

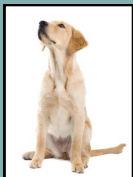


Easy-to-learn Dog Tricks

Puppy Push Ups:

1. First, make sure your dog knows "Sit" and "Down"
2. Lure your dog into a Sit with a treat or favorite toy
3. Next, lure your dog into a Down
4. Now repeat! Sit, Down, Sit, Down, etc.
5. Puppy pushups is a fun game to play with your pooch while working on obedience training at the same time!

Patience is key!



OUR HOURS:

MON	7:30am-7:30pm
TUES	7:30am-6pm
WED	7:30am-7:30pm
THURS	7:30am-6pm
FRI	7:30am-6pm
SAT	8am-1pm
SUN	5pm-5:30pm**

**boarding pick ups and drop offs only

Companion Chatter

MARCH—APRIL 2013

Is Fluffy too fluffy?

We've all had that embarrassing moment at the vet office when it seems like every staff member cringes and exclaims "Oh, look how chunky you've gotten!" to our pet. But is Fluffy too "fluffy"? How can you tell? More importantly, how serious is a little extra weight on your pet?

Obesity

More than 50% of the pet population in the US is considered overweight or obese. Younger and younger pets are coming in with weight issues that owners are not even aware have developed.

Why is this so serious? Studies show that juvenile obesity leads to adult obesity in most animals. Increased weight can cause early changes in hormone levels, growth of bones and the ability of your pet to lose weight later in life.

Adult overweight/obesity issues can complicate many frustrating health problems such as heart disease, osteoarthritis, and diabetes. While these conditions are manageable, they leave your pet's health in danger. In a groundbreaking 14-year study by Purina researchers, dogs who maintain an ideal body condition throughout their lives can help extend their healthy

years by 1.8 years.

Watch the treats!

The leading cause of weight issues in pets is unfortunately the owner and close family. Owners often have trouble saying no to excessive treats. While rewarding your pet is a great idea, it is always important to remember treats have calories too! Feed less food to balance treats of any kind. You can also use fresh veggies, like green beans or carrots, in place of dog biscuits for a low calorie treat. Be sure to introduce these to your pet at an early age so they don't turn their noses up at them later in life.

Sometimes the treats aren't the main issue, it is the general feeding practice. When feeding, make sure to use a real measuring cup so you know exactly what your pet eats. If you are feeding the amount listed on the bag, calculate the caloric intake and compare it to the recommended caloric intake for your pet's ideal weight.

Unsure of your pet's ideal weight? Call the clinic to make an appointment to have a technician evaluate your pet's body condition score/metronomic measurements. These measurements combined with your pet's age, weight, gender and breed helps us to calculate an ideal

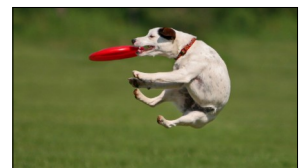
weight and feeding guide.

An appropriate weight

The truth is, most people are very unfamiliar with what a healthy weight looks like on their pet. "But he's so skinny" and "I feel like I am starving her" are common misconceptions owners may make. Here's how to tell if your dog or cat is at an appropriate weight: while standing over your pet, there should be a nice curved indentation in the area of the waist (just behind the rib cage). When you view your pet from the side, there should be a nice tucked area behind the rib cage and before the hind legs. Ribs should be felt easily when you gently run your finger's along your pet's rib cage.

Exercise

Don't forget, exercise plays a vital role in losing weight and maintaining a fit figure. Dogs should get at least 30 minutes of exercise every day! Walking or running with your dog is a great way to keep you fit as well! Cats can also benefit from some daily physical exercise. Try a laser pointer or feather teaser toy for 15-20 minutes a day.



Meet Cleo!

Cleo is our new clinic cat that came to live with us in order to lose weight. She came in weighing a whopping 27 pounds 13 ounces! In just 5 months she is already down to 19 pounds 15 ounces and is steadily losing more!
Way to go Cleo!



Hill's Metabolic Diet

Our new Hill's Prescription Diet Metabolic Advanced Weight Solution has been designed to cause weight loss in dogs and cats. This new diet induces a unique metabolic response to support healthy weight loss and weight management. It has been clinically proven to safely provide 28% body fat loss in dogs and 29% body fat loss in cats in only 2 months because it works to control hunger, helping to keep them feeling full and satisfied between meals. This diet is designed to help your pet reach his or her ideal weight in just a little under one year. You can choose from canned or dry food for your pet. There are even treats available as well! Call the clinic for more information on how to get started!



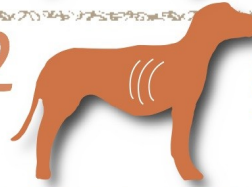
Body Condition Scoring

1



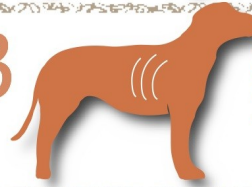
Ribs, spine and bony protrusions are easily seen at a distance. These pets have lost muscle mass and there is no observable body fat. Emaciated, bony, and starved in appearance.

2



Ribs, spine and other bones are easily felt. These pets have an obvious waist when viewed from above and an abdominal tuck. Thin, lean or skinny in appearance.

3



Ribs and spine are easily felt but not necessarily seen. There is a waist when viewed from above and the abdomen is raised and not sagging when viewed from the side. Normal, ideal and often muscular in appearance.

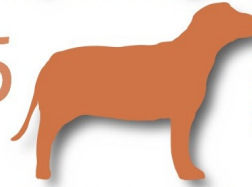
Ideal body condition

4



Ribs and spine are hard to feel or count underneath fat deposits. Waist is distended or often pear-shaped when viewed from above. The abdomen sags when seen from the side. There are typically fat deposits on the hips, base of tail and chest. Overweight, heavy, husky or stout.

5



Large fat deposits over the chest, back, tail base and hindquarters. The abdomen sags prominently and there is no waist when viewed from above. The chest and abdomen often appear distended or swollen. Obese.



Association for Pet Obesity Prevention

www.PetObesityPrevention.com ~ 9256 Beach Drive, Calabash, NC 28467

Employee Spotlight



Andrew Sinnes
kennel supervisor

Andrew has recently moved up to the position of kennel supervisor. He grew up in Roanoke, VA and graduated from Virginia Tech in 2012 with a B.S. in Biological Sciences. He spends his free time hiking and camping, doing yoga, and playing with his 2 kitties, Mary Jane and Mitten. He loves the outdoors and connecting with nature, and enjoys interacting with animals of all kinds.

EMERGENCIES

If your pet has an emergency after hours, a vet is on call here until 10pm to answer your questions and help you decide if you need emergency care. If your pet needs to see a doctor you can go to the Veterinary Teaching Hospital (Virginia-Maryland College of Veterinary Medicine) 540-231-4621, Town and Country 540-382-5042 or Emergency Veterinary Services of Roanoke 540-563-8575.

