



The Vet Centre

WAIPU | RUAWAI | MANGAWHAI | MAUNGATUROTO | RUAKĀKĀ



October/November
2024

**Hello everyone
– welcome to our
Spring Update**

**BUY 10,
GET 1
FREE**



Just a reminder, when you buy 10 bags of the same Royal Canin or Hills diet for your pet, we offer the next bag FREE. Optimal nutrition for your pet can help prevent common health conditions such as dental disease, weight gain and hairballs, saving you money in the long run. There are also loyalty deals for Bravecto (through the Bravecto Rewards app), Simparica, Revolution, and Antinol Rapid, so make sure you ask our friendly in-clinic team.

In this issue:

- Anxiety in cats and dogs
- Fireworks are coming!
- Make your own dog treats
- Celebrating our vet nurses
- Summer time = Flea time
- Puppy preschool graduates
- Meet the new team members
- Wordsearch puzzle
- Clinic specials

Enjoy the read and take care out there.

Regards

**The team at the Vet Centre
Northland**



Dr Ashlee Larsen
BVSc
Mixed Animal
Vet

Anxiety in Cats and Dogs

Many of us will be filled with excitement as Guy Fawkes night approaches. However, our furry friends may not experience the same positive emotions around the loud 'bangs' and 'booms' of fireworks that we do.

Just like humans, animals can experience negative emotions such as stress, anxiety, and fear. Loud noise is one of many triggers for these emotions, with others including separation from owners, unfamiliar people or animals, transport, bad weather and new environments.

Unfortunately, animals can also become averse to certain locations, including veterinary clinics! This situation is often due

to animals learning to associate vet visits with negative stimuli (such as other animals or the sting of an injection).

Learn to recognise some common signs of stress and anxiety in pets below:

CATS:

- Hiding
- Aggression
- Excessive grooming
- Changes in appetite
- Litter box avoidance

DOGS:

- Vocalisation
- Yawning, panting and lip licking
- Pacing
- Hiding
- Aggression





How can we reduce anxiety in our companion animals?

Socialisation and Training:

Proper socialisation of young puppies and kittens can help a new pet develop a calm and confident temperament to enjoy life to the fullest. The socialisation period for puppies is 3-16 weeks old, and for kittens is 3-9 weeks old. During this time, we should allow exposure to a variety of stimuli and reward positive engagement with praise and treats. Move at their pace to avoid overwhelming them.

In mature pets, training techniques can be used to help reduce fear. In classical conditioning, the aim is to create a positive association. For example, you may give your dog treats and praise when nail clippers are introduced. In another method, called desensitisation, the pet is slowly and gradually exposed to the stimulus until they become fully comfortable in its presence. For example, you could play the sounds of fireworks at a very quiet level that doesn't distress your animal, then slowly increase the volume until they become more accustomed to its sound.

In more severe cases of phobias, seek professional advice to help tailor the training and exposure program to suit you and your pet's needs.

Environment:

Anxious animals can benefit from a home that possesses a calming atmosphere. Create spaces where your pet can relax, play with toys, and perform normal animal behaviours, such as scratching posts for cats. If there are multiple animals in the household, ensure each can have access to separate feeding and drinking bowls and litter trays. Cats in particular can feel stressed when other felines are impinging on their territory. If you have stray cats hanging around the area, ensure your feline friend has spaces where these unknown or unfriendly cats can't see or interact with them, so they feel protected.

Pheromones:

Synthetic pheromone products can also help promote a sense of calm and security in stressful situations. Products (such as Feliway or Adaptil) mimic natural pheromones to help reduce stress and make the environment more comforting.

Diet:

Scientific research has indicated that including certain amino acids in the diet can help reduce stress-related disorders in cats and dogs. Supplements such as Calmex, and formulated diets, such as Royal

Canin Calm, have been created with this research in mind and are available from our clinics.

Medication:

For severe phobias or unavoidable triggers, medications may be indicated. "Chill protocols" can be used to help relax your pet before stressful events, such as vet visits. There are also options available for long-term behavioural issues such as chronic anxiety. Consult with your veterinarian to determine whether this option is right for you and your pet.

Why Is this Important?

Being able to recognise and reduce anxiety in our pets is an important aspect of ensuring good animal welfare. Not only do we want our pets to live a full and happy life, but we also want them to remain as healthy as possible. Uncontrolled stress levels can predispose your pets to medical conditions, such as stress-related cystitis in cats, and are even thought to shorten overall lifespan. If you have any concerns about stress or fear in your companion animal, arrange a time to speak with our team to help guide your next steps.



Fireworks are coming!!!

It is that time of year again and even though fireworks are fun for us, it could be scary for our pets.

An animal's anxiety will build over time, so noise phobias will often get worse with age. Therefore, changing these behaviours will also take time, often several months. There are a few things you can do at home to prepare your pet for the upcoming fireworks, and some things you can work on for a more long-term solution.

What to do on the day:

- Walk your dog earlier in the day, feed them a little earlier and make sure they are locked inside. Close doors, windows, and cat flaps.
- Allow your dog or cat to go to its **preferred safe place and don't fuss over them!** If you act differently, they will know, so try to act as normally as possible. You can still reassure them, or talk calmly, just don't coddle them.
- Try a **Thunder Jacket** for your pet. These are tight jackets that can make your pet feel more safe and secure.
- Try using over-the-counter sedatives and stress-relieving pheromones like **Calmex** and **Feliway**
- Provide them with a distracting treat or toy, like a **Kong Ball** or **LickiMat**, before the fireworks start. This will keep their mind off the upcoming event and hopefully distract them while it's happening.
- Provide them with soothing background noises, like **classical music, the TV, or the radio**. Don't make it too loud as this could distress them as well.
- Once the show is over, make sure your pet is completely relaxed before letting them outside again. If possible, keep them in overnight, as any loud noise (like a car backfiring) could scare them into running away.
- Ensure pets are microchipped in case they get out and run away.

Long-term management:

- **Desensitisation with fireworks sounds** means playing these sounds very quietly from your phone or the TV. This is best done by providing a distraction (treat or toy), so their mind is focused on something else. Once your pet is used to the quiet sounds, you can slowly increase the volume over several weeks. Be sure to monitor your pet's reaction to the sounds, if they run away or are overly distressed, immediately decrease the volume to a comfortable level.
- **Adaptil** or **Feliway** are synthetic calming hormones that can help to reduce anxiety if an animal is exposed

Call into your local Vet Centre to find ways to help your pet manage stress during this time.



to them over several weeks/months.

- **Calm diets or Calmex supplements** are designed to reduce your pet's anxiety over time. These products, as well as Adaptil and Feliway, are over-the-counter products and do not require a consultation or prescription to purchase. We stock all these products in our clinics, just ask our friendly customer service team to help you locate them!
- Behaviour-modifying medications take several weeks/months to become effective; no medication will 'cure' an animal's anxiety overnight. Most of these medications can cause sedation, therefore we recommend trialling some of the other options first and resorting to these products only if necessary.

FELIWAY[®]

FOR ANIMAL TREATMENT ONLY

FELIWAY[®] DIFFUSER

ANALOGUE OF FELINE FACIAL PHEROMONE
ACTIVE CONSTITUENT: 16.5 mg/mL
Synthetic analogue of the F3 fraction of Feline Facial Pheromone

Aids in alleviating signs associated with fear and stress in kittens and cats.



SPECIAL OFFER

\$99*

ONE DIFFUSER + 48 mL VIAL



Peanut Butter Canine Cookies

INGREDIENTS:

- 1 cup flour
- ½ cup rolled oats
- 1 egg
- 4 Tbsp of single-ingredient peanut butter
- ½ cup mashed kumara

NOTE:
Make sure the peanut butter doesn't contain Xylitol

DIRECTIONS:

1. Preheat oven to 180 degrees
2. Place flour and oats in a bowl and stir together
3. Slowly mix in the kumara mash, egg and peanut butter
4. Knead dough, adding water if needed, until the texture is firm
5. Roll dough until ½ cm thick
6. Cut into squares or use a cookie cutter for some fun shapes
7. Place dough pieces on lightly greased baking paper
8. Cook for 20 minutes or until golden and firm.



NEW TEAM MEMBER

Amelia
Customer Services,
Maungaturoto



Amelia grew up in suburban Auckland. As a kid, she spent her weekends on the farm with Dad. She's looking forward to being part of a team that gets to serve the local community by supporting families and farmers to keep their animals healthy. She has a very old house, so you can usually find her listening to an audiobook/podcast while fixing or building something, or mowing lawns and gardening. She also loves heading to Ruakaka with her dog for swims and runs or meeting up with friends for barbecues and beers. Fun Fact: Amelia used to volunteer in the labs at the Auckland Museum and she once helped to dissect a great white shark that was so big that they had to use the carpark because they couldn't get it inside the building.

Hill's
SCIENCE DIET
VETERINARIAN RECOMMENDED

15% Off*

When you purchase selected Hill's Science Diet dry food bags*

PUPPY **ADULT 9-16** **ADULT 17+** **ADULT 18+** **ADULT 19+** **ADULT 20+**

* Terms & Conditions apply. This offer cannot be used in conjunction with any other Hill's offer. This offer is available only at the time and location of purchase. Offer only available on selected Hill's Science Diet dry food bags. Offer is only available on SKU's 1139HG, 607827, 607831, 607824, 607825, 603842, 605054, 10343HG, 10344HG, 10345HG, 10341HG, 10313HG, 10315HG, 10316HG, 10318HG, 10336HG, 10338HG, 6929HG, 7139, 6481HG, 7123, 10308HG, 10306HG, 603820, 10298HG, 6496HG, 10296HG, 1180HG, 10300HG, 1183HG, 6498HG, 6499HG, 6500HG & 1462. Limited time only. Offer valid while stocks of Hill's products last. © 2024 Hill's Pet Nutrition (NZ) Ltd.



Celebrating our Vet Nurses

Join us this week in celebrating Vet Nurse Awareness Week (October 7th). This is a special time dedicated to acknowledging and celebrating the incredible individuals who are the backbone of animal healthcare in New Zealand. These unsung heroes, often working behind the scenes, are veterinary nurses, veterinary technicians/technologists, and animal healthcare assistants. They are compassionate and skilled professionals who provide vital support to veterinarians and ensure that our beloved pets and animals receive the best care possible. In the pet side of our practice, their roles range from assisting in surgeries to monitoring anaesthesia, administering medications, and providing essential comfort to anxious or injured animals. Vet nurses are also responsible for educating pet owners on proper animal care, nutrition, and preventive healthcare measures. To sum it up, they make the world a better place for all animals. Thank you to you all.



BUY BRAVECTO for a chance to WIN* a Linden Leaves gift set!



*This is a promotion run by the clinic displaying this promotion. Refer to staff for full terms and conditions.



EASY, LONG LASTING FLEA & TICK PROTECTION WITH JUST ONE DOSE

ACVM No's: A011019, A011261, A011446 & A011993. BRAVECTO QUANTUM requires vet authorisation.



Fight Fleas this summer

What you need to know
to avoid the itch



*Summer is on its way!
But that also means
those pesky fleas are
back hanging around
looking to cause trouble
in this warmer weather.*

Here is a list of our top tips:

Treat your pets

Treat all pets against fleas

Since our pets share the same species of flea, it is essential to treat all dogs, cats, and rabbits in your household.

Get the right treatment for your pet

Flea treatments are specific to your pet's weight. It is a good idea to weigh your pet before purchasing their flea treatment.

Follow the instructions on the packet

Give the correct dose, correctly – as per instructions, and then re-treat in the recommended time.

Consider treating fleas in the environment

The majority of the flea population is found off the pet and around the home, therefore your home must also be treated. Washing bedding,

vacuuming, cleaning surfaces, and sometimes even an Indorex house 'bomb' is required. This way the eggs and larvae are treated too, helping break the cycle faster.

Note: It may take from 2 weeks up to 4 months to control flea populations, depending on the extent of your problem and where the fleas are living.

Choosing a Flea product – questions to ask

How long do you want the flea treatment to last?

Most flea treatments are monthly, but many people find it difficult to remember this every month. Therefore, extended treatments are available for both dogs and cats.



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← How do you want to give the flea treatment to your pet?

Some people prefer giving their animals tasty chews, while others prefer a spot-on liquid or a collar.

Do you want to treat for ticks or worms at the same time?

Only a few types of flea products contain deworming products or are licensed for ticks. Also, bear in mind that most of the flea/worm combination treatments do not kill tapeworm (the worm that your animal will get from eating fleas).

Also to consider – Is my animal allergic to fleas?

For some furry friends, fleas are just an annoyance, however, they can become so much more. Pets can be allergic to the flea's saliva, so it only takes one bite to cause a very itchy allergic reaction. Most animals with flea allergies are never found with a flea on them! Pets can have many types of skin diseases, with allergies being one of the most common. Your pet can be allergic to things in the environment, (grasses, pollens etc.) food, fleas, or a combination.

What to look out for:

- Severe itching or licking
- Hair loss: the typical location for flea allergy dermatitis (FAD) is around the tail base and back legs making a classic 'flea triangle,' however, this may not be the case for all FAD animals.
- Sore patches of skin (from excessive itching and scratching).

These symptoms are a response to the allergy, not just to the flea bites themselves. Allergic pets require 100% flea control consistently to remain symptom-free. If the skin gets damaged, one of our vets should assess your pet. Often



additional medication is required to treat secondary skin infections or manage your pet's discomfort. Your vet will work with you to investigate the cause and find management that will suit both you and your pet. Please contact your local Vet Centre clinic if you have any concerns regarding your pet's health.





Mangawhai Puppy Preschool graduates

Check out these pictures from our adorable graduates from our first Mangawhai puppy preschool 😊



NEW TEAM MEMBER

Michele
Customer Services,
Waipu & Mangawhai



Michele has lived in Mangawhai for over six years, having previously lived mostly on the Northshore of Auckland. She is looking forward to meeting new people, being around animals, and being as much help as she can. She enjoys gardening, Pilates, annoying her husband, baking, sleeping, and reading. And she loves to laugh, especially at herself.

VISIT US TODAY

YOUR CHANCE TO

**WIN
A KAYAK**

PURCHASE ANY QUALIFYING
NexGard[®]
PRODUCT AND RECEIVE AN
AUTOMATIC ENTRY

T&Cs apply





Wordsearch

- Veterinarian
- Injection
- Animals
- Fleas
- Dog
- Stethoscope
- Microchip
- Health
- Horse
- Pet
- Thermometer
- Operation
- Neuter
- Farm
- Guineapig
- Medicine
- Rabbit
- Cat

S	C	Q	J	M	E	D	I	C	I	N	E	R	M	R	S	Y
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V	D	V	W	Y	G	U	I	N	E	A	P	I	G	I	H	N

Special offer
4 for \$20
 Black Hawk Wet Dog Food Cans 400g*

Save \$6.76†
†Based on the RRP

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*This promotion runs in October 2020, while stocks last.
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BlackHawk®
 Every ingredient matters*

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Waipu Clinic
 53 The Centre
 Waipu
 P 09 432 0693

Opening Hours
 Mon-Fri: 8.00am-5.00pm
 Saturdays:
 9.00am-12.30pm

Ruawai Clinic
 23 Jellicoe Road
 Ruawai
 P 09 439 2506

Opening Hours
 Mon-Fri: 8.00am - 5.00pm
 Saturdays: CLOSED

Mangawhai Clinic
 36 Moir St
 Mangawhai
 P 09 431 4535

Opening Hours
 Mon-Fri: 8.00am - 5.00pm
 Saturdays:
 9.00am - 12:30pm

Maungaturoto Clinic
 184 Hurndall St
 Maungaturoto
 P 09 431 8318

Opening Hours
 Mon-Fri: 8.00am - 5.00pm
 Saturdays: CLOSED

Ruakākā Clinic
 385 Marsden Point Road
 Ruakākā
 P 09 433 4916

Opening Hours
 Mon-Fri: 8.00am - 5.00pm
 Saturdays: CLOSED