



THE STRAVEN ROAD
VETERINARY
CENTRE (LTD)

VETERINARY SURGEONS

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Newsletter – SPRING 2014 Issue 25

CLINIC NEWS

At the end of July we said goodbye to Tahlia, one of our veterinary nurses. She will be missed around the clinic and we wish her well for the future.

Starting with us is Liz, a mature graduate from the CPIT's veterinary nursing course. We are really pleased to have her on the team and she's looking forward to meeting you and your pets!

Out of the clinic for a change, Mike is soon going to travel to South Africa for a conference, but will also get some leisure time out on safari and shark spotting – we look forward to the pictures!

SEASONAL UPDATE

Spring

Sunburn and skin cancer

With the warmer weather and longer days, we are sure you'll be out enjoying walking your dog or spending time in the sunshine with your cat. Remember if it's a day you should wear sunscreen, your pet may need it too. Cats with areas of particularly white fur, where it is sparse (you can see the pink skin through it), such as around the eyes, nose and ears are at risk of sun burn and skin cancer as are dogs with thin coats. Talk to us about whether your pet needs sunscreen and if so what is most appropriate. Note: Human sun screen is not suitable for pets.

Holidays

Book a boarding kennel/cattery or other suitable care for your pet now for your summer holidays to avoid disappointment. We recommend you visit any place you are considering sending your pet, to ensure you feel comfortable about the place. If they won't let you visit, it's probably not a place to send your pet. If it's a home sitting service, then make sure the person coming is properly checked and has the skills to care for your pets and know when something is wrong. While you are considering this make sure your pet's

vaccination status is up to date – for your pet's health but also to ensure they can attend your chosen boarding facility. We will send reminders, but if you have fallen behind with vaccinations, the reminders might have been removed from our system.

Fleas

If they ever went away, with such a mild winter and warmer houses, they will now be back with a vengeance, so if you have let flea treatments slip over the winter, now is the time to get back up to date. It's easier to prevent them than clean up an infestation.

While we are talking fleas, we have 2 new products in stock this year:

1. Activyl is a topical monthly flea treatment that kills adult fleas and developing life stages making it a great way to treat your pets and the environment.

2. Bravecto is a chewable flea and tick treatment. Bravecto lasts for 12 weeks and can't be washed out like topical treatments. Bravecto kills adults fleas only so its important to continue effective regular treatments to break the flea cycle.

Ask our friendly veterinary nurses if these products are right for your pet.

Senior pet checks

Has your pet reached its senior years? Ask us about a senior pet check, to make sure everything is going well both outside and inside, with a full clinical examination and blood test. Based on the results our veterinarians can make recommendations to help maximise the lifespan of your pet. The earlier any disease process is picked up the better they can usually be managed.

BLOOD TESTING

Making sense of it all

There are many reasons we might suggest taking a blood sample. Sometimes it is for general wellness or before a general anaesthetic for older animals, other times in the investigation of a condition, or to test for specific conditions. We often start with a standard profile which includes a biochemistry panel and



**Caring Vets,
Healthy Pets**

complete blood cell count.

Biochemistry measurements include various proteins (e.g. urea and creatinine, products of metabolism normally freely cleared by the kidneys which can be elevated with kidney failure or poor blood flow amongst other things) and electrolytes (sodium, potassium, chloride, calcium etc.). Depending on the case we tailor which things are tested for.

A complete blood cell count (CBC) is a more standard set of measurements of the concentration of red and white blood cells and platelets (involved in clotting) in the blood. At the laboratory they also assess the cell morphology (structure and shape) which can give us a whole range of information.

A general blood panel normally involves some combination of biochemistry measures and a CBC. In investigating disease, this provides us with a base of information which starts to build a picture of what is going on. It doesn't always provide a specific answer. Often we may need to do more specific tests depending on the results e.g. for a particular hormone level.

Wellness checks are usually done in older animals to check for major organ (liver, kidneys mainly) function, and even when normal provide a useful baseline from which to compare future tests.

NOISE PHOBIAS

What are they and what can be done?

If your dog has not been safely exposed to many different experiences including loud noises, particularly early on in life, then he/she may find these experiences overwhelming or frightening. Certain individuals or dog breeds appear more prone to noise phobias and they tend to get worse over time so taking steps to help your dog can prevent things from escalating.

Here are some useful tips:

- If your dog has only recently started being scared of fireworks or noises then try to act as if there is nothing to be scared of – distract/ play with him, reward for responding positively.
- If the problem is more serious or longstanding, give them attention if they need it – they'll be too scared for this to act as a reward to reinforce behaviour in the long term.
- Try to find out what helps them cope – e.g. letting them hide under the table if that helps.
- Provide a safe hiding place for your dog e.g. a box/ covered crate in their favourite/ most familiar room, with curtains drawn and radio/ TV on. However, try to avoid your dog feeling trapped.
- Keep them busy with play or reward based training
- A big meal (especially high carbohydrate well cooked white rice or potato with chicken or turkey)

late afternoon (after any exercise) may help your dog feel more sleepy and relaxed in the evening.

- DAP – dog appeasing pheromone is a product which provides a calming scent, based on maternal pheromones, to comfort your dog. This will be most effective when used for a few weeks before the anticipated scary period. Ask your vet for more advice.
- Medications: anti anxiety drugs can also be a useful tool, but tend to need to be taken for longer before the scary event(s). Sedatives e.g. diazepam type drugs will provide short term relief but not address the underlying issue.

If fear reactions are severe or causing aggression, it is important to get help from a veterinarian and or behaviourist. There are also ways to treat a whole range of noise phobias through sound therapy programmes available on CD or through iTunes.

Please ask us for more information.

PROMOTIONS – Straven Road only

Advocate

Buy a box of Cat Advocate and get a free cat collar,

Drontal

Receive a free E-Z bag poop bag with any purchase of Drontal,

Frontline, Broadline, Nexgard

Purchase any box of Frontline or 2 Broadline singles and enter the draw to win 1 of 10 Hutchwilco life jacket family packs (2 adults and 2 children life jackets) comes complete with an on-boat grab bag and a D-Fa dog floatation device voucher (to get life jacket for your dog). this is all valued at over \$799. Runs till 31st October.

Frontline

For the month of October when you buy frontline plus box of treatment you will also receive a 100g block of Donovans NZ chocolate free (for the humans only).

Product name change

Please note that DAP is now called Adaptil due to the license being taken over by a different company. Same great product!

We would love to hear your feedback on our newsletter. We thank you for your custom and we look forward to seeing you again soon.



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