

Nose to tail

Companion animal newsletter



Battling the Itch

How to manage skin problems coming into spring

One of the most common ailments we see dogs for at the vets are **skin problems** – be it itchiness, fur loss, inflamed, weepy or smelly skin, and even sore ears!

Allergic skin disease

Allergic dermatitis is the most common skin problem and the most difficult to diagnose and treat.

The trigger could be environmental, nutritional or parasitic. Remember – allergic skin disease in dogs can often not be CURED. Think of it as similar to hayfever or nut allergies in people. We can MANAGE it, but commonly it will be a life-long affliction – Poor pups!

Environmental Allergies:

Dogs can commonly be sensitive to grasses, plants, pollens or even household things like cleaning products or fibres in their bedding or your furniture.

Nutritional Allergies:

Food allergies in dogs are more common than you think, and can cause both skin and gastrointestinal issues. These dogs are typically allergic to the PROTEINS in pet foods and treats – like beef, chicken and dairy. A low allergen, novel protein diet can help in these cases.

Parasite Allergies:

The normal reaction when an owner sees their dog itching is “fleas!”. Repeated exposure to fleas can trigger an allergic reaction. Various ticks and mites can also bury into the skin and cause excessive itching – it’s very important to ensure your anti-parasitic treatment is up to date, particularly in an itchy dog.

Infection

Skin infections can occur secondary to allergies, and are often so irritating that your pup will lick continuously at the affected area making it difficult to heal.



Our Pets, hard at work.

Our photo competition during July was an awesome success – a huge thanks to all our customers who took the time to send in their buddy’s photos.

The competition was tough with the full range of incredible animal feats. Congratulations to our winners; farm dogs through to cool cats! Above are some of our winners.

Specials thanks to our generous sponsors; Royal Canin, Black Hawk, MSD, Hills Pet Nutrition & Petware

Treatment often includes clipping hair from the area to assist drying and application of topical medications, with possible oral antibiotics to fight the infection.

Neurogenic

This is a major diagnostic challenge, often picked up only when all other options have been ruled out. Triggers can cause an impulse in the dog to lick or chew a target area of skin which can then cause deep bacterial infection. A specialist dog dermatologist or behaviourist may be a dog’s best friend in these extreme cases.

Hormonal

Like in people, some hormonal imbalances can cause skin issues in dogs. Sometimes we recommend blood tests to look at thyroid function, and other hormones that can affect the skin and fur.

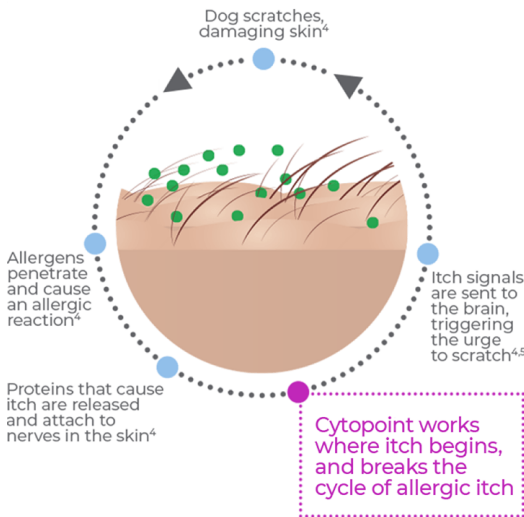
You can definitely start to see how difficult it is to both diagnose and treat itches in our furry friends!

So, WHAT can we do?

See over for details >



Ask your vet about
CYTOPOINT®



They'll love you for it.

Free
Simparica treatment offer on now with Cytopoint.

The innovative latest in battling that damned itch - Cytopoint is one of the most effective treatments we can use to treat allergic skin disease.

It breaks the itch/scratch cycle that drives dogs crazy, with much fewer side effects than traditional medications like steroids. Sounds good? It is!

It is a monthly injection that works like your dog's own immune system. It is specifically designed to target one of the main proteins that sends itchy signals (scratching, licking, and chewing) to your dog's brain. Cytopoint stops this protein in its tracks, so in turn stops the itch.



Finally - A medication that can be given in one simple, sting free injection – perfect for dogs that are less than impressed at finding tablets hidden in their dinner.

So, WHAT can we do?

Ditch the Itch! In October, dogs who need a cytopoint injection will also receive one free dose of Simparica, one of our top flea and tick preventatives and treatments

Flea season is ramping up!

In the sub tropics of Northland the dreaded flea is a year-long problem. They may slow down over the cooler months but they are ready to rev up at the first sign of spring

So - if you have been a little remiss in your flea control over winter NOW is the time to act. There is nothing worse than a household infestation over the long hot summer so don't delay. Pick up your flea treatment today and remember you need to flea all your animals. We have a comprehensive range to suit all your needs and our friendly staff are well versed in combat of said pest.



Shedding the winter bulge

Don't we all want to do this? Our pets love food just as much as we do but during the winter those pounds can pile on.

Did you know that 80% of weight gain is due to diet alone. However, there is hope – At The Vet Centre we have specially formulated diet plans to help your pets get back to being lean and keen. Ask one of vets about which option is best for your pet.

ROYAL CANIN Sateity Weight Management – a precisely formulated diet to assist in long term weight management in cats & dogs

“Don't put off until tomorrow what you can do today”

Never a truer word spoken when it concerns your pet's health. Your cat hasn't eaten for 3 days or your dog has been limping for a week – you think hmm I'll just wait and see how it goes. And then 4pm Friday comes and it's suddenly an emergency!

- ✓ Don't leave your pets health needs to the last minute – call us early!
- ✓ Plan ahead for routine procedures.
- ✓ Order ahead your prescription medications and food requirements. – supply issues are still ongoing.
- ✓ Please call our 'after hours' if you feel you have a serious animal emergency. We are always on hand to reassure you of your concerns but if it is a routine question please wait until opening hours.