

\$10 DENTAL HEALTH HOME CARE BAG

including toothpaste, toothbrush, dental treats and dental food

ABQ PETCARE HOSPITAL PET CARE OFFER EXPIRES
PLEASE PRESENT THIS SAVINGS COUPON 11/30/2012

FREE BAG OF (DH) PURINA DENTAL DIET

when your pet's teeth are cleaned

PLEASE CALL TO SCHEDULE AN APPOINTMENT

ABQ PETCARE HOSPITAL PET CARE OFFER EXPIRES
PLEASE PRESENT THIS SAVINGS COUPON 3/31/2013

50% OFF DENTAL EXAM

(EXCLUDES SICK ANIMALS)

PLEASE CALL TO SCHEDULE AN APPOINTMENT

ABQ PETCARE HOSPITAL PET CARE OFFER EXPIRES
PLEASE PRESENT THIS SAVINGS COUPON 3/31/2013



ABQ Vet News



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An ABQ Petcare Publication for Pets and Their People

Pet Health Insurance Please – don't put it off!

The number one reason people cite for not purchasing a pet insurance policy is they "didn't get around to it." Oftentimes, pet parents will wait until their pet is already injured or ailing before looking into pet insurance.

The truth is, the best time to protect your pet is **NOW!** Insuring pets when they are

young and healthy, before any problems arise, ensures that any accidents, illnesses and injuries will be covered, with no concern about pre-existing conditions (according to claims data young pets are statistically 2.5 times more likely to have an unexpected visit to the vet).

There are lots of pet insurance plans

available, ask our staff for brochures and recommendations or go to Google and type in "pet insurance." You can also visit www.PetInsuranceReview.com and read customer comments and testimonials about the different plans.

Questions – just ask us!



PLEASE CALL FOR AN APPOINTMENT TODAY!

ORDER FROM phil winter's marketing communications
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phil@philwinter.com

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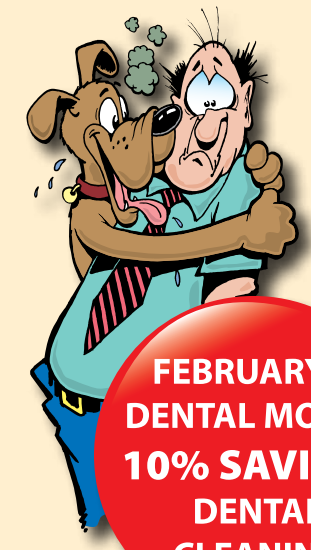
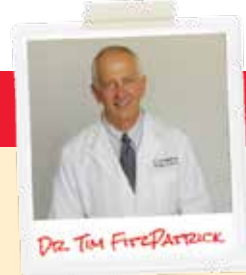
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OPEN 7 DAYS A WEEK
Monday - Friday ~ 8:00am - 8:00pm
Saturday & Sunday ~ 8:00am - 5:00pm

Family Care for Family Pets
ABQ petcare



FEBRUARY IS DENTAL MONTH 10% SAVINGS DENTAL CLEANING

Call Us Today & Schedule Your Pet's FREE Dental Exam!

It is critical to your pet's long-term health to manage their dental care. Almost all pets over 3 years of age have some form of dental disease. Even a small amount of plaque buildup can place additional demands on the heart, kidneys, and liver – shortening your pet's life and lowering his or her quality of life. The best way to prevent dental disease is with periodic dental care. Please make your appointment today.

Bad Breath Is Not Normal It's a sign of disease!

Why Might Your Pet Have Bad Breath?

After your pet has eaten a meal, plaque begins to accumulate on the teeth after four hours. This plaque is material consisting of bacteria, saliva and food particles. The bacteria begins excreting toxins and enzymes that break down the gum tissue. As a result of this bacterial infection, the gum line becomes inflamed and you will notice a very foul-smelling odor from your pet's mouth.

Over time if plaque is allowed to remain on your pet's teeth, it mineralizes into brown tartar that you can see. This tartar contributes to abscessed teeth, which must be extracted. Other serious medical problems may develop from the buildup of bacteria, which can be carried throughout your pet's systems. Plaque and tartar accumulation can also lead to periodontal disease.

Why is Dental Care So Important?

Dental disease is the most common illness encountered in veterinary medicine today, affecting 9 out of 10 pets. Unfortunately it is also the most under-treated disease. Pets often go for years with painful gingivitis or even a severe tooth root abscess without noticeable clinical signs to the owner. Dental disease puts tremendous



demands on your pet's organs, weakening the liver, kidneys and heart. This additional stress can lessen your pet's quality of life and may shorten life expectancy. With proper treatment and management, this disease can be controlled or prevented.

DID YOU KNOW...
Of all pets three years of age and older 70%-85% have some degree of periodontal disease.

Warning Signs of Dental Disease

You may not be aware that your pet may be suffering with dental disease. Bad breath and drooling are the most frequent signs of dental disease. Others may act depressed. Some pets may show severe or sharp pain while eating. Diseased gums are thickened, reddened and bleed easily.

Look for these signs of dental disease:

- Bad breath
- Yellow or brown discolored teeth
- Red inflamed gums / loose teeth
- Reluctance to play or chew toys
- Swelling around muzzle or jaw
- Dropping food
- Salivating excessively
- Loose or missing teeth
- Pawing at mouth



BEFORE



AFTER

Pet Shelters Myths & Facts:

- MYTH: Shelter pets aren't spayed or neutered.**
FACT: Most shelter pets are spayed or neutered, and some come with other benefits – such as a microchip.
- MYTH: You can't find a purebred pet at a shelter.**
FACT: 25% of all dogs in shelters are purebreds, which just goes to show you really can find all types of dogs and cats at shelters.
- MYTH: Shelter pets are prone to bad behaviors or health problems.**
FACT: Shelter pets are no more prone to behavior or health problems than any other pet. In fact, most shelter pets receive extensive medical observation and

care at the shelter to make sure they are healthy and ready for adoption!

- MYTH: Shelter pets are harder to train.**
FACT: Many shelter pets receive training and socialization BEFORE adoption to help make the transition into their new family easier.

We provide free initial wellness exam for any shelter pet you adopt.



Family Care for Family Pets

What Stage of Periodontal Disease Is Your Pet?



dental photos courtesy of: Dr. Jan Bellows

No sign of plaque or calculus:

Home dental care is needed to maintain these healthy teeth and gums. Brushing your pet's teeth is ideal. There are also products available to help make home dental care easier.



reversible stage

□ STAGE 1 Mild gingivitis:

The margin of attached gum is inflamed and swollen. Plaque covers the teeth. Home dental care is needed. If there is no improvement, dental cleaning is needed to remove current plaque buildup.



reversible stage

□ STAGE 2 Moderate gingivitis:

The entire gum is inflamed and swollen. The mouth is painful and odor is noticeable. Dental cleaning to remove calculus is needed. A calculus control diet and home dental care are needed afterward for prevention.



potentially reversible stage

□ STAGE 3 Severe gingivitis:

The gums are cherry red and bleeding – they are damaged by infection and calculus. A sore mouth and bad breath are evident. Dental cleaning to remove calculus is needed. Possible extractions needed. A calculus control diet and home dental care are needed afterward to prevent recurrence.



irreversible stage

□ STAGE 4 Periodontal disease:

Chronic infection is destroying the gums, teeth and bone. Bacteria are spreading through the body via the bloodstream and may damage the kidneys, liver and heart. Dental cleaning to remove calculus is needed. Some teeth may be loose and need extraction. Home dental care afterward is necessary for future prevention.



□ Feline Resorptive Lesions:

There is a cavity-like lesion in at least one tooth. These lesions are painful, progressive and need to be removed.

But Anesthesia For My Pet Scares Me!

The risk of allowing dental disease to continue untreated far outweighs the risks associated with anesthesia in all but a few, very sick patients. It is true that anesthesia cannot be 100% risk free for people or pets but it is possible to make it a very controlled, very low risk event. We utilize the best available anesthetic agents, sophisticated monitoring equipment, and a trained technician assigned to monitor each patient, to create the safest procedure possible for our anesthetized patients.



DID YOU KNOW? Anesthesia without intravenous fluid support and preanesthetic bloodwork can result in kidney failure up to six months after the procedure is performed. Is a bargain worth your pet's life?

How We Clean Your Pet's Teeth

- 1. Pre-anesthetic Blood Work:** This is a blood test that detects major organ and metabolic abnormalities that may complicate the anesthetic procedure.
- 2. Anesthesia & Monitoring:** Inhalant gas anesthesia provides a safe and comfortable cleaning. This includes monitoring of the heart, respirations, blood pressure, blood oxygen levels and temperature. An intravenous catheter is placed to allow fluid therapy before, during and after the procedure. This helps with circulation and vascular perfusion.
- 3. Full Oral Exam & Charting:** A record of the oral cavity and each individual tooth, during which all abnormalities are noted. Dental radiographs are taken to access subgingival pathology and overall health of the tooth.
- 4. Dental Scaling:** The process that removes the calculus and plaque both above and below the gum line.
- 5. Dental Polishing:** Necessary for finishing the scaling and cleaning process. Provides a smooth tooth surface after scaling and delays the reattachment of plaque causing bacteria.
- 6. Treatment Plan/Extractions:** A treatment plan is formulated to treat any affected teeth that can be saved. Any tooth causing a severe infection should be extracted.
- 7. Irrigation & Fluoride Treatment:** We use an antimicrobial wash to rinse away bacteria followed by a fluoride treatment to strengthen tooth enamel.
- 8. Antibiotics:** If there is significant periodontal disease, antibiotics will be administered.
- 9. Pain Management:** Based on the needs of your pet and the procedure done.

Ask Us About Home Dental Care!

Numerous home dental care products are available to help you with your pet's dental care. Ask our knowledgeable staff for information regarding dental products.

DENTAL RINSES:

Chlorhexidine based C.E.T. oral hygiene rinse and gel can provide effective plaque control without brushing. These products work by decreasing the number of bacteria that adhere to the teeth to prevent plaque formation. To use, insert the bottle's nozzle between the cheeks and teeth and apply. Best to use daily.

MaxiGuard oral rinse can be used in the same manner as the C.E.T. oral hygiene rinse and gel.

DIETARY CONSIDERATIONS:

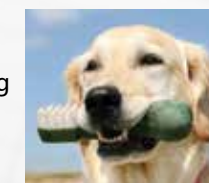
Purina Veterinary Diets® DH® Dental Health Canine Formula and DH® Small Bites Canine Formula have been formulated to provide complete and balanced nutrition for adult and senior dogs, while providing the following characteristics:



- Optimal kibble size
- Patented kibble texture
- Added antioxidants A and E
- Natural source of glucosamine
- Moderate calories
- Exceptional palatability
- Perfect solution for everyday feeding of adult and senior dogs
- Canine Dental Chewz™ are a perfect complement when using the DH Formula with the kibble.

DENTAL TREATS:

Greenies use the pet's natural chewing habits to freshen the breath. For best results, the pet should chew on the greenies for 10 minutes or more. Greenies are available for dogs, cats, ferrets, rabbits, hamsters, gerbils, and other small mammals. Greenies are also great for digestion.



Kong toys: Are very good for the pet to chew on. They help promote good dental care with chewing. Placing toothpaste or Greenies inside can help keep the pet from getting bored while you are away from home and help keep the teeth clean.

Brushing Your Pet's Teeth –

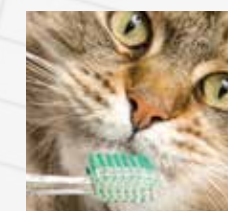
Brushing your pet's teeth is easy, and once familiar with the activity, he will look forward to it.

For the first few days, simply hold your pet as you normally do when petting him. For a minute or two, gently stroke the outside of the cheeks with your finger and praise him.

As your pet becomes more comfortable with this activity, place a small amount of pet tooth paste on your fingers and let him sample the flavor. Soon, your pet will consider it a treat.

Next, introduce your pet to an animal toothbrush or finger brush. Gently raise your pet's upper lip and place the brush against an upper tooth and the adjoining gum line.

Gradually increase the number of teeth you brush each day, but go slowly and not beyond your pet's comfort level. Build up to approximately 30 seconds of brushing each side of pet's mouth.



A Frequent Dental Pet Care Question –

Can My Pet's Dental Cleaning Be Performed Without Anesthesia?

A dental cleaning performed by anyone other than your veterinarian is just cosmetic — your pet's teeth may look cleaner, **but the disease-building bacteria still lies beneath the gum line.**

As you can see from our outline of how we clean your pet's teeth a professional veterinary dental exam and cleaning differs significantly from "non-anesthetic" dental cleaning offered by a groomer or other non-professionals. It is a multi-step process that, to be accomplished properly and thoroughly, must be performed while your pet is under anesthesia.

Only removing the visible tartar, often advertised as "Non-Anesthetic" dental cleanings, does your pet a great injustice by neglecting to evaluate the area where periodontal disease is most severe: **below the gum line!** Please do not allow your pet to suffer silently in pain. Dental disease is painful and can place additional demands on the heart, kidneys, and liver – shortening your pet's life and lowering his or her quality of life.