog breed.

The astonishing poll revealed:

* **Two-thirds of women and over half of men would be more heartbroken to lose their dog than their partner if they were dumped.**
* **Only one in five women and a quarter of men said losing the partner would be worse.**
* **91% of women and 76% of men wouldn’t give up their dog, even for $1 million.**
* **The three dog breeds voted the most beautiful are the Kelpie, Maltese and Golden Retriever.**
* **Over half of women and two-thirds of men spend more on grooming their hounds than on themselves.**

And if you’re among those pooch pamperers, you could walkies away with a share of $13,000 in **Wahl’s Next Pet Model**, which launches today. Details of how to enter can be found on Instagram [@wahlaustralia](https://www.instagram.com/wahlaustralia/)

Among the judges will be Australia’s top dog expert and master groomer **Emily Myatt**, who runs Pet Stylist Academy, the country’s most prestigious grooming school.

“Dogs are valued members of the family so it’s no surprise that we’re happy to splash out on making sure they look and feel amazing,” Emily said. “You wouldn’t sell one of the kids for a million bucks, so why would anyone sell their mutt?”

Just over 60% of Aussie households own a pet, and we spent an incredible [$3.7 billion](https://www.ibisworld.com/au/market-size/pets-supplies-retailers/) on them last year – nearly twice as much as a decade ago. There are over six million dogs, making them by far the most popular pet.

If your four-legged friend is a buddingKim Kar-dachshundian, Bark Rafaele or Heelina Christensen, enter them into **Wahl Next Pet Model** and they could scoop up prizes including a professional photo shoot and become the face of Wahl for a year. Simply post a photo of your dog on Instagram, follow **@wahlaustralia** and **#wahlpetmodel24**.

The 10 breeds voted the most beautiful in the Wahl survey are:

1. **Kelpie**
2. **Golden Retriever**
3. **German Shepherd**
4. **Spoodle**
5. **French Bulldog**
6. **Cocker Spaniel**
7. **Border Collie**
8. **Staffordshire Bull Terrier**
9. **Labrador**
10. **Australian Shepherd**

**Emily Myatt** commented: “Everyone loves a Kelpie! They’re gorgeous Aussie icons, but all dogs are gorgeous if they’re properly groomed. I can’t wait to see all the stylish and elegant entries to Wahl Next Pet Model. My one big tip is to bath and brush them really well and take the photo in natural light.”

**For more information:**

To interview a Wahl celebrity dog groomer or find out more, contact

Marlene Richardson at Gasbag PR on 0409 888 218 or at [marlene@gasbagpr.com.au](mailto:marlene@gasbagpr.com.au).

**About Wahl**

The Wahl Clipper Corporation was founded by Leo J Wahl in 1919 in Illinois, USA. Its range of electric razors, beard trimmers and hair clippers are sold in over 150 countries. It was the first company to produce cordless hair clippers with rechargeable batteries and a no-mess vacuuming beard trimmer.

In Australia, its pet products are sold in Pet Barn, Pet Stock and other major retailers.