



LATE SUMMER 2010

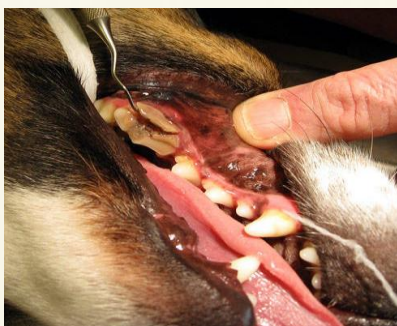
WELCOME TO THE NEW SWVH NEWSLETTER: "FINE FURRY FRIENDS"

Southwest Veterinary Hospital is dedicated to providing the highest quality medical, surgical and dental care for our furry friends. Please let us know if there are newsletter topics that you would like to read. Call, email or stop by any time!

FUN TIME TREATS, OR BAD TO THE BONE?

Did you know that chewing on bones can cause a number of problems? Here are just a few:

1. Broken Teeth

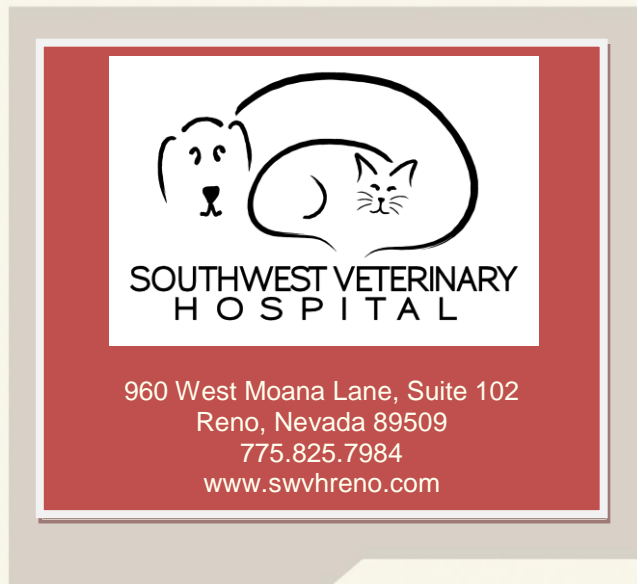


2. Choking hazard
3. Mouth Injury



4. Intestinal blockage

Good rule to use when choosing chew toys – you should be able to indent the surface with your thumbnail. Any questions? Ask SWVH!



CALLING ALL SOCIAL BUTTERFLIES!!!

YOU CAN:

FIND US ON **FACEBOOK** (SOUTHWEST VETERINARY HOSPITAL)

AND

FOLLOW US ON **TWITTER** (@SWVH)

PREFER HOME DELIVERY FOR MEDICATIONS?

GO TO OUR WEBSITE: WWW.SWVHRENO.COM
AND CLICK ON THE ICON BELOW



BRUSHING YOUR PET'S TEETH: GOOD FOR HEALTH AND GOOD FOR BREATH

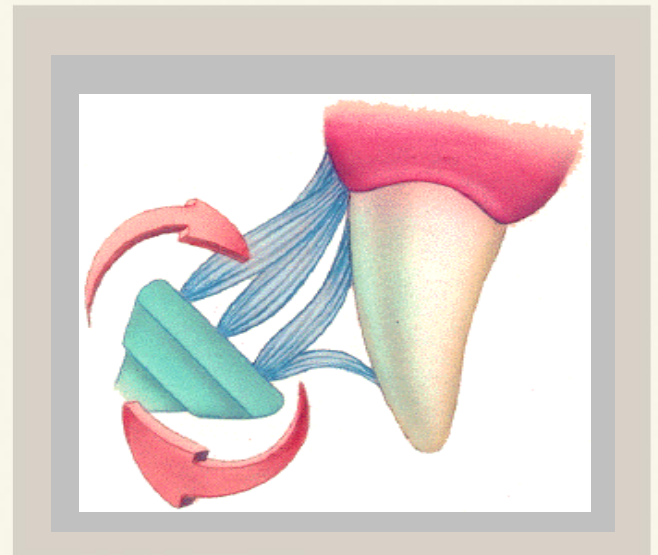
Are you brushing your pet's teeth? If not, you are missing a very important step in keeping him or her healthy. According to the American Veterinary Dental Society, **80 percent of dogs and 70 percent of cats show some degree of oral disease by three years of age.**

Most people brush their own teeth daily and visit their dentist twice a year for a thorough dental examination and cleaning. Our pets are prone to the same oral hygiene and health issues that we are and therefore should receive the same level of dental care.

To introduce a fearful Fido or timid Tabby to the idea of dental care, start slowly and gradually. Use your finger and gently rub along your pet's gums and teeth. The most important area to focus on is the gum line (the crevice where the gums meet the teeth), where bacteria and food mix to form plaque. Focusing on the gum line, start at the front of the mouth, then move to the back upper and lower teeth and gum areas. Once your pet is okay with a little bit of touching, gradually introduce gauze over your finger and rub the teeth and gums in a circular fashion.

When your four-legged friend can handle the gauze, try brushing with a toothbrush specially designed for pets or a very soft, ultra-sensitive toothbrush designed for people. The bristles should be held at a 45-degree angle to the tooth surface and be moved in an oval motion. Scrub in the gum line, as this is where odor and infection begin. Gradually add water or special dog/cat enzymatic toothpaste (flavored with meat or fish), but never use people toothpaste or baking soda, as both will upset your pet's stomach.

The entire process should only take a minute or two. Above all, avoid overstraining and keep sessions short and positive. With plenty of praise and reassurance, your dental sessions can bring the two of you closer – a closeness that won't be marred by the perils of dog breath.



TOOTHBRUSH 45-DEGREE ANGLE

As always SWVH doctors and staff are here to answer any questions or concerns!

Please call (775) 825-7984,
email contact@swvhreno.com

or visit our website at
www.swvhreno.com