

AUGUST NEWSLETTER

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Goodbye Jackie and Ruth—thank you for the journey and the memories.

Hello Lynelle—welcome to our world of animal wellness, health and happiness

This month marks a new beginning for our Animal Hospital – we have said goodbye to Jackie (our manager) and Ruth (our head nurse) and we wish both of them well in their new adventures as their life continues outside our business.

Good bye



Both Jackie and Ruth have left for personal reasons – they both regret leaving our business and certainly want their best wishes to be passed on to all our wonderful clients. Jackie & Ruth thank you for the time they have spent with you and your animals.

Their going has left a huge void in the structure of our Animal Hospital and thankfully a large part of that void has been filled with the employment of a new manager – Lynelle and a new nurse – Shanelle.

I have known Lynelle for a number of years and I have always been impressed with her work

ethic and her wonderful sense of humour and humility. Lynelle has a lot of experience in owning and managing businesses in the Bundaberg area and has been a “local” here for more years than she wants to remember. Having raised a family in the Bundaberg area, her and her husband have experienced the highs and the lows of Bundaberg (including their family home being flooded in the 2013 flood).

Lynelle understands the economy of Bundaberg and understands that Bundaberg and Bargara are unique in the way that they function. Lynelle is really excited about taking on the position of Manager but she also has some trepidation because some clients will expect her “to fill Jackie’s shoes”. BUT please remember – Lynelle is not here to fill Jackie’s shoes or to act the same way Jackie did. Lynelle will have her own personality, her own beliefs, her own way of “doing things” and I am sure each and every client will welcome her to the business and enjoy the staff will enjoy working with her.

It will take Lynelle a few weeks (or months) to settle into the business and over that time we will make the transition as smooth as we can for Lynelle. If any client has any queries or questions then please feel free to contact me personally and I will assist you in any way I can.

I personally think CHANGE is good for any business. Without change the business will start to stagnate and then starts to go backwards. Change encourages evolution and with evolution we become better and better.

I am really excited about Lynelle coming – I can smell change in the air and I can only envisage that change to be good for the animals and the owners we deal with.

New programs are being developed and established “as I write this” and these new programs are really exciting.

These new programs are going to **INCREASE THE WELLNESS OF YOUR COMPANION ANIMAL, and SAVE YOU, THE OWNER, A LOT OF MONEY.**

DENTAL AWARENESS MONTH IN AUGUST—MASSIVELY DISCOUNTED



In the month of August we are offering our services at a fantastic low price of \$220.00 (normally

well over \$600.00) to assist owners who have animals with dental or oral decay.

There will be a longer article on this subject on the next page and I recommend ALL owners who have a dog or cat as a companion and who are concerned for the welfare of their animal to read this

article along with the articles on WHY it is important to protect our companion animals from the 2nd most common medical problem that causes pain and discomfort.

It is estimated (by using scientific research) that over 80% of all dogs and cats, once they reach 3 years of age, have some form of dental or gum problem.

That means that there is a very good chance your pet, by the time he or she reaches 3 years of age, will have

some form dental or oral decay and therefore some pain or discomfort when they eat.

If you want to save money, deal with the oral problem of your animal, increase the wellness and health of your animal then please “grab” this opportunity at a fantastic low price

BUT remember that this offer is limited to the numbers we can do and is limited to the month of August only.

Ring 41531399 or 41591009 NOW

DENTAL MONTH IN AUGUST—fantastic low price, but there are limitations



August is Dog and Cat dental awareness month.

This is the month we encourage all owners of dogs and cats to spend some time assessing

the oral health of their animals and we give the opportunity for owners to address these problems at a reduced cost.

This year the total cost will be **\$220.00**

(normally costs over \$600.00).

What do you get for your money?

This cost includes the anaesthetic, the hospitalization, the dental work, the intravenous fluids, the pain relief and the antibiotics used in the hospital.

Basically you get the whole procedure as long as your animal is not over 8 years of age (all animals who are 8 years of age or older will NEED a blood test to make sure they are healthy on the inside before giving an anaesthetic) and does not need teeth to be removed (we charge extra to remove teeth as they involve specialized work and each tooth needs to be assessed on how difficult it is to remove) or medication to go home on (all animals are different in size and each case needs to be assessed on requirement and cannot be included in a general quote).

Will there be any extra costs?

Yes there could be extra costs depending on the following

- All animals who are 8 years or older will have to have a blood test to make sure their vital organs are functioning properly before we are willing to give an anaesthetic. The cost of this blood test is \$80.00 (normally \$110.00)
- All animals who are under the age of 8 years who have some form of problem that may place them in the higher danger range for an anaesthetic will have to have this blood test e.g. dog with a heart problem
- We do recommend all owners consider getting this

blood test for their animal to monitor its internal health even if your animal is under the age of 8 years

- If your animal requires medication to go home with then this medication will be charged extra. Some animals will need some form of pain relief if there have been teeth removed or some animals do require antibiotics if there is infection associated with the gums or underlying bone structure.
- If your animal requires x-rays to identify root problems then this will incur extra costs.

Will you be warned of impending extra costs before the procedure?

Yes. All animals need to be inspected by one of our veterinarians before we proceed and at that time the veterinarian will discuss any extra costs BEFORE going ahead with the procedure.

They need to be able to identify all teeth that need removing before inspecting the mouth under the anaesthetic but this will be discussed with you beforehand.

WHY are we offering this very low price?

Because we are dealing with a lot of animals who are in pain or discomfort from something that could be easily treated and prevented.

We ARE the health advocate for animals and we feel it is necessary at times to “speak up” and encourage all owners to deal with these insidious problems that affect our pets. We are always dealing with the fact that money (or expense) interferes with the decision making of the owner when it comes to the general health of their animal.



We WANT all animals to be healthy and happy and we are willing “to put our money where our mouth is”.

How important is keeping your animals' mouth clean?

More and more evidence is emerging from laboratories and universities to show that dental and oral hy-

giene play an important role in the normal immune system of an animal.

A staggering 80% of internal diseases associated with bacteria and fungi that occur in animals are thought to find their way into the body via the mouth. The mouth is an important portal of infection and therefore needs to be kept in “tip top” condition at all times.



Animals are no different. To maximize the health of our pets and to increase the probability

of them leading a long and healthy life it is necessary to address dental and oral problems at least once a year.

HOW can we afford this very low price?

We are aware of the costs and we are also aware of the work that is involved.

Our main aim is to prevent problems not to wait until they become clinical or life threatening. So we (the veterinary fraternity) have joined with the drug companies and delegated one month a year where we will attend to dental and oral problems at a reduced rate.

WHAT IS THE DEAL AGAIN?

The total cost of the dental procedure is \$220.00 that includes the whole procedure but does not include—Blood tests, medication to go home with and if the animal needs x-rays or teeth to be removed.

Is there limitations?

YES. We can only offer this deal to a limited number of animals during the month because of our normal workload.

This Special Price occurs only for the month of August.

Ring 41531399
(East) or
41591009
(Bargara) for an appointment



WHY IS IT NECESSARY TO HAVE “CLEAN TEETH”?

When an animal eats there are minute changes that occur in the oral cavity. Particles of food get caught between teeth, there are small areas of damage that occur to the gums, particles of debris are imbedded between the gums and the teeth, saliva particles are caught on the indentations of the tooth enamel etc. These abnormal products accumulate on the teeth of the animal and are called Biofilm.

- The biofilm that forms on the enamel surface of the tooth contains **plaque** - a mixture of bacteria and a sticky protein that grows upon itself like a snowball.
- The bacteria produce enzymes which literally dissolve the tooth and decay of the tooth structure starts. The bacteria also cause infections of the gum—commonly called **gingivitis**. This in turn leads to “bad breath” and infections in the tonsils, larynx, pharynx and nasal systems.

- If this plaque is not mechanically debrided by chewing adequately textured foods or by tooth brushing then it becomes mineralized with magnesium, calcium and phosphate that is present in saliva. This becomes a calculus—commonly called “**tarter**”. The tarter will mechanically push the gums away from the roots of the teeth. This allows the teeth to loosen in their sockets and infection to enter the root socket. The teeth will loosen and fall out or have to be extracted.
- This condition is called **periodontitis** and is the main problem in our animals. It is estimated that once pets are over 3 years of age then a staggering 80% have some form of periodontitis. **Periodontitis causes huge problems in the body of the pet. Every time they eat or groom themselves then up to 20,000 microbes are being**

directly put into the blood stream and these bacteria then have to be removed by the body’s immune system.

If these bacteria are not removed properly then they can cause problems in lungs, heart, liver, spleen, spinal cord, kidney or other organs.

The gums also become sore and the infection leads to destruction of the underlying root and bone leading to PAIN and DISCOMFORT.

Once the tarter forms on the tooth only severe physical debridement will remove it. This should only be done by a professional who will not harm the underlying structures. It is also important that the teeth are then polished to minimize any ridges that may increase the attachment to more biofilm.



HOW COMMON ARE MOUTH PROBLEMS IN DOGS AND CATS?

CATS

80% cats over the age of 3 years will have mild decay within their mouth that should be addressed.

Most cats between the age of 3 to 8 years should have their teeth cleaned professionally at least once every 2 years. Cats between the age of 8 and 12 years should have their teeth cleaned and polished professionally at least once every year.

From the age of 12 years onwards—most cats should have their oral problems addressed every 6 months.

40% of cats will need some form of dental preventative work before the age of 3 years

DOGS



Dogs vary in size tremendously and therefore their mouth structures also vary in shape and size - this causes different problems and

therefore different outcomes.

Small dogs (under the weight of 15 Kg)

Usually develop teeth problems by the time they are 3 years of age. They need to have these teeth and oral problems addressed at least once every 2 years until they are 10 years old and then every year thereafter. Some of these dogs will need dental work done by the time they are 2 years old and need dental prophylaxis every year after that.

Medium sized dogs (from 15Kg to 30Kg)

Usually develop teeth or oral problems by the time they are 4 years old

They need some form of oral prophylaxis done every 2nd year for the rest of their life.

Large dogs (over the 30Kg mark)

Usually do not develop problems until they are in their senior years. Some never need to have problems

addressed.

Every animal is different and all animals should be assessed at least every 6 months (we offer this service for NO CHARGE to all our clients).

In some cases the animal is “a plaque magnet” and will develop serious decay and infections within a year of birth and other animals may go for years before developing problems.

One of the major issues we have to deal with is the fact that animals, even when there is severe decay and pain, will not show any form of discomfort to the owner.

Smell the breath of your animal, look inside the mouth at the teeth and the gums—red gums means inflammation and pain. Bad breath means infection.

Odds are—your animal has a problem and needs you to act Today!

PREVENTION IS BETTER THAN CURE

The person who once said these famous words should have put a patent on them and he or she would have made a fortune by now.

How true these words are—when we apply it to the dental and oral problems that our animals experience—once a tooth has eroded or the oral structures destroyed then that damage is done permanently.

It is common for animal health professionals to be removing teeth that could have been saved with a small act of prevention.



The teeth and the oral cavity play an important role in the overall health and digestive system of the animal.

Without healthy teeth the animal loses its ability to start the digestive process with the appropriate mastication of food and the mixing of the digestive enzymes associated with saliva (amylase especially).

This lack of pre-digestive enzymes and actions puts immense pressure on the intestinal system and often leads to chronic digestive problems (grass eating, vomiting, pancreatitis, liver problems etc)

If your animal's teeth are starting to become discoloured, if you are noticing

that the breath is starting to smell, if the next door neighbour is wearing a gas mask every time your animal goes out into the yard then maybe there is a problem with the mouth of the animal that needs to be attended to.



This month is that time. Ring 41531399 or 41591009 and save money.

DENTAL AWARENESS MONTH IN AUGUST—WHY ARE WE DOING IT?

This newsletter has been solely designated to the subject of dental awareness for our animals and the savings owners can have by getting their animal's dental problems addressed in August.

Why would we go to all the trouble of printing a newsletter, sending it through the post and offer a service that is well below any normal price that we would charge for this complicated procedure?

The reason is based on the inner belief my staff and I have about **WHY**

we come to work every day and why we devote our working lives to the health and

happiness of companion animals.

We work in this profession because we do not want to see our animal friends suffer. We want all animals to have a long healthy and happy lives and we want all owners to enjoy their animals as much as we enjoy our own animals.

We feel that every animal deserves “a hero” who will stand up for their health issues.

We believe every owner and their animal deserves to have a place to go to get the best of advice and care.

We understand that money sometimes prevents owners from doing “the best” for their “fur baby”.

By offering our services and our expertise at this fantastic low price we feel we

are fulfilling our wish that all animals deserve to have a pain free life.

I ask every owner to examine the mouth of their animal and have a look at the teeth, smell the breath.

The odds are that your animal will have some form of dental or oral decay.

I do not think I will be ever offering this low price again (sorry but we just cannot afford to do it again).

Act today—ring 41531399 or 41591009 and help your pet.



Visit our website—www.eastbundabergvet.com.au

Please visit us at www.eastbundabergvet.com.au and have a look at our new site— we would love some form of feedback.

As time goes on we will be adding more and more information and photos to this site and your comments and inputs are greatly encouraged and appreciated.



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