

## Heartworm Facts You Need to Know



- Heartworm is carried by mosquitoes.
- Mosquitoes are found in all 50 states.
- Canine Heartworm Disease has been found in all 50 states.
- A mosquito becomes infected when it bites an infected dog or coyote and then the mosquito bites and infects an uninfected dog or cat.
- Pets that do not receive monthly preventative measures for heartworm disease may only live 2-5 years after being infected.
- Keeping your pet inside will not guarantee that it will not get heartworm disease. Mosquitoes can get inside the house.

# One Bite Is All It Takes...

*Heartworm Disease Is A Serious Health Concern*

## 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.

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## Parasite Alert

*Tick Borne Diseases*



There are many different kinds of ticks in California, but only six kinds are known to commonly bite humans. Sometimes these ticks carry germs like bacteria or viruses that can be transmitted to a person while the tick is attached and feeding. Prevention and avoiding tick-bites is the best way to avoid getting these diseases.

**Lyme Disease:** Transmitted by the western black-legged tick. This disease has been reported from many areas of the country, including most counties in California. Lyme disease can affect many body systems. Lyme disease can start as a mild flu-like illness and, over time, develop into severe chronic health problems. The early stages of the disease can include a red, expanding skin rash, chills and fever, headache, swollen lymph nodes, muscle and joint pain, weakness of some muscles.

**Ehrlichiosis:** Transmitted by the Brown Dog Tick. Causes infection of either white or red blood cells. Signs are similar to Lyme disease along with nosebleeds and bruising of gums and belly.

**Anaplasmosis:** This bacteria infect the white blood cells of their hosts, specifically the granulocytes. In California, people get anaplasmosis when they are bitten by a western black-legged tick infected with bacteria. Ticks become infected with this bacteria when they bite an infected wild rodent. If that tick later bites a human, the tick may transmit the bacteria to the person. Dogs and horses can be infected with bacteria, but they cannot transmit the infection to people.

## Tick Control & Disease Prevention

- Use a chewable tick prevention product such as **Nexgard** or **Activyl**. Ask us which would be best for your pet's lifestyle.
- Lyme vaccine is now available. Ask us for details.
- Remember, neither tick prevention nor Lyme vaccine is 100% effective, so annual screening is the most powerful method of minimizing tick borne disease. Ask us about our screening tests that provide fast results.

# FREE

## HEARTWORM TEST



when you purchase a 12-month supply of Heartworm Preventative (Heartgard Plus or Trifexis)

**ABC VETERINARY CLINIC**  
PLEASE PRESENT THIS SAVINGS COUPON

PET CARE OFFER EXPIRES  
**8/31/2014**

## FREE OFFER

### REVOLUTION FOR CATS



Purchase 6 doses of Revolution for Cats and get 2 doses FREE or purchase 9 doses and get 3 FREE.

**ABC VETERINARY CLINIC**  
PLEASE PRESENT THIS SAVINGS COUPON

PET CARE OFFER EXPIRES  
**8/31/2014**

## FREE EXAM

### \$50 VALUE



New clients receive a \$50 credit with first exam.  
Not valid for illness exams or emergencies.  
Can't be combined with other offers. Not valid on Sundays.

**ABC VETERINARY CLINIC**  
PLEASE PRESENT THIS SAVINGS COUPON

PET CARE OFFER EXPIRES  
**8/31/2014**

## NEW FLEA & TICK CONTROL

### ACTIVYL TICK PLUS

A monthly spot-on flea and tick treatment that contains an innovative new ingredient called indoxacarb to kills fleas, while also containing permethrin to control ticks. Activyl is fully activated when a flea lands on your pet and is killed using the flea's own enzymes. Activyl Tick Plus is only for dogs and kills ticks, adult fleas, flea eggs and larvae; thereby, breaking the flea's lifecycle.

# Four Paws and Furr Newsletter



**The #1 Choice of Veterinarians**

**The first flea and tick killer in a beef flavored chew. Kills adult fleas before they lay eggs. Plus it kills the American Dog Tick.**

## Proper Tick Removal

A tick's mouthparts have harpoon-like barbs; they do not screw into the skin. When removing, **DO NOT** crush, jerk or twist. Exposure to the tick's body fluids could lead to the transmission of disease. **DO NOT** use your fingers to remove the tick. Using tweezers or forceps, grasp the tick's mouthparts as close to the skin as possible and gently pull the tick straight out, steadily and firmly. After removal, wash hands and bite site with soap and water and apply antiseptic to the site.



## Tick Removal Myths

Avoid folklore remedies such as "painting" the tick with nail polish or petroleum jelly, or using heat to make the tick detach from the skin. Doing so can harm your pet and may cause an embedded tick to release more of the disease-carrying saliva.

## ABC VETERINARY CLINIC

1234 Any St. #201  
Any Town, USA 98765  
(800) 803-8832 • www.abcvet.com

**7x  
SEVEN  
TIMES**

**Pets age at a rate of five to seven times our aging process. So, a semi-annual exam is important to your pet's well-being.**

## Senior Wellness Checklist

This checklist can help you detect behaviors and symptoms that may indicate potential health problems in your senior pet.

**Early detection is the key to helping your pet live a longer, healthier life.**

Take a few minutes and see if your pet is exhibiting any of the following:

- Change in water consumption
- Change in appetite
- Lethargic or depressed behavior
- Change in urine production
- Constipation  Diarrhea  Vomiting
- Change in attitude or sleeping habits
- Decrease in vision
- Weight gain or  Weight loss
- Bad breath or drooling
- Lumps or bumps
- Excessive panting or labored breathing
- Stiffness, trouble walking up stairs

## What is Your Pet's True Age?

	[ Feline ]	[ Canine ]			
		WEIGHT (lbs)			
	0-20	0-20	20-50	50-90	> 90
1	7	7	7	7	7
2	13	13	14	16	18
3	20	20	21	24	26
4	26	26	27	31	34
5	33	33	34	38	41
6	40	40	42	45	49
7	44	44	47	50	56
8	48	48	51	55	64
9	52	52	56	61	71
10	56	56	60	66	78
11	60	60	65	72	86
12	64	64	69	77	93
13	68	68	74	82	101
14	72	72	78	88	108
15	76	76	83	93	115
16	80	80	87	99	123
17	84	84	92	104	131
18	88	88	96	109	139
19	92	92	101	115	
20	96	96	105	120	

■ ADULT ■ SENIOR ■ GERIATRIC

## 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.

## Pet Health Insurance



*Please — Don't put it off!*

The **#1 reason** people cite for not purchasing a pet insurance policy is they **"didn't get around to it."** Oftentimes, pet parents will wait until their pet is already injured or ailing before looking into pet insurance. The truth is, the best time to protect your pet is **NOW!**

**Learn more —** read customer comments and testimonials about the plans available.

www.PetInsuranceReview.com

phil winter's



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