

February 2011 Newsletter and Preventive Reminder



February is National Pet Dental Month

Snow-mageddon is on the way! Be sure to keep your pets safe and dry in this inclement weather. But once we dig out of this mess, we have the health of our pets to consider - which is why February is National Pet Dental Health Care Month!

Did you know that 80% of dogs and 70% of cats have oral disease by the time they are three years old? Staggering! The good news is that pets can live longer, healthier lives if oral health care is managed and maintained throughout their lives. In fact, proper dental care may add as much as five years to your pet's life! Talk to us today about developing a dental care plan for your furry friend.

And on February 10th, the Michigan Human Society is holding a telethon to raise money for the community's most at-risk animals - including pets who are homeless, abused or neglected. Please consider donating to this worthwhile event.

As always, thank you for allowing us to care of your pet.

The Greenfield Animal Hospital Team



February is National Pet Dental Health Care Month!



Would you let years go by between visits to the dentist or never go at all? Probably not! What if you could take simple action to add years to your pet's life? Your pet's dental health is just as important to his or her overall health as your dental health is to your general health.

248-356-1100

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In This Issue

[Pet Dental Health Care Month](#)

[Brushing Your Pet's Teeth](#)

[Michigan Humane Society Telethon](#)

[\\$25 Coupon](#)

Important Reminder!



Please remember to give your pet their monthly heartworm and parasite preventive, and flea control this month.

Keep this e-mail in your Inbox as a reminder until you have administered the medication for this month.



Why Dental Care?

Dental care of dogs and cats is one of the most commonly overlooked areas of pet health care. In fact, a recent AAHA study showed that approximately two-thirds of pet owners do not provide the dental care that is recommended as essential by veterinarians. What's more, the American Veterinary Dental Society reports that 80 percent of dogs and 70 percent of cats show signs of oral disease by age three!

Bacteria, combined with saliva and food debris between the tooth and gum, can cause plaque which turns into tartar. This affects the surface of the teeth, gums and can lead to painful periodontal disease. Furthermore, left untreated, oral disease can lead to damage of other organs such as the heart, liver and kidneys.

Dental problems can be very painful as well as unhealthy for your four-legged friend, but these problems can be averted before they even start.

Dental Care at Our Office

There are two critical components of your pet's veterinary dental care: oral examinations and dental cleanings. Veterinary dental care begins at the puppy and kitten life stage. AAHA recommends that we evaluate puppies and kittens for problems related to the deciduous (baby) teeth, missing or extra teeth, swellings and oral development. As your pet ages, we'll look for developmental anomalies, the accumulation of plaque and tartar, cracked or diseased teeth, periodontal disease and oral tumors.

The AAHA Dental Care Guidelines recommend regular oral examinations and periodic dental cleanings under general anesthesia, for all adult dogs and cats. AAHA recommends these procedures at least annually starting at one year of age for cats and small-breed dogs, and at two years of age for large-breed dogs.

Home Dental Care

Your pet's dental care doesn't rest with our office alone. As a pet owner, you play a pivotal role in helping ensure your pet's dental health through regular teeth brushing. We can provide you with the tools you need to maintain a healthy dental routine for your pet. Read on for a "how to" brush your pet's teeth!

How To Brush Your Pet's Teeth

Dental disease (especially periodontal disease) is the most common disease in our pets.

Fortunately, we can reduce or even prevent dental disease by feeding a crunchy diet, appropriate chew treats and toys and daily tooth brushing. The following are steps to guide you on



how to brush your dog's or cat's teeth:

The first step is to start with a clean, healthy mouth, such as with a young pet with healthy new teeth and gums or after your cat has had a professional dental cleaning.

You will need a soft-bristled tooth brush and veterinary toothpaste. Human toothpastes and baking soda may cause problems as remember animals don't rinse!. Veterinary toothpastes have flavors that are appealing to cats and dogs. Anything other than a bristled tooth brush will not get below the gum line (the most important area to brush).

Pick a time of day that will become a convenient part of your pet's and your daily routine. Brushing before a daily treat can help your pet actually look forward to brushing time. Take a few days to let both of you get use to the process. Follow with praise and a treat each time.

Start by offering her a taste of the veterinary toothpaste. The next time, let her taste the toothpaste, then run your finger along the gums of the upper teeth. Repeat the process with the tooth brush. Get the bristles of the brush along the gum line of the upper back teeth and angle slightly up, so the bristles get under the gum line. Work from back to front, making small circles along the gum lines. It should take you less than 30 seconds to brush your pet's teeth. Do not try to brush the entire mouth at first. If all that your pet lets you brush is the outside of the upper teeth, you are still addressing the most important area of periodontal disease - prevention. If your pet eventually allows you to brush most of her teeth, so much the better.

Even with the best tooth brushing, some dogs and cats may still need an occasional professional cleaning, just like humans. By brushing your pet's teeth daily and curtailing the amount of periodontal disease, you may reduce the frequency and involvement of dental cleanings and provide your pet with a healthier, sweeter smile.

[Watch an AVMA video on brushing your dog's teeth.](#)

MHS 2011 Valentine's Telethon



On Thursday, February 10 for the Michigan Humane Society's 2011 Valentine's Telethon, airing on WXYZ Channel 7, for the year's most "awww-

inspiring" tv programming, and *Share the Love!*

Hosted by WXYZ Anchor Alicia Smith, the Telethon will air during commercial breaks throughout the day, from 6 a.m. to 11 p.m.

With so many animals in desperate need of the Michigan Humane Society's life-saving care services, donations to the 2011 Valentine's Telethon are all the more critical. Your gift will allow MHS to care for the community's most at-risk animals - including pets who are homeless, abused or neglected.

Through your support, MHS will bring hope to *thousands* of pets in need this year. You can choose to [donate online](#) or by phone, with a one-time gift, or a monthly gift. Every dollar will help MHS change precious animal lives.

Don't miss the adorable animals, amazing transformations, and heartwarming happy endings, and see why your support is critical to the animals in MHS' care.

Share the Love! To make a donation in support of the 2011 Valentine's Telethon on or before February 10, please call 1.866.MHUMANE or visit www.michiganhumane.org/Telethon2011.

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\$25**

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kitten love in the air?
Have friends or
family welcoming a
new pet?

There is no better compliment you can give us than referring a friend or family member to Greenfield Animal Hospital. Forward or print this coupon (which is also available on our website). When the new client presents the coupon at their first visit to Greenfield Animal Hospital, both you and the new client will receive a \$25 credit toward the care of your pets.

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 Forward to a Friend



