



BEACONSFIELD VETERINARY CENTRE PET CARE NEWS



February 2010
IN THIS ISSUE

1. Addy's article
2. Valentine's day
3. Send us your stories
4. Who's the boss?
5. Always itchy
6. Excuse me please!
7. Flea facts

1. Addy's article



As we bid Khaled farewell it was time to search and interrogate a new veterinary candidate for BVC. The position's requirements that I proposed were: daily cuddles, food bowl never to be empty, full undivided attention to myself when I require it and home visits on the weekend. For some reason my demands were not held to be a top priority, but it seems management chose very wisely. A more thorough interview process was held with the new veterinarian Renata Turlej, being offered the position. She is a new graduate but also has a Bachelor of Science and a Masters in Health and production of animals. She is looking forward to developing her skills and becoming a very proficient veterinarian and a valuable member of our team.

[Back to top](#)

2. Valentine's day



Valentine's day! It's the traditional day on which lovers express their love for each other by sending valentine's day cards and flowers. At the clinic we would like to offer all of our clients a chance to win a double gold movie pass. All you need to do is come into the clinic early February and place your receipt in the drawer to win - it's that easy. You could be sitting back enjoying a great movie on Valentine's day. Winner will be drawn 12/02/2010.

[Back to top](#)

3. Send us your stories



Have you heard about the dog who likes to be groomed with the vacuum cleaner rather than a brush? What about the cat who is fascinated with the fax, stealing anything that is printed and shredding it with her claws!

Our pets are very entertaining and sharing these stories with others is a favourite pastime of ours. We want to hear your stories! We

have plenty of great prizes up for grabs and we'll even publish the best stories in upcoming newsletters.

Email us your funny, sad or memorable pet tale (less than 200 words) by [clicking here](#).

We would love to see any funny photos or videos of your pet so feel free to email these too.

[Back to top](#)



4. Who's the boss?

Did you know that having a pet around the workplace is reported to increase productivity, help coworkers get along better and even reduce the rate of absenteeism?

The presence of a pet can be entertaining, calming and reduce stress. Many employers feel that having a pet around breaks down communication barriers and makes employees work harder. An animal in the office can also be a great icebreaker for new clients.

There's no need to pay a pet sitter, feel anxious about getting home to walk the dog and for people working long days, an element of their home life can be brought into the workplace.

Two of the best work places in the world, Google and Amazon have canine friendly policies. The policies are even used to attract future employees.

Here are some key recommendations:

1. Only allow sociable, well trained pets that are up to date with vaccinations and flea and worm control
2. Keep pets on a lead and don't allow them to wander
3. Restrict access to the kitchen and bathrooms
4. Consider implementing a roster and having cat friendly days so everyone is happy

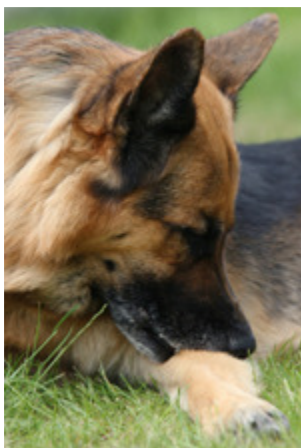
[Click here](#) to read more tips. You may even want to send them to your boss.

[Back to top](#)

5. Always itchy

Does your dog suffer from any of the following?

- Chewing at the feet
- Scratching and itching the body
- Recurrent ear infections

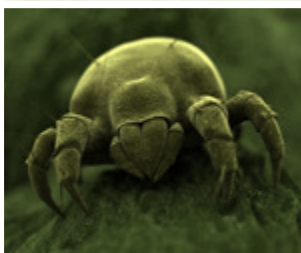


- Anal gland problems
- Flaky and red skin

Your dog may be suffering from a condition known as Atopy. This is the doggy form of hay fever but instead of a runny nose and sneezing, the allergy causes problems with the skin. Dust mites (pictured on the left), moulds and pollens inhaled by your dog produce an allergic response. This results in red and itchy skin especially under the forelegs, in the groin and around the bottom. Unfortunately Atopy can cause your pooch continual discomfort.

What can we do?

If your pet is itchy, a consultation with us is required. It is important to clear up any infection with a course of antibiotics. Hormonal diseases as well as flea and mite problems need to be ruled out. We have a great range of options when it comes to controlling the itch including a product called Atopica that helps to reduce the body's allergic response.



It is difficult to stop your dog inhaling the allergens but thankfully there are a few things in addition to medication that can help. Soothing oatmeal shampoos can settle the skin and diets rich in essential fatty acids or fatty acid supplements help nourish the skin and prevent dryness. We will help advise you on the best products for your pet.

Ask us for more information.

[Back to top](#)

6. Excuse me please!



Do you ever notice an abnormal smell coming from your pet? Consider the possibilities below:

Anal Glands: These are located at the anus and each time your pet produces a poo, the glands release a liquid scent as a marker for other animals. The glands can become blocked, causing irritation and a very smelly bottom. Ask us to empty the glands and to discuss ways to prevent the problem. Diet is especially important in maintaining healthy anal glands.

Ear infections: The ear is a mini environment and if the balance is upset with moisture and humidity, such as after swimming, bacteria and yeast may flourish. Ears can become very greasy and smell horrible; medications are needed to control infection.

Skin problems: Allergies, flea bites, mite infections and hormonal diseases can lead to a greasy and very smelly coat.

Flatulence: Poor quality diets which are low in digestibility, food allergies and a sudden change in food can produce wind in your pet. We can recommend a diet that will help reduce the problem.

Bad breath: Bad breath is a sign of dental disease. Your pet could be in pain and the unhealthy teeth may be causing disease elsewhere in the body. Ask us for a dental check today.



[Back to top](#)

7. Flea facts



We all know that the flea can make our pets itchy and uncomfortable but here are some interesting facts about this pesky pest that may intrigue you:

Fact 1: Fleas have been around for 100 million years, they have been found as fossils dating back to the dinosaur period!

Fact 2: Fleas can live without a blood meal for 100 days

Fact 3: Female fleas consume 15 x their body weight in blood daily

Fact 4: After a meal, eggs are laid within 36 hours

Fact 5: One female flea can lay 2000 eggs in her lifetime (usually 2-3 months)

Fact 6: Some fleas can jump 150 X their own body length- that's equivalent to a human jumping more than 300 meters - higher than some of Australia's tallest buildings

An important fact: Fleas love the warmer weather so make sure you keep up with regular prevention over summer. We will recommend a suitable product for your pet.

[Back to top](#)

Beaconsfield Veterinary Centre
14 Wood St
Beaconsfield 3807
ph 9769 8777

www.beaconsfieldvet.com.au

Your registered email address is: info@databaseinnovations.com.au

Please do not reply to this newsletter.

To unsubscribe from this newsletter [click here](#)

To change your email address [click here](#)

To contact the clinic, refer a friend or report a technical issue [click here](#)

This email contains comments of a general nature only and is not intended to be a substitute for professional veterinary advice. It should not be relied on as the basis for whether you do or don't do anything.

© 2008 PET PACK Pty Ltd.