



Don't Over Vaccinate Your Pet

Vaccinations can protect your pet from dangerous and sometimes deadly diseases.

BUT, Are Vaccines Always Safe?

Vaccines are largely safe, and intended to improve the health and welfare of animals; however the side effects and adverse reactions can occur. Such as:

- **Granulomas (hard tissue)**
- **Reproductive issues**
- **Autoimmune hemolytic anemia**
- **Nervous system issues**
- **Sarcomas**
- **Anaphylaxis**

If they are not needed, as determined by a pet's antibody level, they shouldn't be given.

Vaccine Titering

We now have vaccine titering for canine distemper, parvovirus and hepatitis with Feline titers soon to be available.

Call us today about using **Canine VacchiCheck** to make sure your dog really needs that vaccine!

What about the initial Vaccinations My Puppy Gets?

Puppies require an initial series of vaccinations to build up the antibodies necessary to fight these diseases. However, sometimes when these vaccines are given during the puppy protocol series the maternal antibodies interfere with this process and leave the puppy unprotected. In this case, vaccines are extremely important.

Inadequate antibody protection seems to be the reason adopted pets break with parvovirus (not a new parvovirus strain)

The **ONLY** way to ensure they are producing protective antibodies is to titer test them.

"The newest advance in vaccinology is the availability of simple in-practice test kits that demonstrate whether an individual animal has serological evidence of protection."

-Professor Michael J. Day, PhD, School of Veterinary Sciences, University of Bristol

Holidays are upon us! This is a fun season and I hope all of our furry patients (feathers and scales too) are going into the winter as "Healthy Pets". Remember we treat rabbits, birds and reptiles too.

This letter has information on:

- Our new vaccine titer testing that tests for immunity to Canine Distemper, Parvovirus and Canine Hepatitis and may just save a pet from having vaccine reactions.
- Holiday illness and dangers for pets.
- Specials for older pets on a diagnostic package

Finally, I'd like to remind you that our veterinarians have diverse interests and are very well qualified to take care of all of your family pets. They are kind, compassionate and awesome doctors with families and family pets. Refer your friends and receive a \$10.00 credit on your account.

Tim Fitzpatrick D.V.M.

Money Saving/ Pet Health Tips

- **Saliva testing** for allergens a nutritional background

The 6"x11" Postcard Newsletter

Conventional thinking says a newsletter is a great way to keep your name in front of clients and potential clients. But if you're going to grab attention in the chaos of the digital marketplace, you've got to think unconventional. **How? By re-inventing big business ideas in small business terms – smart, practical and cost-conscious.**

Need a QUICK increase in revenue?

Postcards are the proven "Superheroes" –

Their simple format – with no envelope – postcards do not need to scream "Open Me!" Postcards get your message out because they are an easy read and highly visible on BOTH sides. **A well-designed postcard can mean a great boost to your business and bottom line.**

Emails are COOL, but postcards are Tried and True –

Emails to clients typically have an open rate of 20% – 45%. So the majority of your clients are missing your message. **There is NO spam filter on a USPS mailbox!** Unlike with email marketing, with postcards you can reach and educate the majority of your clients on important pet health topics, sell products and drive new clients to your website.

Increased awareness equals increased business —

Postcards raise awareness of your business, products and services. **98%** of all consumers bring in their mail the day it is delivered, and **72%** of people surveyed said they read direct mail.

food companies. When in doubt, ask a veterinarian with

[AnimalHealthLiteracy/ucm373757.htm](http://www.animalhealthliteracy.ucm373757.htm)

Meet Our Veterinarians

Dr. Veronica Bingamon is a native of Albuquerque. She attended veterinary school at Western University of Health Sciences in Pomona, CA and earned her Doctor of Veterinary Medicine in May 2011. She joined the ABQ Petcare Family in July 2012. Dr Bingamon is the featured veterinarian on Fox TV's NM Style morning program. She is the proud mother of a 2 month old son and 7 year old daughter (and two boxers).



Dr. Mary-Elizabeth England

is native of Albuquerque. She received her Doctorate of Veterinary Medicine for Iowa State University, founded in 1879. Since becoming a veterinarian, she has practiced as a private practitioner in general practice and most recently, as an emergency clinician at a 24 hour emergency/specialty center. She is raising twins and has two dogs names Sam and Lizzie and two rats named Nim and Dahlia.



Dr. Megan Tatoris

spent three years in the Caribbean on the island of Grenada, where she studied veterinary medicine at St George's University. She also completed a veterinary clinical year at University of Missouri. She has a special interest in dentistry as well as exotics, especially pocket pets. She has a wonderful dog named Lou.



Senior Care Package

(\$756.00 value for only \$550.00!)

Age is not a disease – (Dr Tim age 62)

Older pets need more thorough check-up and lab work to get ready for colder weather and medications. From now till December 20 2013



we are setting up times for your pet to be admitted at our office and receive very complete exams. This will diagnosis senior illness such as cardiac disease, kidney failure and malignancy earlier so treatment can start earlier and be more effective.

Receive a \$100.00 discount on a special Senior Care Package by December 20th. This package includes:

- Senior Wellness Exam
- Digital Radiographs (3 view chest and 3 view abdomen)
- Fast 5 Ultrasound without sedation
- Senior Bloodwork (SuperChem, CBC, Urinalysis, Thyroid Screening)
- Blood Pressure Screening

Boarding for the Holidays?

Make your reservations early and remember to get your pets up-to-date on vaccines with their Canine Influenza and Bordetella Vaccines and titers for parvovirus.



Royal Canin Therapeutic Diets

"Let food be your first medicine"-
Hippocrates 460-377BC



Royal Canin characterizes nutrition by five integral elements:

1. Knowledge and Respect-based on our "Dog and Cat First" principle to provide precise nutritional answers to specific requirements.
2. Nutritional Philosophy- based on our selection of ingredients according to their nutritional profile
3. Health Benefits-based on unique needs of dogs and cats during various life stages
4. Quality and Food Safety-based on our strict criteria for quality of raw materials during each stage of production
5. Sustainable development- Based on our actions around social responsibility, raw material selection processes, and collaborative innovations with our logistic partners.

The **Royal Canin Research Center** in France and our **WALTHAM** Centre for Pet Nutrition in the United Kingdom are sources for innovative research including our well-known palatability and digestibility clinical trials. We also sponsor and support a variety of nutritional research in the United States in private proactive and academia.

A Dog's Dictionary



BUMP — REGULAR: The best way to get human attention while the human is drinking a fresh cup of coffee or tea. To execute, maneuver your snout under the arm holding the liquid beverage. When your snout is properly positioned, bounce the human's arm upward with one smooth, flowing action.

BUMP — GOOSE: A more involved maneuver than the **bump — regular**, requiring that you wrap your forepaws and legs around the human's legs and begin climbing up the legs. This is a last resort when the **bump — regular** doesn't get the desired attention. **Please note:** This advanced bump will almost certainly cause an immediate, unintended response, and caution is advised.

Dr. Patricia
ABQ petcare
Family Care for Family Pets

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BEWARE OF HOLIDAY DANGERS TO YOUR PET

The holidays can create special dangers for your pets. Here are a few items that are dangerous to your pet.

- Avocado
- Bread Dough
- Chocolate
- Ethanol (Drinking Alcohol)
- Grapes and Raisins
- Hops
- Macadamia Nuts
- Moldy foods
- Onions and garlic
- Xylitol (sugar free gum and baking products)
- Turkey and Ham bones
- Rich foods can cause pancreatitis

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