



4 PAWS VET

NEWSLETTER AUTUMN 2012

WHAT'S NEW AT 4 PAWS!

We've made a couple of changes at 4 Paws. We have upgraded our website so it is much more user friendly now. Also, check out our impressive new black and white 4 Paws Vet signs outside the clinic! They add more meaning to the saying "you can't miss it"!

REVOLUTIONARY NEW TREATMENT FOR CANCER HAS ARRIVED

Pfizer animal health has just introduced a revolutionary new drug to help us with our fight against cancer in companion animals. The new drug is called **Palladia** and has generated a great deal of excitement amongst Veterinarians. The drug is a new compound which is also being used in humans.

It works by more specifically targeting abnormal cancer cells. Up until recently, chemotherapy has traditionally relied upon killing rapidly dividing (cytotoxic) cells. Cancer cells are usually rapidly dividing cells, but unfortunately so are bone marrow cells, gut and skin cells. Therefore, with traditional chemotherapy, we get the effect of killing both normal and abnormal cells which is not ideal; but up until now, has been the mainstay of certain cancer therapies.

Palladia is not a cytotoxic drug and therefore is far more specific in the

treatment of abnormal cells. It belongs to a new class of drugs known as tyrosine kinase inhibitors and works by targeting the tumour cell directly and also by starving the tumour of blood by targeting abnormal blood vessels. The result is both shrinkage and death of the tumour and preservation of the normal surrounding tissue.

What is even more exciting is that, unlike many of the traditional chemotherapy drugs that we use today, *Palladia* does not need to be given by injection. This means you can give the treatment in the form of a simple pill in the comfort of your own home.

Whilst this is all very encouraging, the drug is only recommended to date for one form of cancer, known as mast cell tumour. Mast cell tumours can be very aggressive skin tumours that are found mostly in the dog, but can also sometimes be found in cats. This may change, but for now we are only recommending its use for this type of cancer.

If you have a pet that is suffering from mast cell tumour disease and you would like more information about this exciting new treatment, please feel free to drop in to 4 Paws Vet and chat to us about it.

**Check out the brand new
4 Paws Vet website at
www.4pawsvet.com.au**

Save \$20 on your next senior health check at 4 Paws. To receive your \$20 senior health check voucher go to www.hillspet.com.au/seniors and print one off. You better be quick though as there are only 4000 vouchers available!

Is your pet carrying a few extra kilos?

Don't be ashamed, 41% of dogs¹ and 32% of cats² in Australia are overweight or obese and this number is increasing.

Obesity in your pet causes:

- Alzheimer's
- Cardiovascular disease
- Cancer
- Arthritis
- Dental disease
- Diabetes
- And more!!

Ask the lovely nurses at 4 Paws Vet for a FREE consult to assist you in controlling your pets' obesity. They are experts in pet nutrition and can tailor a diet to suit your pet.

The factors contributing to obesity are age, breed, reproductive status, activity level, diet and amount of food provided. Obesity is more common in de-sexed female dogs and male cats.

Ways to prevent or treat obesity include:

- Increase activity levels
- Reduce food intake using a food which is high in fibre to prevent hunger setting in
- In the long term, provide balanced nutrition
- Ask for **FREE** advice from the vet nurses at 4 Paws – they are experts in pet nutrition and are happy to help you get your pet's weight under control.

PETS IN THE CITY NEWS

DRUG FREE ANXIETY CURE!

Does your dog suffer from fear of storms, separation anxiety or barking problems? If so, you must try a 'Thundershirt', the latest safe, effective drug-free solution for ALL forms of anxiety. We are so convinced of the effectiveness of this product that we offer a MONEY BACK GUARANTEE on it! So come in and talk to the Pets in the City girls about how a Thundershirt can help calm your dog.

SOMETHING NEW FOR ITCHY DOGS

Pets in the City grooming is now offering a fantastic, deep conditioning Colloidal Oatmeal and Ceramide treatment to soothe itchy or dry skin. We think this is simply the best over the counter treatment available and our clients are raving about the results. Call Pets in the City on 9953 7387 to book.

1. McGreevy PD, Thomson PC, Pride PC, Fawcett A, Grassi T, Jones B. Prevalence of obesity in dogs examined by Australian veterinary practices and the risk factors involved. Vet Rec. 2005;156: 695-707.
2. McGreevy PD, Thomson PC, Pride C, Fawcett A, Grassi T, Jones B. Overweight or obese cats presented to Australian veterinary practices: risk factors and prevalence. Vet Rec: 38(3) September 2008.