



Cat's Whiskers

Veterinary Clinic NEWS

Welcome....

WELCOME to the third edition of our Newsletter. Thank You to all our clients for all the support in 2010 and 2011. We wish you all a happy and healthy 2012.

Amanda



Kelly

Laura

Newsflash



Our new online store Pet Vet Medical www.petvetmedical.co.uk is now OPEN! Your one-stop online shop for pet medication and supplies! 5% off your first order. Email us on info@petvetmedical.co.uk if you would like to receive details of monthly offers.

Pet Health Plans...

PAY MONTHLY AND SAVE MONEY ON ROUTINE PREVENTATIVE HEALTH CARE

Ask us about joining our **Pet Health Plan VIP Club** which is tailored to your cat's age and lifestyle. You can spread the cost over the year and benefit from exclusive discounts.

Don't get the summertime blues!



AT LAST – summer's here! But whilst we enjoy the lovely summer weather, it's worth sparing a thought for our pets. Here we look at a few steps you can take to keep them fit and well.

Slip slap slop! Cats just love sunbathing, however pets with *white* ear tips and noses are particularly at risk from sunburn and subsequent cancer (see photo bottom right). This risk can be reduced by keeping them out of the sun or applying waterproof sunblock to these areas during the summer months.

Fleas need little introduction to most cat owners! Adult fleas are 2-3mm in length and can be seen without magnification. These tiny wingless insects survive by feeding on your pet's blood, causing very intense irritation and sometimes allergic skin disease.

Ticks tend to be a problem in the warmer months and commonly live in areas of heathland, moorland and woodland, waiting to attach themselves to passing pets. Ticks feed on your pet's blood and can cause problems in two ways – firstly they can cause a tissue reaction at their site of attachment and secondly they can transmit serious diseases such as Lyme disease and Babesiosis.

With warmer weather on the way, make sure your pets flea and tick treatments are up to date! Please ask us to advise you on the best form of flea and tick control for your pet.

Be a parasite detective!



Specks of flea "dirt" (faeces) in the coat indicates the presence of fleas.

Bee and wasp stings

are another seasonal problem. Some cats are allergic to them and may require prompt veterinary care.



Ear tip of a cat showing early cancerous changes. If your pet is showing any skin changes, please arrange a check-up

Make sure your cats stay worm free!



DOES worming your pet seem like a constant battle? Unfortunately, you can't vaccinate pets against worms, so regular de-worming treatment is the *only* way to ensure your pet stays worm free!

Roundworms live in the small intestines and are spaghetti like in appearance. They shed thousands of tiny eggs which pass out in pets' faeces and pollute the environment. Dogs and cats are re-infected by unwittingly eating eggs in the environment. These eggs also pose some risk to children if inadvertently swallowed.



Tapeworms are segmented in nature and also live in the small intestines. They shed segments containing eggs, which pass out in the faeces. The eggs may then be eaten by a number of *intermediate hosts* – these include fleas and also small rodents such as mice and voles (see photo). Cats catch and eat small rodents, and both cats and dogs swallow fleas as they groom themselves – and in the process, reinfect themselves with tapeworms.



The good news is that worms can be controlled by following a few simple rules: **worm your cat regularly and use regular flea control**. Additionally, encourage children to wash their hands properly after playing with pets or in the garden. Finally, please let us advise you on the best worm and flea treatment for your cats.



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Fit not fat – fighting the flab!

THE winter months are often a time of inactivity for many pets, when it is all too easy to put on a few extra pounds. Whilst it may be too late to make any New Year resolutions, perhaps now is the time to have a critical look at your pet! Is he (or she) carrying a bit of extra weight? Does he have a saggy tummy? Can you feel the ribs (or do you just feel flesh)?

Both of these are signs that your pet may be overweight.

Carrying extra weight places extra demands on virtually all the organs of the body. Excess weight can lead to or worsen many medical conditions including: • joint and ligament problems, • heart disease, • raised blood pressure, • diabetes, • breathing difficulties, • decreased stamina and heat intolerance – to name just a few!

Given the potential health problems associated with excess weight – it is important to address it, and it is here that we can help. If you feel your pet is getting a little portly we are happy to weigh him or her and advise you on their ideal weight. We will also examine your pet to check for any medical conditions that may result in weight gain.

To achieve weight loss, pets need a combination of a specially formulated calorie controlled diet (often down to around $\frac{2}{3}$ their previous calorie intake) and more exercise. The good news is that as your pet loses weight, the benefits of increased healthiness and vitality are usually seen quite quickly. Please contact us for advice about your pet's ideal weight, diet and exercise regime – we are here to help!



Is your cat microchipped?

IT'S A sad fact that hundreds of cats go missing every day and many are never reunited with their owners for one simple reason – tragically, they cannot be reliably identified.

However, the good news is that, in addition to the traditional collar and engraved tag (which doesn't always stay in place), you can now have your cat *permanently* identified with a tiny microchip, giving you the best chance of being re-united with your cat, should they go missing.

A range of pets can be microchipped including dogs, cats, small pets, birds and even fish!

A microchip is hardly bigger than a grain of rice and having it implanted is quick and simple. Like a normal injection, it is inserted under the skin at the back of the neck and, once there, it lasts a lifetime. Each microchip carries a unique code which, together with information about your pet and your contact details, are held on a central computer database.

Should your cat go missing, when found, the chip can be “read” using special hand held scanners.



Don't ignore that lump!



One of the “golden rules” of veterinary practice is that early detection of problems will generally give us a much better chance of sorting things out and the regular health examinations we give your cat are a key part of this approach. In addition, frequent grooming allows *you* to keep a watchful eye out for any lumps, bumps, fleas, ticks and a host of other problems!

If your cat develops a lump there may be several possible underlying causes. These include allergic reactions (such as bee stings), abscesses, hernias and tumours. The most serious of these are tumours; these may be either *benign* – which tend to be slow growing and remain in one place, or *malignant* – which are frequently fast growing and spread to distant parts of the body.

If you do find a lump it is therefore very important we examine it as soon as possible – in order that we may establish the underlying cause and start any required treatment without delay. If you are concerned about a lump on your cat – or any other health problem, don't delay – please contact us today for an appointment!



Skin lump on the elbow of a cat

Pet Insurance – is your cat protected?

IT'S a sobering thought that in a typical year, roughly 1 in 3 pets will require veterinary treatment, so unexpected veterinary bills can unfortunately occur at any time. Recent advances in veterinary medicine and surgery have meant that treatments that were unimaginable just a few years ago are now a reality; diagnostic procedures such as MRI and CT scans are increasingly routine, and surgical procedures such as cataract removals, spinal surgery and hip replacements are fairly commonplace. In addition, a range of *medical* conditions such as skin disease and arthritis can also be very costly to treat.

On a daily basis we see the heart wrenching decisions some of our clients face regarding the treatment of their pets, but with appropriate pet insurance, we can hopefully ensure that any treatment decisions are made on the basis of *need* rather than cost. So, don't take any chances – make sure you get your cat insured today!



A tiny microchip is easily injected under the skin and can be “read” using a special scanner

Veterinary practices, the police and animal welfare organisations routinely scan all strays, hopefully ensuring that if the unthinkable happens, you and your cat can be speedily reunited.

So – don't take any chances! Get your cat microchipped today!