

# York County grooming salon is for cats only



Purrocious Styles Feline Designs client Marilyn looks on as she gets a bath from owner LaDean Gordon. (Inside Business)

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**Y**our feline friends now have their own exclusive space for nail trims, baths and haircuts in Yorktown.

Purrocious Styles Feline Designs opened its first commercial space in Yorktown earlier this summer. Owner LaDean Gordon and her daughter Dezarai Gordon have been grooming cats in Hampton Roads since 2015, but have now moved their business out of their home to an office at 4112 George Washington Memorial Highway.

LaDean Gordon said her philosophy toward grooming is all about improving the lives of her furry clients.

“They are my Zen,” she said. “They’re so unique.”

The business has space for washing, nail trimming and drying. In addition to two large blow-drying stations,

there is a kennel-drying setup for the more anxious customers. At 9:30 a.m. on Sept. 4, the salon already had two clients waiting on spa treatments: a long-haired tabby named Larry Fluffington and a black and white short-haired cat named Marilyn.

As LaDean Gordon explained the grooming process, she quickly and confidently trimmed Fluffington's nails and got him ready for his bath. Despite urban legends to the contrary, she said most cats are not scared of water and many even enjoy their baths.

"If you introduce them properly, they're going to be fine with it," she said. Another rumor the pair swats down is the idea cats groom themselves. In fact, Dezarai Gordon said, the only things licking does for cats is make the fur oilier and form hairballs. Grooming helps deter fur matting, skin conditions, ingrown nails and other issues, she said.

LaDean Gordon learned to groom cats as a child with her mother, who bred Siamese cats. Her daughter then picked it up with their own pets. LaDean Gordon opened a grooming salon in Hawaii in 2010 for both dogs and cats after studying under a two-year apprenticeship.

The mother-daughter team then took the next step in professional cat grooming: getting certified at the National Cat Groomers Institute in Greer, South Carolina. The organization's Master Groomer certification includes with four written and five practical exams, and both women have completed the program.

The salon also has special equipment like muzzle cones for snippy cats, and both groomers said they have plenty of experience grooming finicky felines.

"One of the biggest parts of our job is trust and respect," Dezarai Gordon said.

The salon offers several specialty haircuts, including "lion clip" and "teddy hair clip."

For more information, visit [PurrociousStyles.com](http://PurrociousStyles.com).

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