

Top 10 Pet Influencers in 2023

In this day in age, you are hard pressed to find someone who doesn't have some kind of social media account. The average person spends about 2.5 hours scrolling through social media per day following their favorite vlogger, celebrity or influencer on Facebook, Instagram, TikTok, etc. How many of these PET influencers do you follow on social media?

Who?

Jiffpom
 Cat Lovers Club
 Nala Cat
 Doug the Pug
 Juniper & Friends
 Grumpy Cat
 Venus the Two Face Cat
 Tuna
 Loki the Wolfdog
 Manny the Frenchie

Number of followers:

9.4 million
 5 million
 4.4 million
 3.7 million
 3 million
 2.7 million
 2.3 million
 2 million
 1.9 million
 1 million

How to follow on Insta:

@jiffpom
 @catloversclub
 @nala_cat
 @itsdougthepug
 @juniperfox
 @realgrumpycat
 @venustwofacecat
 @tunameltsmyheart
 @loki
 @manny_the_frenchie

Be sure to check out one of our favorite local pet heroes on Instagram: @k9_vasco



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 West Lafayette, IN 47906

U.S. POSTAGE
 PAID
 LAFAYETTE, IN
 PERMIT # 488
 ZIP CODE 47905

Or Current Resident

New Combo Preventions!

You have been asking for it! We are happy to announce that we are now carrying Nexgard Combo and Nexgard Plus. These are the new "all in one" preventions.

Combo is a once monthly topical product for cats that prevents against: Heartworms, fleas, ticks, hookworms, roundworms, and tapeworms.

Plus is a once monthly chewable tablet for dogs that prevents against: Heartworms, fleas, ticks, hookworms, roundworms.

We have in clinic quantity discounts as well as manufacturer rebates and guarantees.

Allergies

Fall allergies have been particularly bad this year. We are hearing of new allergy sufferers daily and chronic allergy pets are displaying worse symptoms as well.

Common things you'll notice if your pet has allergies: scratching, licking, over grooming, ear infections, full anal glands, red and inflamed skin, hair loss, and/or rashes.

If your pet is displaying any of these symptoms, our DVMs may recommend Apoquel (daily chewable tablet) or Cytopoint (4-8 week injection), as well as treating any underlying skin infections to help your pet get through their allergy season. Sometimes really involved cases may also include a trip to the animal dermatologist.



App
 download



Online
 pharmacy



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In this Issue

- Boarding
- Fleas
- Allergies
- Anxiety
- New Medications
- AND MORE!!!

Fall 2023



Send us your email
 to receive
 reminders and
 newsletters
 digitally.

Librela – New Arthritis Medication for Dogs!

Librela is the first and only monthly injectable therapy for canines to provide long-term canine osteoarthritis (OA) pain control.

Librela works differently than traditionally prescribed non-steroidal anti-inflammatories by reducing nerve growth factor effects, a key component in canine OA pain. It also is metabolized and eliminated naturally within body's cells, with minimal involvement of the liver or kidneys, unlike the previously mentioned NSAIDs.

Librela helps to:

- Limit the release of additional NGF and pro-inflammatory mediators
- Reduce canine OA pain
- Lower nerve inflammation
- Increase activity
- Improve quality of life



While effectiveness may not be seen until after the second dose of Librela, some dogs are experiencing a reduction in pain as early as 7 days after the first dose. Give us a call or send a message through the app to get your dog set up with an appointment to start their pain relief journey!

Planning for Boarding

Boarding your pet during the holiday season is a popular choice for many pet owners. Whether it's to provide care while you're away on vacation or to avoid a stressful home environment during visits from friends and family.

- Research the kennel you are planning to use: availability, cleanliness, security, and safety. What is the cage/kennel environment, lighting, temperature, sounds, and exercise area? Will they provide medical care if needed?
- Make sure your pet is up to date on all necessary vaccines - including Bordetella for Kennel Cough (keep in mind, this only prevents against coughs caused by the Bordetella bacteria)
- Prepare for boarding: schedule early, have us forward vaccination history, refill any medications your pet needs, and pack any needed supplies to take with your pet (including their food and some probiotics to help minimize potential for stress induced intestinal upset).

Holiday Concerns

During the festive season, there are several hazards that can pose a significant danger to pets. These include tinsel, ornaments, Christmas trees, mistletoe, holly, chocolate, turkey meat and bones, sage, and raw dough. The ingestion of these items can lead to various health issues such as vomiting, diarrhea, intestinal blockage, heart and nervous system abnormalities, and even death.

If a pet ingests any of these harmful substances, it may require immediate veterinary care, including blood tests, x-rays, medications, and surgery. Please contact us ASAP.

Fun Fall Word Search

C D X K B O A R D I N G B H M
 Z H U A H H O L I D A Y O X I
 F H I T R L A M N J V C R A N
 V P S L D T I A Z O A A D L S
 E R N O L C H B X H S N E L T
 F E C E C P A R R D C I T E A
 E V R C X I R N I E O N E R G
 L E E F H G A O X T L E L G R
 I N E N L R A L T I I A L I A
 N T K S B E I R M O E S A E M
 E I S A X J A S D E C T G S O
 L O I I Q Y I S T A D O Y Z H
 C N D D A I M O I M J I L D D
 U S E Q H V V Q F I A L A C E
 H I C Y T O P O I N T S R S D

- | | |
|-----------|----------------|
| Canine | Nexgard |
| Feline | Allergies |
| Librela | Cytopoint |
| NSAID | Fleas |
| Arthritis | Preventions |
| Holiday | Social Media |
| Christmas | Anxiety |
| Instagram | Chill Protocol |
| Vasco | Bordetella |
| Creekside | Boarding |

Anxious at the Vet?

For dogs and cats that find visits scary, we recommend administering anti-anxiety medication prior to their appointment. Even with available in clinic sedation protocols, the stress of bringing a pet into the building can increase the necessary dosage or make sedation ineffective.

We've had great success with our "chill protocol" patients who have shown to be more relaxed during their appointments, enabling us to provide the best care possible. With time, some of these patients have even been able to wean off their anti-anxiety medication. Rest assured, these medications are very safe and can help your pet have a more pleasant experience with us.

Give us a call if you'd like to try this for your next visit!

Fleas

We have noticed an uptick in calls regarding flea infestations. Fleas are unpleasant and we want to help you avoid them best as possible.

Once fleas have found their way into your home, removal will take 3-4 months straight of preventions on each animal within the home, increased cleaning of the home, and treating in and outside the home. During this time, you will often find live fleas still on your pet as they must "hitch a ride" prior to coming into contact with the medication and dying.

It is harder to treat the fleas than it is to prevent them. We carry several products that are great for fleas and many of them actually will prevent against heartworms, ticks, and intestinal parasites as well. Just give us a call to discuss the best product for your pet.