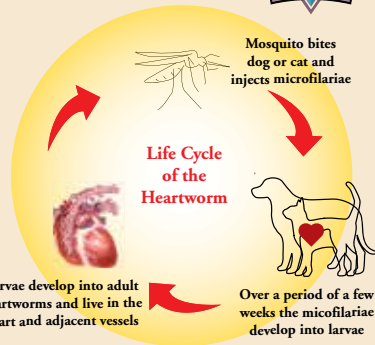




FELINE HEARTWORM DISEASE (FHD) — ...the silent killer of cats



Heartworm Disease is not just a canine disease, it can infect your cat as well. Heartworm affects cats differently than dogs but is equally as serious. **Studies have shown that 50% of cats infected with just the heartworm larvae have significant disease involving not only the small arteries that supply blood to the lung but to the actual lung tissue itself.** While only 5-20% of cats develop



adult heartworms after being bitten by an infected mosquito as many as 10% may die suddenly and many others may die over the next two years due to the damage caused to the lungs and surrounding blood vessels. Others will develop asthma-like symptoms.

There are no clear symptoms of heartworms other than a chronic cough or collapse and sudden death. Blood tests, chest X-rays and ultrasound examinations may detect the disease but there is no effective treatment. Your cat is most susceptible to FHD during mosquito season. This is a very preventable disease, testing and giving your cat a once a month preventive medication can prove to be a life saver.

ALERT!

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Heartworm Facts...

- Heartworm is carried by mosquitoes.
- Mosquitoes are found in all 50 states and Heartworm Disease has been found in all 50 states.
- A mosquito becomes infected when it bites an infected dog, then the mosquito bites and infects an uninfected cat.
- The name "heartworm disease" is a misnomer as the disease affects the lungs and the heart and is often mistaken for feline asthma, or other respiratory diseases.
- Keeping your cat inside will not guarantee that it will not get heartworm disease. Mosquitoes can get inside the house.

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One Bite Is All It Takes!



Heartworm disease is a serious health concern.

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High-impact postcard marketing, one of the least expensive forms of direct mail, can work wonders for the veterinary practice who wants to increase client education, improve pet owner compliance. *A well-designed postcard can mean a great boost to your business and bottom line.*