



The Official Newsletter of Companion Animal Hospital and Paws Inn

April 2007

The Pet Gazette

Spring



Spring is fast approaching! It is time to wake up from hibernation and enjoy the smell of fresh cut grass and feel the warm sunshine. In this issue of the Pet Gazette, read about our Referral Rewards Program, Parasite Prevention, Pet Nutrition and the new VetCentric VetStoreRx.

Referral Rewards Program

The greatest compliment clients can give is the referral of their family and friends. To show our appreciation to clients who give us these referrals, we have implemented the following referral rewards plan: Clients, whose name has been given as a referral source to a new client having an office visit at our hospital, will receive a thank you letter along with 5 Kind Cafe bucks! Each additional referral from the same individual will receive a \$15 gift certificate from a selection of local businesses. **We greatly appreciate your referrals!!!**

Pet Nutrition

Do You Know What Your Pet Is Eating?



Have you ever looked at the ingredients on a bag of pet food? Do you know what they mean? If not, then here is a brief description to help you pick the right food for your pet.

By AAFCO standards, ingredients are listed in descending order based on their contribution to the food by weight. The first 5-10 ingredients listed constitute the greatest percentage of the food. Since cats and dogs are carnivores, you should look for an animal protein source to be listed in the first 3 ingredients (such as chicken, lamb, beef, etc...).

Each package of pet food should have a nutritional adequacy statement, which tells you what stage of life (puppy, adult or senior) the diet is appropriate for. Each stage of life has different nutritional needs, therefore if a label states that a food is good for "all stages of life", then there is something wrong.

Specific labels for pet foods must meet certain standards in order for that label to be on the bag. For example, the label "with beef" is only required to have 3% beef in the contents. Other labels, such as "beef flavored", are not required to have any beef in the food and "beef formula" must have a minimum of 25% beef in it's contents.

Knowing what ingredients are in a pet food can help you make the right choices for your pet.

Large breed puppies will benefit from lower fat and calories, which promotes normal growth rate.

Kittens need high levels of protein to help support their high activity levels.

Many senior diets have joint supplements to help with arthritis pain.

Obese pets will die 2 years earlier than pets at a normal weight.

Ask one of our staff members about which food meets your pet's nutritional needs.

☀ Saturday grooming appointments available at Paws Inn!! ☀

Parasite Prevention

Advantage:

- Available for dogs, cats, puppies and kittens (7 weeks or older).
- It is applied to the skin and stays there, even if your pet goes swimming or is bathed.
- Kills Fleas within a few hours and works up to a month.

Frontline:

- Available for dogs, cats, puppies, and kittens (8 weeks or older).
- It is applied to the skin and stays there, even if your pet goes swimming or is bathed.
- Kills Fleas AND Ticks and works up to a month. Fleas die within a few hours, ticks die within 48 hours.

Revolution:

- Available for cats and dogs.
- It is applied to the skin and stays there, even if your pet goes swimming or is bathed.
- Controls- Fleas, Heartworms, Ear Mites, Roundworms and Hookworms.

Interceptor:

- Available for dogs and cats.
- Once a month chewable tablet.
- Prevention against Heartworms, Roundworms, Hookworms and Whipworms.

Sentinel:

- Available for dogs only.
- Once a month chewable tablet.
- Prevention against Heartworms, Roundworms, Hookworms and Whipworms, as well as a Flea Growth Regulator (does not kill adult fleas, but prevents eggs from hatching).

VetCentric VetStoreRx

VetCentric is a home delivery veterinary pharmacy that delivers prescriptions, compounded medications, therapeutic diets and other health products to pet owners on behalf of their prescribing veterinarian.

We have chosen VetCentric to operate our VetStoreRx on our behalf because more than 4,000 veterinary clinics nationwide trust VetCentric to provide their clients with the highest-quality products and convenient home delivery.

How does it work? First, you place your order online on the VetStoreRx. Second, VetCentric handles your order and asks your prescribing veterinarian for his or her approval for those products which require a prescription. Next, your order is shipped. Finally, VetCentric charges your credit card with the amount of your order.

To access VetCentric VetStoreRx, visit our website www.companionah.vetsuite.com and click on the VetStoreRx logo.

Referral Rewards Program: 1st Referral = 5 Kind Cafe Bucks
(refer a friend, get a thank you!) 2nd Referral or more = \$15 Gift Certificate to any downtown business of your choice.

Companion Animal
Hospital
and
Paws Inn
335 Rt 35
Selinsgrove, PA 17870
570-374-2247

www.companionah.vetsuite.com

E-mail us at:
[petvets @ ptd.net](mailto:petvets@ptd.net)