



Practice News: Ellie Sutton will be going on maternity leave from 31st October and we will be welcoming a new vet to our team; Beau Fraser BVM&S MRCVS in November

Remember, remember your pets in November

Many pets are afraid of sudden loud noises such as thunder or fireworks - especially around bonfire night and New Year. Although it may seem like firework season is a long way off, the shortening days indicate to your pet that it is just round the corner, and they can start to show signs of stress.



Treating fear and phobias

When we treat pets with fears, and especially sound phobias we want to alter the emotional reaction to the noise so that the pet no longer feels fear when the noise is heard. We can do this through behavioural treatment techniques called desensitisation and counter-conditioning. These techniques can be used to gradually reduce the animal's anxious or fearful response to trigger noises so that the reaction to stimuli is less dramatic - until finally there is no response to the sound at all.

Sound therapy: Sounds Scary[®] is a company set up by two British vets who exclusively treat behaviour problems in companion animals. The Sounds Scary[®] CD uses desensitisation and counter-conditioning to repeatedly present the same stimuli (e.g. fireworks) in association with something that the dog is known to enjoy (e.g. food/play). It is never too soon to start this therapy but don't expect too much too soon.

Desensitisation and counter conditioning can take weeks, if not months, before any significant change in the dog's response is seen - but eventually the dog will learn to remain relaxed in the presence of loud noises.

Pheromone therapy: In mammals, all lactating females release substances called "appeasing" pheromones, the function of which is to reassure the offspring. D.A.P.[®] (dog appeasing pheromone) mimics these natural appeasing pheromones and replicates the signal of well-being helping to stop or prevent fear and stress-related signs. D.A.P.[®] and the Sounds Scary[®] CD therapy pack have been scientifically proven to be an effective combination for treating firework phobias in dogs. FELIWAY[®] contains a synthetic analogue of the facial feline pheromone which cats deposit onto objects in their environment when they feel safe and secure. In the context of fireworks, FELIWAY[®] is used to increase the sense of familiarity and security of the home environment which reduces cat's fearful reactions to loud noises.



Drug therapy Although sedatives and tranquilizers have traditionally been prescribed in the past to treat fears and phobias in the short term, research has shown that using this type of drug can be counterproductive. The drugs immobilise the patient but make him more sensitive to sound. This means that they are unable to hide but can still hear the scary noise, making him more fearful towards future noises. There are other types of drug therapy which can be used in conjunction with desensitisation and counter-conditioning which may help speed up the process. Please note drugs cannot be dispensed without prior consultation with one of our vets.

Grooming special offer for November

Get your pet groomed ready for Christmas with 20% off all grooms in November

We offer a full clipping/bathing service for all breeds of cats and dogs. Prices from £20.00 CLIPPING, DEMATTING, GROOMING, BATHING, EAR PLUCKING/CLEANING, NAIL CLIPPING,
FREE HEALTH CHECK.

Sedation is available if needed for nervous/unmanageable cats and dogs.

FREE WORMER for your pet with every groom.

Hedgehogs

If you're having a bonfire this season, don't forget about hedgehogs! They like to investigate bonfires as they are a nice place to hide out and make a home in. Make sure you check your bonfire before lighting and remove any hedgehogs you may find!



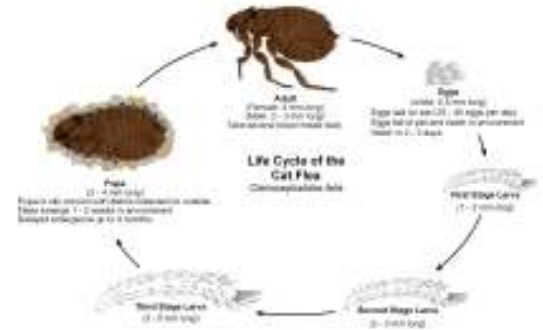
Robert Ogilvie BVMS MRCVS Chris Harrison BVSc MRCVS Mark Geddes BVMS MRCVS
Alison Maxwell VetMB MA MRCVS Mel Fryer BVM&S MRCVS Eleanor Sutton BVetMed MRCVS
Douglas Quayle BVMS MRCVS



Fleas

It has been a very bad summer for flea infestations and as many pets live in doors with central heating these days the number of fleas will remain high going into the autumn and winter.

Fleas spread quickly through any in contact animals via either direct contact or through the environment. The fleas seen on dogs and cats are normally cat fleas but will bite people as well. Adult female fleas lay eggs which will drop off the animal into the environment; these eggs will hatch into larvae which will live off debris in the environment before spinning a cocoon and developing into an adult flea. The majority of the life cycle is completed in the environment not on the animal so treating the home is vitally important in the face of an outbreak.



New products

- Nexguard; a beef flavoured chew for dogs which kills both fleas and ticks for 4 weeks.
- Broadline; a new spot on for cats for the treatment and prevention of fleas, ticks and worms

Choosing the ideal diet for your pet

Did you know that what you feed your pet can have a direct influence on his or her overall health? As our pets develop from kittens or puppies, into adulthood and eventually old age, so their dietary needs change. A huge amount of research has resulted in the concept of life-stage diets – with distinct diets for pets of different ages (or life stages).

Puppies and kittens require a higher energy diet which will support their rapid growth rate in the early stages, as well as continuing to support their growth throughout adolescence. Their diets should support growth by using an adapted level of calcium and phosphorous to ensure strong skeletal development, whilst avoiding any risk of excess or deficiency. As puppies and kittens digestive systems are still developing, they are prone to digestive sensitivities, so also ensure junior diets are highly digestible, through select protein choice and with the addition of prebiotics.

Adult For adult animals, the main nutritional aim is to provide a diet balanced in all the nutrients to help maintain good body condition, without resulting in excessive weight gain. High quality proteins and a balanced intake of dietary fibres support the digestive system. Antioxidants help to support natural defences and a blend of vitamins, minerals and essential fatty acids help to support hair and skin health. For neutered cats and dogs, many will risk weight gain due to a decrease in their energy requirements. Therefore, a diet containing fewer calories, whilst maintaining good feeding volumes will become appropriate to help to maintain weight whilst controlling hunger. This may take the form of a light maintenance diet or a diet specifically for neutered animals.

Older pets Diets for the older animal should feature a reduced phosphorous content to help support kidney health, as well as a regulated protein content to support any muscle wastage your dog or cat may experience with age. Antioxidants help to neutralise free radicals as natural defences may become less effective. The addition of glucosamine and chondroitin is also an important consideration in joint support.

As well as life stage diets Royal Canin has developed breed specific diets which are tailored to the dietary needs of the breed.

Royal Canin offer buy 8 bags of food get the 9th free

If you would like any information about the diets we offer please phone 01946 693303 (Whitehaven) or 01946 820312 (Egremont)

Is your pet insured?

Did you know that more people claim against their pet insurance policy than on their household or car insurance (Allianz Insurance plc) and one in three pets will require emergency treatment each year. The average cost of treating a dog or cat with diabetes is £9,307 over their lifetime.

Is it time you got pet insurance? Leaflets and information are available on request

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