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An Extraordinary Newsletter Customized For Your Business • SAMPLE ISSUE 14

Under the Summer Sun,

pets and pet parents alike will enjoy the summer to the fullest. That same sun, however, is a hot topic when it comes to caring for our furry and feathered friends.

ABC Pet Care Center offers these suggestions for some safe fun in the sun.

First and foremost: NEVER leave your pet alone in a parked car. Temperatures can reach 120° in minutes, even with the windows slightly open, resulting in heat stroke, brain damage or worse.

Make sure pets are protected from fleas, ticks and heartworm disease. Preventive treatments from your veterinarian are easy to administer and very effective. Over-the-counter flea and tick products are not effective and can be harmful.

When it's hot and humid, exercise your pet in the cooler morning or evening hours. All pets should wear a collar and ID tag. And ALWAYS have fresh, clean water available.

All of us at ABC Pet Care Center are committed to caring for your pets as if they were our very own. We have a deep respect for the joy, love and excitement they bring into people's lives. We all wish you and your pets a happy and safe summer.

From Young to Gold

An annual wellness exam is the most important – and loving – thing you can do for your pet. It gives your veterinarian the chance to evaluate your pet's overall health and detect problems before they become serious. For senior petizens reaching their golden years, wellness exams should be scheduled more frequently.

VANITY FUR

WE LOVE OUR PETS. AFTER ALL, WE'RE ONLY HUMAN.

Is your precious pooch the next "American Fido"? Of course she is. Preparing your pet for stardom is no easy task. But we're here to help your pet win "Best in Show." So get ready – here are some ways you can make your pet a star in anyone's eyes.



Marilyn Monroe ©2005 Milton H. Greene Archives, Inc.

anatomy, nutrition, dermatology, fitness and behavioral modification.

MORE BLING FOR THE BARK

A plethora of pet accessories is just a click away on your computer, or at your local pet store, including diamond collars, leather coats and cashmere sweaters. You can locate anything from a formal tuxedo to a Harley jacket. immortalize them by having an original pet portrait painted. Designer doggie duds are big business. But will your pooch sit still for alterations?

TRIM AND FIT

Regular nail trimming reduces stress on the joints of the paws. It also reduces stress between you and your pet. Monthly trimming is the rule, but age and activity level can vary the frequency. Dogs that spend more time outdoors, for example, will require fewer sessions with the clipper.

Another thing to trim is weight. Three extra pounds on kitty is like 40 on an adult human. A nutritionally balanced diet provides many benefits, not the least of which is a strong immune system. Choose high-quality pet foods and avoid table scraps.

TOOTH OR CONSEQUENCES

Dogs and cats can get cavities, but more commonly they can suffer painful gingivitis and periodontal disease. Talk to your veterinarian about a special pet toothbrush and toothpaste and brush their teeth daily. Look for foods that help control plaque and tartar. And watch for indications of oral disease such as bad breath, inflammation or bleeding of the gums, or any change in eating habits.

OH BEHAVE, DARLING!

Dogs that are properly socialized and supervised rarely bite. Training classes should be a family affair, so that every member of the household can help in his pet-triculation. Start obedience training early in life to give your dog the manners and poise it takes to cruise Bark Avenue. With a little love, you can make your idol the best a pet can be.

FIRST, GET 'EM A NICE COAT

Groom your pet often to keep his coat healthy, soft and shiny. This helps prevent pests and the diseases they bring. Hair that becomes matted cuts off circulation to the skin, causing lesions. When cats groom themselves they ingest a great deal of hair, which often leads to hairballs. Help out; it's a great way to bond. Professional grooming can accomplish even more. So maybe you need ...

A TRIP TO GROOMINGTAILS

Professional groomers are an under-appreciated breed. They improve your pet's appearance, but also pride themselves on their knowledge of

PAW & ORDER



In the animal justice system, there are two distinct but equally important areas of interest. Canine and Feline. These are their stories.

As a pet owner, you have rights, and you have responsibilities. Basic commitments to your pet normally become subject to legal enforcement only when they are criminally neglected. These include providing adequate food, shelter, exercise and preventive health needs for the animal.

Others are collectively known as social responsibilities. These include compliance with local and state public health, animal control and animal cruelty laws, regulating behavior in public, such as supervision (leash laws), excessive noise and cleaning up after your pet. Proper licensing and identification are also important obligations of ownership. Spaying or neutering your pet is a very important social responsibility that should not be overlooked.

GORILLAS IN THE MIST

You're familiar with the old gag, "Where does an 800-pound gorilla sleep? Anywhere he wants!" That may not be necessarily so in your community.

If you're thinking of getting a large or unusual animal, hunt down the laws that may apply, to determine if that animal is legal where you live. Begin with local statutes, as they're often the most restrictive. Contact a Humane Society, animal shelter or veterinarian.

Safety to local citizens is an obvious reason for special ordinances and their strict enforcement, but they exist to protect the animals as well. Consider whether your ownership of an exotic pet is the most "humane" alternative.

BARK & MEOWSKI

Pet Law is a serious and growing branch of the profession. It covers legal issues from the obvious (animal attacks and abuse) to the ambiguous (excessive noise and breeder grievances).

Any pet owner can find himself as a plaintiff or defendant in a legal dispute, and may also find that due process can be complex, lengthy and potentially expensive. Seek out specialized counsel with experience in animal law to represent you.

RABIES VACCINATION LAWS

What you need to know about rabies is this: if untreated, it's fatal. One hundred percent fatal. In pets and in humans.

This deadly disease is transmitted from wild animals to domestic animals. Unvaccinated pets and livestock can, in turn, expose people. Rabies statutes have therefore been updated by individual states to better face the reality that rabies is a year-round threat, and that vaccinating companion animals is the best way to prevent endangering pets and pet owners.

In New York, for example, rabies shots are required for dogs, cats and pet ferrets by the age of four months. A pet that bites a person must be observed for 10 days to certify that it cannot have transmitted rabies. Unvaccinated pets that have bitten someone are confined at the owner's expense. A pet that has been exposed to rabies from a wildlife animal and is not up to date on its immunizations must be promptly destroyed or quarantined for six months. A vaccinated pet is given a booster shot.

Nationwide, local municipalities may update their recommendations more frequently than the state does. It is imperative for the protection of your pet and your family that you take rabies regulations seriously.

TRAVELING WITH CHARLY

Legal restrictions make it a challenge to take your pet abroad. But not impossible. The key is to do your homework and plan well in advance.

Your first step, because a response may take the longest to arrive, is to request information from the consulate of the country to which you will be traveling. See your veterinarian for a checkup, make sure all vaccinations (including rabies) are current, and get a health certificate dated within 10 days of departure.

Federal regulations require that pets be at least 8 weeks old and weaned at least 5 days before flying. Approved transport crates are available from most major airlines or pet shops. Purchase one ahead of time to get your pet acclimated prior to the travel date.

Before you travel overseas, you should also visit the Web sites of your airline(s), the U.S. Department of Agriculture (<http://www.nal.usda.gov>) and the International Air Transport Association (<http://www.iata.org>).

RIDING IN CARS WITH DOGS

Your pet is just like your child – and your child always wears a seat belt, right? Of course. So it is also important your pet gets buckled in, or harnessed in as the case may be. It's not illegal if they aren't. But this isn't about what's legal; it's about what's sensible.

Unlike the laws of government, the laws of inertia don't distinguish between people and pets. A dog flying through the interior of a car moments after an impact will be hurt the same as an unbelted passenger. A pet in an unsecured crate won't fare much better.

Practical restraints are widely available, and don't compromise (more than necessary) your pet's comfort or freedom.

American cities and states are slowly passing legislation intended to ensure pet safety. Should you wait until it becomes mandatory? Look at your own pet – the answer's right there in front of you.

The safest place for your pet is in the rear seat. One reason is to limit driver distractions, which studies show cause more injuries than cell phone use.

Animals that are allowed to stick their heads out of windows are cruisin' for a bruise. They can come down with painful ear and eye infections.

A MATTER OF TRUST: PROVIDING FOR YOUR PET'S FUTURE

You've seen movies in which the eccentric lady leaves all her money to her cat. Well, it doesn't quite work that way. For one thing, a traditional will must go through probate, which could take months or, if contested, years. What's Fluffy to do in the meantime? More to the point, pets are property, and you can't name property as a beneficiary.

Although it is not always necessary, what you can do is set up a trust. The most reliable of applicable types is an irrevocable inter vivos trust. This version of a living will immediately transfers both the pet and the designated funds into the trust. It also outlines your very specific wishes and instructions.

25 states and the District of Columbia have pet trust statutes. The Humane Society of the United States offers a free information kit, "Providing for Your Pet's Future Without You." E-mail them at ppf@hsus.org.





ANIMAL EXOTICA

LITTLE FAQs FOR YOUR LITTLE FRIENDS

When it comes to caring for companion animals, pocket pets are a whole other breed. Their special size requires special handling, and not just when you hold 'em. Here's a six-pack of tips to get a lot of joy from these pint-sized pals.

DOES MY PET NEED VACCINES?

Only if he's a ferret, in which case he should receive inoculations for distemper and rabies. Even though your other fuzzy friends may not need vaccinations, they should still receive regular veterinary exams to help detect parasites, diseases and nutritional deficiencies. Be safe, no matter what type of pet you get. Ask your veterinarian about the proper protocol for your little friend.

WHAT KIND OF LITTER SHOULD I USE?

There are many kinds of litter, such as wood shavings, fresh straw, pellets, cob chips and shredded paper. Choose a small mammal litter that will be safe, clean and very easy to change. Dryer lint, leaves, bark and aromatic wood chips are not appropriate. Litter should be changed several times a week for most pets.

HOW MUCH IS A LITTLE LITTER?

For loose litter, like wood chips or straw, cover the crate floor at least 2 inches deep. Some pets like more litter to burrow or hide in. Multiple pets in the same crate will usually need more litter. The litter depth should be enough to easily absorb urine and cover stools so your pet doesn't have a constantly wet and dirty environment.

CAN I BATHE MY PET?

Yes, but do it carefully to avoid drowning him. Use only small amounts of mild grooming products, like kitten or puppy shampoo, without any medications or insecticides. Avoid getting the product in your pet's face or mouth. And be sure to rinse it off well, as most small and furry pets will attempt to lick themselves dry after a bath.

CAN MY PET GET FLEAS?

If your pet stays in a cage or aquarium that is properly cleaned, he'll be very unlikely to get fleas. Small pets that spend time on the floor or furniture may be exposed if fleas exist in the household. Other skin parasites, including mites and lice, may be carried for some time before pets show any obvious signs. If your pet develops any skin problems, schedule a veterinary exam.

WHY DOES MY PET SLEEP ALL DAY?

It's normal for many small and furry pets to be active at night and sleep during the day. Some also behave this way because our homes are usually quieter and have less activity at night, tempting a timid pet to become more active. However, if this is a new behavior for your pet, it could be an indication of a health problem. A veterinary exam is a good course of action.

THE PAW STREET JOURNAL'S 10 Most Extreme Pet Tales

Compared to most other creatures on the planet, our domesticated companions are a little short on records! Wild animals are faster (the Peregrine Falcon can reach 270 mph when diving down for prey), stronger (the Rhinoceros Beetle can lift 850 times its body weight) and lots louder (the whistle of the Blue Whale, measured at 188 decibels, is the loudest animal sound on earth).

Nevertheless, our pets do have some impressive qualities all their own. Here then, are the 10 MOST EXTREME PET TALES to amaze your friends.

1. THE MOST HUMONGOUS

The heaviest dog title goes to Kell, a Neo Mastiff, who weighed in at 286 lbs. But the largest dog, with a 38-inch neck, was an English Mastiff named Hercules.

The tallest breeds of dog are the Great Dane, the Irish Wolfhound, the St. Bernard, the English Mastiff and the Borzoi, reaching over 40 inches tall.

2. THE MOST MINUTE

Proving that good things come in threes, the smallest full-grown cat on record is domestic short hair Mr. Peebles of Pekin, Illinois, weighing in at a svelte three pounds. Measuring a petite three inches tall is Whitney, the Yorkshire Terrier who claims the title of world's smallest pooch.

3. THE MOST TASTE

A chameleon's tongue is twice the length of its body.

4. THE MOST WAIST

The world's fattest cat was a male tabby named Himmey, weighing in at 46 lbs. 15.5 oz.! He had a 15-inch neck, was 38 inches long, and had a 33-inch waist. That's the average man's shirt and pant size!

5. THE MOST EXPENSIVE

Sometimes only a "fat cat" can buy a cat. In England, a Bengal named Cato recently fetched \$41,435. Nice kitty.

6. THE MOST FERTILE

Three dogs have given birth to 23 puppies each at one time: An American Foxhound in 1944; a St. Bernard in 1975; and a Great Dane in 1987.

7. THE MOST ATHLETIC

The fastest dog is the Greyhound, which can reach speeds of up to 41.7 mph. The highest jump by a dog: 5'6" in 2003 by Cinderella May, a Greyhound.

8. THE MOST SENIORITY

The oldest American breed of dog is the American Foxhound. It dates back to 1650. Turtles and other reptiles live longest, some well over 100 years old.

9. THE MOST SOPHISTICATED

A male African Grey parrot named Prudle has a vocabulary of more than 1,000 words. He told us so.

10. THE MOST TALENTED

Not to be outdone, Chandra-Leah, a champagne-colored Toy Poodle in Ontario, Canada, can perform 469 tricks! She can play solos on the piano, untie a shoelace knot and ride a skateboard. She also knows her 3, 4 & 5 times tables!





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THE
Paw Street
JOURNAL



Ask Your Paw

Dear Paw,

My kids have been after me for a long time to quit smoking. Now they say I'm harming our pet cat. Is this just their latest ploy or is there anything to it?

– Puff Daddy

Dear Puff,

Several studies have concluded that passive (secondhand) smoke is a positive link to feline malignant lymphoma. In homes where cats are exposed for five years or more, the risk is three times as high as in non-smoking homes. In two-smoker households, the risk is quadrupled. Whether they inhale the smoke or ingest it by licking particulate matter off of their

fur when grooming themselves, the end result is almost always terminal. Cats who develop lymphoma generally do not live more than one or two months without chemotherapy. With treatment the cancer will shrink but eventually return, and cats can be expected to live normally a year or two after diagnosis. The best treatment is for you to quit smoking – immediately.

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Cover photo: Marilyn Monroe hugging the Pekinese – a candid photograph done by the late photographer Milton H. Greene in 1955 and one of over 9,000 images created over their 5-year friendship and business partnership. Digitally remastered from the original film, which faded in the 70s and was unprintable until now, reproductions of this image and many more are available at www.archiveimages.com