

## FEBRUARY NEWSLETTER

This month's newsletter will be covering several topics such as National Pet Dental Month, Bradshaw Veterinary Clinic (BVC) Spay Month, BVC Neuter Month and Valentine's Day dangers.

Looking at February, we are happy to celebrate National Pet Dental Month. This year celebrates the 10<sup>th</sup> anniversary of the month, which is a nationwide effort to spread awareness and educate consumers on the importance of dental care for pets.

Important issues for pet dental awareness include oral disease prevention. Easy steps for preventing oral disease are getting your pet a dental exam by a veterinarian, if needed pursuing a dental cleaning under anesthesia, and then starting a home dental care routine. If you are not familiar with periodontal disease here a few quick facts to know about periodontal disease: "periodontal disease is currently the number one diagnosed problem in dogs and cats over age three", "problems begin when food particles and bacteria build up in the mouth, forming plaque and mineralizing into tartar, which can lead to gingivitis and irreversible periodontal disease", and "periodontal disease can result in other problems including tooth decay, bad breath, bleeding gums and even tooth loss", and "bacteria that causes periodontal disease can enter the bloodstream and damage the heart, liver, kidney, and lungs", according to the American Veterinary Dental Society. (More information on National Pet Dental Month can be found at [www.petdental.com](http://www.petdental.com)).

To recognize National Pet Dental Month, Bradshaw Veterinary Clinic offers a 15% discount on all dental procedures done during the month of February. If you are concerned that your pet may have dental issues or is in need of some dental maintenance, schedule an

appointment exam with your veterinarian to discuss your pet's dental needs.

Bradshaw Veterinary Clinic is proud to announce that starting new this year, March will be Spay Month and April will be Neuter Month. For all spays scheduled during the month of March a 15% discount will be offered on the procedure and in April a 15% discount will be offered on all neuter procedures.

Also being celebrated this month is Valentine's Day which can mean gifts and candy around the house. What you may or may not know already is that chocolate can be toxic to animals. The ingredients such as methylxanthine alkaloids, primarily bromide and caffeine, are what cause chocolate to be poisonous. The poisonous effects of chocolate toxicity include vomiting, diarrhea, tremors and seizures. If you even suspect that your pet has ingested any form of chocolate please call a veterinarian. Animals are usually treated symptomatically depending upon their weight and the amount of chocolate ingested. Examples of types of chocolate to be concerned with include cacao bean, semi-sweet, milk and baking chocolate.

New to BVC this month are staff members Brooke D. (CSR), Emily G. (CSR), and Leonid K. (Tech).

Also being introduced this month is a new ultrasound unit. It is a new G.E. Logiq 5. For those not familiar with ultrasound technology, the medical ultrasound images are created by computer and digital memory from the transmission and reception of mechanical high-frequency waves. The mechanical ultrasound waves spread through the body, producing an echo where density changes occur. The system offers a variety of uses with specially designed programs that will alter characteristics and features of the system which allow

for accuracy in a wide range of uses from obstetrics to peripheral vascular examinations. The digital design and use of solid-state components provides highly stable and consistent imaging performance. Different uses include fetal, abdominal, pediatric, small organ, adult cephalic, cardiac, urology, transesophageal, intraoperative, small parts, obstetric, vascular, etc. The ultrasound will be used in daily procedures as well by Davis Veterinary Ultrasonic Technician Tom Baker on referral visits to our clinics.

**DATES TO REMEMBER:**

February- 15% off all dental procedures

March- 15% off all spays

April- 15% off all neuters

Saturday, April 2- first reduced cost vaccination clinic of 2005 from 9-11 am.