

## ***Summer Newsletter 2018***

### **Specific Diets Available for Cat's and Dog's.**

The market today is full of variety for our pets and knowing which product is best for your pet and their health is integral part of their general well-being.

We stock several leading brands including but not limited to Royal Canin, Hill's and Advance. These brands are at the forefront of clinical food studies for our feline and canine friends. They specialize in dietary assistance for several life changing diseases including kidney, liver and gum disease only to name a few, as well as general life stage diets.

- **Puppy / Kitten Diets** are enriched with a clinically proven antioxidant and vitamin blends to help your puppy build a strong immune system
- **Adult Diets** scientifically formulated to be nutritionally balanced to support your dogs and adult cats in the prime of their lives
- **Senior Diets** are specially formulated to support the changes associated with ageing in mature aged dogs

#### *So why is having specialised kibble shapes so important?*

Because the kibble's shape and size can impact many things like:

- **Dental health** - It is important that the cat or dog's teeth penetrate the kibble so that a 'brushing' effect can be achieved. This may help to reduce plaque, which can lead to tartar and encourages good oral health.
- **Digestion** - The more a cat or dog has to chew the kibble, the slower the ingestion speed, which can aid in digestion.
- **Satisfaction** - Kibble density can help to alleviate hunger between meals by creating a sense of fullness. This can help cats and dogs to feel satisfied and helps maintain a healthy weight.
- **Palatability** - Dogs and especially cats are sensitive to how a food feels in their mouths. The right kibble or kibble texture can help accentuate a food's flavour and can help to positively enhance the feeding experience.

#### Nutrition for health conditions

Hill's Science Diet also provide formulas that are specially created with a backing in evidence-based research to aid with the management of certain health conditions. These include:

- **Oral Care** - with a unique interlocking fibre technology, this kibble is clinically proven to reduce plaque and tartar build up on your dog's teeth
- **Sensitive Skin** - contains an exclusive blend of nutrients to support healthy skin and a shiny coat
- **Perfect Weight** - formulated specifically to help your dog achieve and maintain a healthy weight for improved quality of life



**Ask our friendly Veterinarian's about your pet's specific dietary requirements next time you visit.**



# PRODUCT REVIEW

## Malaseb Wash

Malaseb is registered to treat Seborrhoeic Dermatitis and Dermatophytosis. Seborrhoeic Dermatitis is the scientific name for a skin infection involving bacteria (Staphylococcus) and yeast (Malassezia). Dermatophytosis is the scientific name for ringworm, a condition which is not due to worms (like the name suggests) but is in fact a fungal infection.

It is normal in dogs to have low numbers of resident bacteria and yeasts on the skins surface. When there is a disruption to the skin's natural ecosystem these bacteria and yeasts can overgrow causing disease. Reasons for disruption to the natural balance

- Allergy, including to pollens, grasses, foods (meats) and fleas.
- Parasites, such as fleas, mites and lice.
- Hormonal problems
- Conformational problems such as deep skin folds, making sweaty crevices.

### How does Malaseb help?

- Kills the micro-organisms, helping to keep the numbers of yeasts and bacteria at manageable levels.
- Removes excess scale and oils, commonly produced when the skin is infected
- Removes allergens such as pollens which can be caught in fur or on skin, causing irritation



### DERMATOPHYTOSIS or 'Ringworm'

Ringworm is the most common fungal condition in cats, however it is also a well-recognised problem in dogs and horses.

Malaseb will help to sterilise the coat of ringworm spores, helping to speed recovery and prevent spread of the disease.

Ringworm in cats is a systemic disease which means that although you may only see a few spots the cat is actually covered in ringworm infection and thus all over treatment is needed.

Malaseb can be used alone or in combination with lotions and in severe cases systemic medication (usually anti-fungal tablets) to treat ringworm. Combination therapy results in a faster cure than either alone.

Malaseb should be used twice weekly during ringworm treatment.

It is important if you have young children or immune-compromised adults in the same household as an infected cat that you discuss this with your veterinarian or doctor. Ringworm can have serious consequences for those without a good immune system.

### HOT TIPS

- Leave the shampoo on for the full 10 minutes wherever possible.
- Always make sure the coat is thoroughly wet before applying Malaseb, this will make lathering and spreading easier.
- Using a sponge can help to spread the shampoo well. The sponge also holds water which again helps to ensure the coat is adequately wet during application.
- A damp cloth, with a little diluted foam can be used to clean the face of both cats and dogs.
- Whilst bathing cats is never easy, many will tolerate water better if it is not running. Using a 3 bucket technique, where all buckets are filled with warm water can help. The cat is dunked (not including head) into the first bucket and shampoo applied, then wrapped in a towel for the 10 minutes to stay warm and prevent licking foam. Once the 10 minutes is up the cat is sequentially dunked into the first, then second then remaining buckets to rinse the coat.

Ask our friendly Vet Nurses about Malaseb next time you visit or give them a call on 4061 2590 to discuss your pet's skin care needs today!!





## It's Raining Cat's



Non-spayed female cats will go into "heat" or *estrus* seasonally in the spring and autumn and may go into heat several times during the season but due to our extended summer and reasonably high temperatures throughout the winter period the heat cycle is extended. The period of heat lasts an average of about a week, but can vary from 4 to 10 days and can occur every 10 to 22 days. Your cat will exhibit many behaviors during estrus that you should expect. The way to stop these behaviors is to have your cat spayed.

### Facts About the Feline Reproductive Cycle

- The first estrus cycle usually occurs by age 6 to 12 months; for some cats as early as 4 months of age, for others not until they reach 12 months.
- Cats are considered to be seasonal breeders, most often showing signs of mating behavior in the spring and summer months due to their cycle being daylight length dependant which makes the season extended in Northern Australia.
- Cats are induced ovulators, meaning that they only ovulate (release an egg from the ovary) if mated.
- If not mated (no ovulation), the estrus phase of the cycle will return in one to three weeks.
- Multiple matings produce more ovulations; more than one male can be the sire of a litter.
- Cats can get pregnant during their first heat cycle, but this is *not advisable* as a 6-month old cat is not yet fully grown/mature, and complications for the mother and the kittens are more likely.
- An intact (not spayed) female cat of reproductive age is called a queen.

### What to Expect When Your Cat Is in Heat

- Your cat will be extremely eager to mate due to the effects of her hormones.
- She yowls to attract attention and show she is eager to mate, although it can seem as if she is in pain.
- She will pace and may attempt to escape in her pursuit of a potential mate (boyfriend).
- She will rub against you and if you pet her, she may assume a mating position.
- She may mark her territory by spraying.

These are all normal behaviours when in heat, but they can make an intact female cat difficult to live with during estrus, especially as this can and may occur as often as every couple of weeks.

### Spaying Your Cat at the Right Time

For cats that are pets, it is recommended to spay them before the first heat, eliminating the risk of accidental pregnancy and reproductive diseases later on in life.

Cats can be spayed whilst in heat (or pregnant), but there is an additional risk due to the engorged vessels and tissue of the reproductive tract—a higher chance of bleeding during surgery or other complications.



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