



# Cobb Animal Clinic The Paw Print

## Holiday Newsletter



### NUTRITIONAL NUGGETS

#### Only Human Grade Ingredients.

Claims that a product contain or is made from ingredients that are “human grade”, “human quality”, “people foods”, “ingredients you would eat”, etc are false and misleading. These terms are purely marketing terminology without any valid definition under the law.

#### Myth 3: Meat By-Products are Bad!

They may actually be *the best thing* to feed pets because of the nutrition they contain. By-products include vegetable oils, chicken fat and pork, chicken and beef liver. Feeding by-products is considered environmentally friendly as well, since these items would be trashed instead of being used.

Here are some important questions, provided by AAHA, to ask of your pet’s food

manufacturer. Compare the answers to independently draw your own conclusion.

1. Do you have a veterinary nutritionist or some equivalent on staff in your company? Are they available for consultation or questions?
2. Who formulates your diets, and what are their credentials?
3. Which of your diet(s) are tested using AAFCO (Association of American Feed Control Officials) feeding trials, and which by nutrient analysis? *All foods should be tested using AAFCO feeding trials. If it has only been tested by nutrient analysis, this means it has not undergone actual feeding or digestibility trials. The*

for companies, but does not document the effect on pets!

4. What specific quality control measures do you use to assure the consistency and quality of your product line?
5. Where are your diets produced and manufactured? Can this plant be visited?
6. Will you provide a complete product nutrient analysis of your best selling dog and cat food, including digestibility values?
7. What is the caloric value per can or cup of your diets?
8. What kinds of research on your products has been conducted, and are the results published in peer-reviewed journals?

There’s a lot of information on the internet and in pet stores regarding your pet’s diet, and much of it may be inaccurate. Hill’s Science Diet is the undisputable leader in scientific research in the pet food industry. Hill’s has conducted more high quality clinical studies than all competitors combined! So what are some of these pet food myths?

**Myth 1: Pet Foods Should be Corn- and Gluten- Free.** In reality, all pet foods which contain any grain, or many vegetables, contain some form of gluten. Only gliadin, found in wheat, rye, buckwheat and oat flours has been implicated in very rare cases of gluten sensitive disease in dogs. Gliadin is not found in either rice, soy or corn.

**Myth 2: Pet Foods Should Contain**

## Protect Your Pet From Holiday Health Hazards!



Flowers



Holiday Table Scraps



Wrapping Paper & Ribbons



Decorations

Happy Holidays from the Doctors and Staff of Cobb Animal Clinic!

### Better Options for Flea and Tick Prevention

The companion animal flea and tick preventative industry is constantly evolving, resulting in some exciting new products. Our clinic has spent a significant amount of time researching the flea and tick product options; including efficacy, safety, pricing and client rebates availability. To aid our clients in having accessibility to the best products available at deeply

discounted prices, we have decided to start carrying Novartis’ (same trusted makers of Sentinel and Interceptor heartworm prevention) Parastar Plus for Dogs and EasySpot for Cats. This is a flea and tick topical similar to Frontline Plus, but at a more cost-effective price with significant rebate programs. We will continue to carry Vectra 3D, which is another topical option,

along with the oral flea preventative pill, Comfortis. For felines, we will continue to stock Revolution, which is a flea topical that also covers ear mites, parasites and heartworms. This does mean that we will no longer be carrying Advantage, K9 Advantix or Frontline Plus. If you have any questions regarding your pet’s preventatives, please speak with one of our staff members or



Clinic Holiday Hours:

Christmas Eve, 12/24: 7:00 a.m.-8:00 a.m.

Christmas Day, 12/25: 7:00 a.m.-8:00 a.m.

Monday, 12/26: 7:00 a.m.-8:00 a.m.

New Year's Eve, 12/31: 7:00 a.m.-Noon

New Year's Day, 1/1: 7:00 a.m.-8:00 a.m.

After Hours Emergency Clinic: 851-1990

Carolina Veterinary Specialist: 632-0605

Happy Tails Emergency Clinic: 288-2688



During your holiday travels, make sure you keep your family's safety in mind! More than half of the drivers that travel with pets in their car admit to taking attention away from the road and hands off the

steering wheel while petting their dogs, holding them while braking or keeping their dogs from climbing into the front seat, according to a recent AAA study. Other distractions may include allowing dogs to sit in the driver's lap or taking photos of them while driving. An unrestrained 10-pound dog in a 30-mph crash exerts roughly 300 pounds of pressure. An 80-pound dog at that speed equates 2,400 pounds of pressure. AAA recommends owners using a restraint system anytime you drive anywhere with

**Dental Month!**



Save 10% off your pet's routine dentistry! Call (336) 288-8550 to schedule an appointment!

**Cobb Animal Clinic Employee**



**Heart Walk Team 2011!**



We really enjoyed participating in Lake Jeanette Pediatric Dentist's Family Fun Festival again this year! Our visitors had lots of fun playing ring toss, winning raffle prizes and visiting with our Cobb's Critters! We look forward to seeing everyone again next year!

W W W . C O B B A N I M A L C L I N I C . C O M

Your Pet's Next Best Friend!

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