



4 Paws Vet

NEWSLETTER AUTUMN 2015

Staff News!

- Please welcome our new part time nurse **Heather**. Heather will be working Monday and Thursday at 4 Paws Vet so please say 'hi' when you see her.

The latest and greatest in flea and tick control for dogs

I don't know what you think, but this photo below is pretty unpleasant. The little black specks on this dog's fur are flea dirt (flea faeces). Flea dirt contains blood the flea has ingested from your dog. You can prove this to yourself by placing a few specks on a wet paper towel – it will quickly turn a reddish colour due to the blood. This is very uncomfortable for your dog but can also be more problematic than that, as severe flea infestations can cause your dog to become anaemic due to these blood-sucking parasites.



So what can we do to prevent or treat flea infestations? Luckily for dog owners, pharmaceutical companies are continually investing in researching new drugs for flea control. This year two new flea control

To keep up to date with all our news, promotions, competitions and special events, visit our website at 4pawsvet.com.au and become part of our 4 Paws Vet community on Facebook.

products have been launched – Nexgard (by Merial – available now) and Bravecto (by MSD – available in April). These drugs work by producing a state of hyperexcitation resulting in uncontrolled activity in the central nervous system of fleas and ticks leading to death. So which of these products is a good choice for your dog?

Both Nexgard and Bravecto are meat-flavoured chewable tablets registered to control fleas and ticks on your dog. Check out the table below for the features of each product.

Nexgard	Bravecto
Controls fleas and ticks in dogs	Controls fleas and ticks in dogs
Registered for dogs from 8 weeks of age	Registered for dogs from 8 weeks of age
Not registered for cats	Not registered for cats
Chewable beef flavoured tablet	Chewable pork flavoured tablet
Given once a month with or without food	Given once every 3 months with food
Four different strengths are available	Five different strengths are available
Minimal side effects	Minimal side effects

New SMS Reminder system at 4 Paws Vet

Keep a look out for our new sms reminder system at 4 Paws Vet. We will be sending you an sms to remind you to give your pet their flea or tick prevention or their worming tablet. This will help keep those nasty parasite infestations at bay! Please call us if you'd like to be added this new reminder system.

Why you should consider pet insurance

It is heartbreaking when you are unable to pay for veterinary treatment for your much loved pet and are consequently forced into making a decision not to treat. Pet insurance can mean the difference between whether your pet receives necessary treatment or not. As more advanced treatments become available to your pet, the associated cost inevitably rises. For example, advances in diagnostic tools and surgical technologies have led to the significant trend of referral to specialists. Pet insurance provides you with the ability to decide which treatment option you'd prefer for your pet, with many of these options once being considered out of the question due to the high cost.

Pet insurance was almost an unknown product 10 years ago but the market has grown significantly in the past 5 years and is, in fact, the fastest growing type of insurance in Australia. Interestingly, the popularity of pet insurance is increasing with younger pet parents. Recent research revealed that Gen Y pet owners insure 20% of their cats and 27% of their dogs, compared with baby boomers insuring 9% of their cats and 12% of their dogs.

There are a variety of insurance products with a range of premiums available to suit your needs including: lifetime policies, maximum benefit policies, 12-month policies and accident-only policies. Things that tend not to be covered by insurance include pre-existing illness or injury and routine or preventative treatments. Talk to one of our staff members when you are next in at 4 Paws Vet if you'd like any more information about pet insurance.

Is your pet hiding something from you?

Senior Pet Health Season is fast approaching at 4 Paws Vet – this year we have some fabulous new offers for our clients so, those of you with pets over 7 years of age, keep a look out in your mail box for your letter and offer!

Pets in the City News!

- Microchip Pet Feeder: Winner of the Pet product of the year, the microchip feeder stops pets from stealing each other's food. Easily program it to read one pet's existing microchip and the bowl will open for them only! Perfect for multiple pet households where one pet needs a prescription or weight loss diet.
- Australian made, Australian sourced..... Do you know where your pet treats come from? The ones at Pets in the City are made in Australia from Australian ingredients which means no health scares, no product recalls, no irradiation and no sick pets
- Fashion forward dogs will LOVE our new hand beaded, saddle leather collars from Kenya (below). Each one is lovingly made by Maasai tribeswomen, providing valuable employment.

