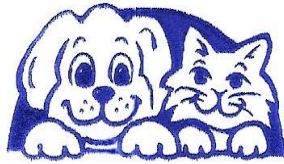


PARKSIDE ANIMAL HOSPITAL e-NEWSLETTER

Kaye Wigginton, D.V.M.
Rita Ruple, D.V.M.
Sandy Krall, D.V.M.
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WELCOME to the 32nd edition of the PARKSIDE ANIMAL HOSPITAL monthly e-Newsletter

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Look forward to health care tips and information, services available for your pet; product rebates/promotions and much more, coordinating with the Parkside Animal Hospital website: www.parksideanimalhospital.com



Roxy



Angelica



Queenie



Maddox



Lucky



LOA Eli*



Tiger



Riley



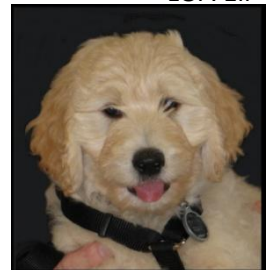
LOA Bitsy*



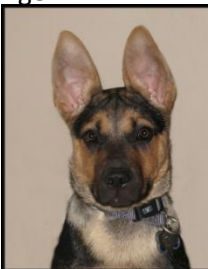
Tag



Winken



Ayla



Jasper



Michael



Cookie



Snowball



Sophie



LOA TJ*



Gabriel



BJ



Special



Buddy



LOA Charlotte*



Cooper

*Pets with LOA preceding name are available for adoption via Little Orphan Angels Rescue, www.littleorphanangels.org

Anesthesia Free Pet Dentistry May Feel Brush of the Law!

Important information in this newsletter.

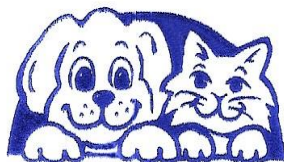
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ANESTHESIA FREE PET DENTISTRY MAY FEEL BRUSH OF THE LAW!

By Dr. Jim Humphries, Veterinary News Network

Veterinarians have long told pet lovers about the importance of good dental care. However, danger is lurking. Conscientious pet owners are being misled by aggressive marketing of a 'fad' option, "Non-anesthesia Pet Dentistry" (NAPD).

This trend, using unlicensed and unsupervised individuals, advocates non-anesthetic techniques that may actually be harmful to pets.

Statistics from the American Veterinary Dental Society report at least 80% of pets by age three show signs of periodontal (gum) disease.

Good dental hygiene should start at home. A healthy oral regimen includes brushing, good dental diets, dental chew materials, and other effective techniques to retard accumulation of dental plaque.

This regimen should be augmented with regular dental exams by a licensed veterinarian. According to American Animal Hospital Association (AAHA), dental exams for cats and small dogs should start a one year of age and large-breed dogs at two years.

While the concept of a non-anesthetic dental initially appears to make sense, a pet dental prophylaxis without anesthesia is purely cosmetic in nature.

Beneficial or Not? Cosmetic or Preventive?

According to AAHA, "Dental cleanings that are done without an anesthetic will make your pet's teeth prettier, but not healthier."

Non-anesthetic procedures are inappropriate and potentially harmful to the pet for several important reasons.

- **A comprehensive oral exam is not possible without anesthesia.** Under safe anesthetic, veterinarians can probe all areas of the mouth and use appropriate tools to remove plaque and bacteria from under the gum line. This actually **stops** the disease process.
- **Hidden dental disease is present in more than 28% of dogs and 42% of cats.** Much of the dental disease can only be detected with the use of x-ray equipment. Dental x-rays can additionally pinpoint other potential problem areas. Professional dental cleaning requires scaling both above and below the gingival margin (gum line) followed by dental polishing. Without anesthesia, Non-Professional Dental Scaling does not go below the gum line, resulting in a cosmetic only treatment with little or no benefit for the pet.
- **Veterinary dental exams and procedures with anesthesia provide pet safety and comfort.** Pets are seldom tolerant of prodding fingers, sharp tools or loud instruments near their mouth. Injuries have occurred to both pets and people as the animals become frightened or agitated without appropriate sedation.

Legal or Not?

It is pretty clear from a legal standpoint, according to the American Veterinary Dental College, "anyone providing dental services other than a licensed veterinarian, or a supervised and trained veterinary technician, is practicing veterinary medicine without a license and is subject to criminal charges."

Lawsuits are on the rise against these illegal clinics. Some horrific cases have gone to court and even border on "malpractice" such as in this California case: Veterinary Medical Board (VMB) of California vs. Canine Care Inc., involving a citation by a pet owner for injuries sustained during a teeth cleaning process at a NAPD "salon". The pet's jaw was broken in three places by placing a splint in the animal's mouth while removing plaque and tartar with a dental scraper and, of course, without anesthetic.

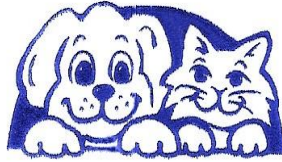
According to the presiding Judge Dash, "Under California law, these types of procedures MUST be performed or supervised by a licensed veterinarian." Judge Dash ruled that Canine Care was in essence practicing medicine without a license.

(continue)

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Despite the ruling, Canine Care continues to provide this work to the tune of about \$7.5 million per year. Obviously, proponents of these illegal NAPD businesses continue for revenue purposes rather than the proper and humane care of animals.

By providing a service that is cosmetic and not preventive consumers are left with a false sense of accomplishment. At best, this is an incomplete process and most do not know it is being done against the law.

Dr. Brett Beckman, a fellow in the Academy of Veterinary Dentistry, says that "these (NAPD) procedures do much more harm than good. Pets that have had this done actually need to return for more frequent cleanings as a result of enamel damage done by these people. This might be good for the business, but it is certainly not good for the pet."

Scare tactics regarding the use of anesthesia are the primary marketing tools for NAPD services. Although anesthesia will never be 100% risk free, most patient.. even older pets, can safely be anesthetized. Chronic oral infection, often precipitated by these unsupervised people, is actually a much greater risk than anesthesia.

Pet owners might choose to follow recommended guidelines for anesthesia because of legal, preventive or comfort reasons, but ultimately it is in the pet's best interest to use the veterinarian. Good oral care can only be done by licensed veterinarians and with proper anesthetic procedures.

BEWARE.. there are some veterinarians offering anesthesia free services.

This level of dental care is NOT the same as what is provided with proper dental cleaning under anesthesia. As the article states, these pets are not getting a thorough dental treatment.

At Parkside Animal Hospital, all dental procedures include pre-anesthetic blood work, IV catheter fluids, full mouth digital x-rays, and a complete examination and cleaning by a veterinarian and specially trained staff.

SPECIAL PROMOTIONS AND OFFERS AT PARKSIDE

BIG SAVINGS!

SENTINEL heartworm/parasite preventative: prevents heartworms, intestinal parasites and controls fleas in 1 chewable monthly pill. On-line rebate coupon available. **Save \$9.00 on purchase of 6 doses, save \$20.00 on purchase of 12 doses.**

- Pet currently on Sentinel? Purchase 6 months supply, receive 1 entry to win a DYSON. Purchase 12 months supply, receive 3 entries to win a DYSON. Drawing 8/30/11.
- Switch from Heartgard to Sentinel and purchase 6 months supply, receive an additional FREE dose and 2 entries to win the DYSON. Purchase 12 months supply, receive an additional FREE dose and 4 entries to win a DYSON. Drawing 8/30/11.

HILLS PET FOODS: Rebates available for many prescriptive foods including a/d, c/d, i/d, j/d, k/d, r/d, t/d, w/d, z/d and more.

FRONTLINE flea & tick preventative: purchase 6 months supply, received 2 monthly doses FREE. Purchase can be made at our new on-line store with mail delivery direct to your door. We have limited stock at the hospital.

LUPINE LEASHES & COLLARS: remaining stock more than 50% discounted. Beautiful patterns remain. High quality; life-time replacement guarantee, even if chewed. Lupine collars & leashes (non-discounted) may be purchased at our new on-line store.

DASUQUIN, a new breed of joint health supplement: Mail-in rebate for \$3.00 or \$5.00 depending on product purchased.

RIMADYL: \$10.00 rebate, call 1-800-720-DOGS (3647) or go to www.rimadyl.com and answer a few quick questions about your visit with your veterinarian.

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SUMMER HEAT STROKE ADVISORY

Temperatures in the 80's and 90's and high humidity? Your pet can be vulnerable to deadly HEAT STROKE. Do NOT exercise your pet in the heat of the day. Overweight, older or dark-coated animals are particularly vulnerable. Provide fresh water at all times and shelter 10am-6pm (indoors is best). If your pet starts panting heavily take them out of the sun and apply cool water to paws and belly (do NOT immerse your pet in cold water or put in a swimming pool.. it causes internal body temperatures to soar).

If you suspect heat stroke in your pet.. get them to veterinary care immediately... this is a medical emergency.

Please see our website for specific information regarding warning signs for heat stroke and other important information.

WHAT'S NEW AT PARKSIDE?



Improvements continue at Parkside Animal Hospital.. and we're most excited to now offer

On-line store shopping and Digital radiographs

On-line store: may be accessed through your Pet Portal via our home page. Purchases will ship via mail, direct to your door. Competitive prices on many pet supplies including Frontline, toys, collars/leashes and much more. Come see.. you'll be delighted!

Digital radiographs: benefits include increased resolution and detail for enhanced diagnostics; shorter processing time for the comfort and safety of your pet, and the ability to transmit data quickly if consultation is desired.

At Parkside Animal Hospital, we are committed to providing the **BEST** veterinary care at an affordable price. Thoughtful, deliberate choices are made regarding vaccinations, medications, foods; treatment protocols and services, as well as continuing education of staff.

Smiling faces... caring hearts

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