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INCLEMENT WEATHER

Nashville (Pet Products

FEBRUARY 2019

Hypothermia & Frostbite

It's important to recognize the signs of Hypothermia and Frostbite, and what you can do in those moments to help your pet.

Risks & Symptoms:

Those most susceptible to hypothermia and frostbite are newborns, seniors, and sick pets. Symptoms for hypothermia to keep an eye out for include shivering, whining, anxiety, lethargy, difficulty breathing, and fixed or dilated pupils. Similarly, symptoms of _frostbite can come across as your pet having pale/blue skin due to lack of blood flow, there is ice around the affected area, or the affected area is cold or brittle to the touch.

Prevention:

The best way to prevent hypothermia and frostbite is to not expose your pet to extreme, cold weather for an extended period. Remember, newborns, elderly, or sick pets are incredibly susceptible. Keep them warm and away from drafts as much as possible.



Chill Out!

Discover ways to navigate the winter season with ease. Plus product suggestions you can find in store!

Cold Weather, Your Pets, and You

Winter brings with it all kinds of concerns regarding how the weather will affect you and your family.

Your pet is certainly no exception. Here we will expand on a few tips to ensure a safe season for everyone involved.

Know Limits; Stay! Inside

All pets are different. How your pet reacts to cold weather may not be the same for another. Recognize your pet's needs and adjust them accordingly. Those with long coats are generally more tolerant of cold, while those with short fur (or short legs) will feel the cold that much faster and may require a sweater or jacket for trips outdoors. The idea that some pets are more tolerant to inclement weather than humans is simply untrue. Like you, your pet is susceptible to frostbite and hypothermia if left outside for too long. No pet should be left outdoors for an extended period, especially in below freezing weather.

Check Paws

Cold weather can cause injury and damage to paw pads. It is extremely important to check the paws before and after walks for any signs of cracking or bleeding. It's also a good idea to cover the paw pads in a protectant like Pet Releaf™ Canna Care, or NaturVet® Tender Foot cream. Both products provide moisture to clear/prevent cracks in the skin using natural ingredients. To prevent any ice or salt build-up between toes that can cause irritation and pain, you can trim the hairs with a small scissors. Use a friend if your pet is squirmy!

Our crew cannot stop raving about Pet Releaf™ CBD! Canna Care is a cannabinoid infused balm that helps soothe the pain of irritated or inflamed areas on your pet. It's certainly our Top Pick for fast "releaf" from any topical ailment! Mention this newsletter to get 10% off your first jar today!

Another tried and true method to protect the paws from the elements are boots. We recommend Protex Pawz® . These rubber booties are reusable, disposable, waterproof, and 100% biodegradable. They stay secure on the foot and allow your pet to maintain sensation with the ground beneath them.

Speak! Is there a topic you'd like to see featured in the upcoming months? Let us know!

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02

DENTAL HEALTH

Nashville Pet Products

FEBRUARY 2019

Solutions for Bad Breath

- PlaqueOff Dehydrated kelp that works with your animals saliva to break down plaque AND tartar! This is our #1 suggestion for simple, long term dental health.
- Raw Diet Feeding raw, such as Primal, Tuckers, or Instinct will help with dental health. They contain enzymes that help break down plaque and do not contain starches that can lead to plaque build up.
- Raw Marrow Bones –
 Unlike other bones, raw
 bones do not contain
 starches that can contribute
 to plaque build up and will
 help scrape off the plaque as
 well as massage their gums.
- Tropiclean Water additives help with stinky breath, as well as brushes and toothpaste to use for maintenance.
- Merrick Fresh Kisses –
 these come in 2 different
 flavors: Spearmint and
 Peppermint with Coconut Oil.
 Coconut oil helps fight gum
 disease and attacks harmful
 bacteria! *Dog Treat Will
 not work for Cats*

Products work best in conjunction with consistent brushing.



Pooches with Smelly Smooches?

We got you covered! February is

Dental Health Awareness and
your furry friends breath might
tell you more than you realize!

Pictured is Grizzy, a 7 month old Bernedoodle showing off his handsome smile!

Bad Breath: Why Brushing May Not be Enough

Dental Health Awareness Month is not just for humans! Everyone has a dental routine in place, but do you have one for your furry friends?

Brushing your animals teeth can be a daunting task! Depending on the animal, you may need more than one person! However, unless you are brushing at least three times a week, the plaque build up might be greater than what you are brushing away! That is where we come in! We have the knowledge and the options to make sure we find the perfect dental solution for you and your furry friend!

Plaque VS. Tartar

Plaque build up is primarily caused by starches in your animals food and treats. Plaque can be removed with a toothbrush and some build up is generally considered normal.

Tartar is the calicified version of plaque that results when plaque goes untreated. Tartar cannot be removed with just a toothbrush and often will require a vet visit to remove, costing you possibly thousands of dollars!

Sources: https://pets.webmd.com/dogs/ss/slideshow-brushing-dog-teeth; https://www.plaqueoff.com/proden-plaqueoff-powder/; https://www.plaqueoff.com/proden-plaqueoff-dental-bones/;

https://primalpetfoods.com/blogs/news/what-is-periodontal-disease

Why Dental Health is Important

When tartar build up goes untreated, it can cause bad breath, tooth decay, gum disease, and premature tooth loss. Beyond that, it can lead to infections that spread throughout the body and affect the lungs, liver, heart, and kidneys!

According to the American Veterinary Dental Society, more than 80% of dogs and 70% of cats develop gum disease by the time they are three years old!

How to Prevent Becoming a Statistic

One of our most popular dental supplements is

PlaqueOff which is dehydrated Norwegian Kelp that
you can sprinkle over your animals food daily. It
works over time with their saliva to break down
plaque AND tartar! For a 50+ lb dog, it costs less
than 50 cents a day! If you mention this newsletter
while purchasing PlaqueOff in store, you will receive
10% OFF that bottle! We want to help you develop
your perfect dental routine, this may be a great place
to start!

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O3

March
2019

March Away From Madness

Ask my coworkers how to try Primal Raw Food at a discount!



MAD Myths & Far Fetched Facts

Myth: Thawing raw food with hot water and/or microwaving/ cooking.

Fact: Proper thawing method for frozen raw food: Preportion daily feedings accordingly, and only up to 4 days worth in the fridge. For immediate serving: Place frozen serving in zip lock bag and submerge in luke warm water. Using too hot of water can actually start to cook the food which will reduce the enzymatic properties and deplete the nutrient values of the raw food.

Myth: Feeding Kibble and hard treats helps remove plaque and tartar.

Fact: Our pets' teeth are biologically designed to rip and tear apart flesh, muscles, and bones. When our pets "chew" their dry kibble/hard treats, the tiny bits end up sticking to the teeth causing more tartar and plaque build up. The enzymes in raw diets help break down tartar and plaque a lot easier.

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The Raw Breakdown!

Let's reveal the truth about feeding raw food diets.

On the left: Connie Beirl-Hay's pups; Chance is her late huskey and Jude is her Shiba Inu- both fed raw diets!

On the Right: Our Store Cat Mert enjoying a Raw Goat Milk "Shamrock Shake"

Is Your Pet's Food Lacking The Proper Nutriton?

Our pets can suffer from nutrient imbalances. Just like humans, animals need protein. There are 23 essential amino acids our pets need in their daily diet. Protein contains essential amino acids that help optimize the body's functions. Taurine is an amino acid that cats need added to their diet; whether it be with raw food, canned or kibble. Raw is a natural and biologically appropriate diet that has readily avalaible taurine among many other vitamins and minerals.

Fat is essential to the body. It helps promote healthy skin, coat, nervous, immune and cardiovascular systems. Fatty acids such as Omega 3 and 6 help manage allergies, autoimmune disorders, arthritis, yeast infections and inflammatory conditions. Moisture is also very critical to their diets, without it your pet can become dehydrated. Vitamins help boost and support the body and immune system. Our pets need 14 diverse minerals to help maintain proper health and function.

Think You've Tried Everything?

We understand the frustrations having a picky eater causes. The steps we recommend taking are:

1. Get on a regular feeding schedule.

- Eliminate all table scraps and traditional treats. Replace with a higher enriched protein treat.
- Adding meal toppers such as: Goats milk, Bone broth, Raw diets and Freeze dried options are very enticing food additives as well. These additives can help support gut health, enzyme regulation, joint support, and regulate body functions.

Real Talk About Real Food!

Meat, bones and organs are the essential components to a carnivore's diet. Produce always gets the short end of the stick. However, they are prime candidates to absorb vitamins and minerals from. Vitamins A & C are provided by leafy greens, broccoli, carrots and squash. Vitamin A supports eye health while vitamin C supports immune heath. Blueberries and cranberries are a great source of Manganese, have anti-inflammatory proporties, and support urinary tract heath.

Unrefined vitamins and minerals, like the ones found in produce or even whole prey animals, are easier for the body to digest and absorb versus synthetic vitamins and mineral packs provided in other leading pet food brands.

SOURCES: https://www.nomnomnow.com/blog/no-kibble-doesnt-clean-your-dogs-teeth , https://primalpetfoods.com/blog

04 April 2019

GET A JUMP ON FLEAS!



Explore your Options!

K9 Advantix: A great option for Dogs to be protected against fleas, ticks and mosquitoes! Applied monthly, this will cost you about \$15 a month.

Advantage: An option for both cats and dogs! It protects against fleas and lice. Applied monthly, this will cost you about \$14 a month. However this will not protect against ticks and mosquitos.

Seresto: An option for both cats and dogs! It protects against fleas, ticks, and lice. This is a collar that lasts 8 months and will cost you about \$9 a month. However this will not protect against mosquitos.

Dr. Bob Goldstein'sNature's Protection:

A new herbal option that has cat and dog options!

Protection comes in both collar and topical options.

The collar protects for 3 months and the topical will be applied monthly. Both protect against fleas and ticks and will cost you about \$5 a monthl. They also carry digestible options in powders and liquids that work from the inside out!



While coupons last, you can get \$10 OFF a Seresto Collar! Fleas belong in a circus, not in your home!

Prevention is the first step to make sure your home stays flea free!

Don't be Bugged by Fleas and Ticks this Year!

Fleas and ticks are the most frequent pet care concern when it comes to your furry friend. Fleas are an external parasite that feed on the blood of your animal. A single flea can have the life span of up to a year! In that year, they can produce millions of offspring! Ticks are a parasite as well, they feed off the blood of your animal and their bite can transmit diseases. The most common being Lyme disease, anemia, and tick paralysis.

How to Recognize a Tick Infestation

Ticks are most common in wooded areas in the spring and summer. Ticks can often go unnoticed by the host which makes it even more important to check for ticks when your furry friend comes back inside.

Most ticks can be seen by the naked eye and are about the size of a pinhead. Carefully run your hands along your furry friend to help dislodge any ticks that may have hopped onto your animal and make sure to check inside and around the ears, head, and feet. These are areas where the blood flow is closer to the surface and the ticks are more attracted to these areas.

If you think your pet has had contact or been bitten by a tick, it is best to contact your vet. Prevention is much easier than removing a tick yourself!

How to Recognize a Flea Infestation

The most common areas to see fleas on your animal are the abdomen, groin, base of the tail, and head. Symptoms of fleas can include itchy irritated skin, hair loss, scabs, hot spots, pale gums, and black "flea dirt" on the skin.

If you notice your animal has fleas, it is very important to treat them right away. If left untreated, fleas can lead to extreme blood loss and anemia. Steps we would recommend for treatment would be:

- 1. Treat the fleas on the animal. You can do this through an oral medication such as Capstar, a flea shampoo, or getting a preventative that kills fleas, larvae, and eggs.
- 2. Treat your home. You can do this with carpet powders such as Diatomaceous Earth. This will help to kill the fleas in your home and prevent them from spreading to you.
- Avoid sulfate shampoos as they can counteract the preventative on your animal.
 Also your animal should avoid being in water

for 24-48 hours after applying the preventative.

Sources: https://www.aspc a.org/petcare/general-petcare/fleas-andticks <u>Speak!</u> Is there a topic you'd like to see featured in the upcoming months? Let us know!
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SUPPLEMENTS



2019



Enrich Their Lives

We're here to give you the best suggestions for hip, joint, skin, coat, gastrointestinal, and anxiety relief!

Best in Show!

A few of our top in-store picks that you will regularly find in stock at Nashville Pet include:

- 1.) Pet Releaf- Our preferred line of CBD oils, capsules, treats, and topical. CBD supplements are known to help a broad spectrum of ailments such as anxiety, pain, appetite loss. antiseizures. an imflammatory, and helps fight cancer cells.
- Ultra Oil-Packed omegas 3 (sardine). 9 (anchovy), (hempseed), this isn't your standard, fishy, skin and supplement. hempseed also works as anti-inflammatory joint health, too!
- Herbsmith- We love this brand because not only is it completely natural derived from plants (based Medicinal Eastern practices), it's also made right here in Wisconsin; Oconomowoc to be exact!

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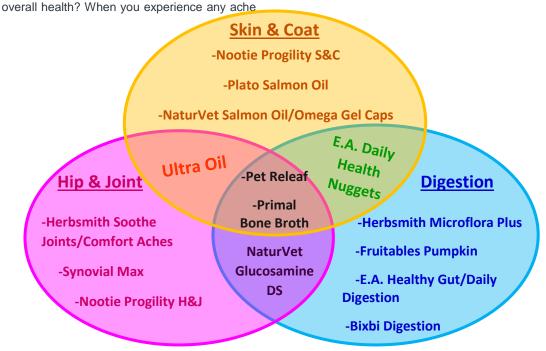
http://nashvillepetproductswi.com/#

What's Supp'?

Finding the best diet for your pet to thrive is important; supplements only make it better. Whether your animal has hip and joint problems, needs extra omegas to enhance their coat, is too anxious, or has problems with digestion (from either end), rest assured there is a solution to meet yours and your pet's needs!

Why Supplements? Do you take a daily vitamin to improve your If your digestion isn't on point, does your doctor suggest probiotic-rich foods to help? (Jamie Lee Curtis isn't ashamed to say so, neither should you). The same applies to our best canine/feline friends.

As pet parents, we want what's best for them. Even if your animal isn't yet exhibiting symptoms to require supplementation (typically later in life), it is never a bad idea to get a head start. This will help ensure a long, happy life together! Follow the diagram below to find you and your pal's best fit.



SOURCES: https://www.dogsnaturallymagazine.com/cbd-oil-for-dogs/; http://ultraoilforpets.com/; https://www.herbsmithinc.com/; https://petreleaf.com/; PHOTOS: https://www.google.com/search?biw=1366&bih=657&tbm=isch&sa=1&ei=21-RXOKTJaLUjwS23LrlDw&q=dog+and+cat+running&oq=dog+and+cat+running&gs l=img.3..0.17767.20018..20146...0.0..0.114.1405.17j2.....0....1.gws-wiz-gws-wiz

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06
JUNE
2019

TRAVEL



Uff da!

As fun as it is to be able to bring our pets everywhere we go once the weather warms up, there are certain risks to keep in mind:

Never leave your pet(s) unattended in a vehicle.

Our vehicles like greenhouses in the sun. Temperatures inside can climb 20°F+ in a matter of minutes. even with the windows open or the A/C running. This means on a 78°F day, the interior can soar 100°F. beyond Pets are susceptible to brain damage and/or heatstroke in under 15 minutes. Look for excessive panting, thick saliva, lethargy, or restlessness.

What to Do:

If you see an animal in an enclosed vehicle that you're concerned about, record the vehicle's make, model, color, and license. Have the owner paged in nearby businesses, or call local humane authorities or police. *Do not* leave the scene

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Buckle Up

"Click it or Ticket" doesn't just apply to humans; it's important to make sure your furry fam is traveling safely on your adventures together, too!

On The Road Again!

As we prepare for traveling season, it's important to keep in mind the necessity of travel safety for not only ourselves, but our furry companions as well.

Prep Your Pet

If your pet is unfamiliar with frequent or lengthy car rides it's a good idea to introduce them before your trip to help ease anxiety. Start by taking short trips with your pet, gradually increasing the amount of time you both spend in the car. This will help your pet transition to a longer drive comfortably. If you're driving out of state, make sure to have your pet's vaccination records- some states require proof before crossing!

Secure & Dependable

When traveling with your pet in a kennel or crate of any kind, first ensure that it is big enough for the animal to stand, sit, and turn around in. Secure the kennel so it doesn't shift while the vehicle is moving. If you are not having your pet kenneled, then they must be secured via seat belt. We recommend the Kurgo® Seat Belt Tether or the Kurgo® Tru-Fit Smart™ Harness (that comes with its

The tether has a caribiner that clips directly to your pet's harness and connects into any seat belt buckle. The **Tru-Fit Smart™ Harness**'s tether has a loop that your seat belt goes through; both products are crash tested.

A third option for securing your pet for safe travel: a car seat! The **Snoozer® Lookout** makes for a comfortable car seat that is easy to install using your vehicle's seat belt. A single clip connects to your pet's harness or collar and you're ready to go!

Make a List, Check it Twice

Make sure you are ready for a variety of situations by packing a pet friendly road kit. Include essentials such as food, water, bowls, poop bags, leash, any medication they need, and a first-aid kit. Other items to bring along should be your pet's favorite toy or blanket- something they are familiar with to ease any anxiety. Their feeding schedule should start with a light meal 3-4 hours before travel. Never feed your pet in a moving vehicle (motion sickness, anyone?)

Now that you've got the basics to safe travel, you and your pet(s) can enjoy the open road together with ease and peace of mind.*

SOURCES: https://www.aspca.org/pet-care/general-pet-care/travel-safety-tips; PHOTOS:

https://www.google.com/search?q=dog+in+car+window&tbm=isch&tbs=rimg:CYorgHgZz83llijlm8WkVIxZ 16XELAbkdW0AVmLK2XeR-g7tYwZiQE-Gkik-NfC-PnwBgYC5tfX0K4b 1rqt63q5ITCoSCeWbxaRUjFn 1E52AZ5LYJgR6KhlJpcQsBuR1bQARX394EKTf72wqEglWYsrZd5H6DhEQCe9Im6b5xSoSCe1jBmJAT4aSEXX9f5 15QCA7KhlJKT418L4-fAERWIp7crDMlkwqEgmBgLm19fQrhhH5bt 1pZOy-TyoSCf-

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07

Hot Dog Day Are Over!



PUP Quiz

What do you do when you see a dog in an unattended vehical?

A. Call local businesses around the vehical

B. Locate owner

C. Call the cops

D. Just ignore it

There are many different curcumstances to why people may leave their pets in a vehical. The best thing to do is to stay with the vehical at all times! Call the business surrounding the areas tell the front desk the cars make, model, color and liences plate. Let them know there is a dog that is unattended in the parking lot. Tell them you have contacted the police. Then call animal care and protection OR local athorties. Explain you are by the vehical and the steps you have already taken and how long you've been there. Take photos and/or video if possiable. Don't take action unless told by police!

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Let's talk about the importance of peping your fur baby cool and hydrated during these hot summer days!

You Feelin' Hot Hot Hot?!

Paw-Vent Hot Tooties

Lets put the hot dog days to an end! Here are some tips and tricks to help PAW-tect those paw pads during walks on the scorching pavement, gravel or even sand. Do you know how to tell if the ground is too hot for a walk? Put the back of your hand or the inside of your wrist on the ground to test the tempature. If it is hot to you, its hot to them.

Your pet will tell you when the ground is too hot. Signs can include paw lifing or shaking, limping, paw licking and whining while putting pressure on their paws. Some tips to help prevent hot paw pads are walking on grassy, shaded areas or walking when it is cooler out. Dog booties, paw wax or a safe moisturzier are great tools to help protect your fur baby's paws in the summer and winter. All three will help prevent wear and tear on the pads and provide an extra layer of protection from the harsh heat of the ground.

Do you think your dog already has burnt or sore pads? First, wash the paws! Just like any cut or scrape, you want to clean it first. Secondly, use a medicated paw wax or a CBD savv to help sooth the pain and inflamation. Lastly, keep a close eye on them and contact your vet if

Stop, Drop and DROOL

With the warmer weather barking upon us, we need to get prepared to keep our fur babies hydrated during outdoor activies!

- Always keep a fresh bowl of water accessable at all times.
- 2. Bring extra water on walks.
- 3. Let them lay down in the shade to rest.
- 4. Cooling vest

Signs of an overheated or dehydrated dog:

- Excessive panting even when not active.
- Drool is thick and constant.
- Red/Purple whites or Glazed eyes
- Letharic/Dizziness or lack of balance.
- Vommiting and/or Diaherra

If you notice any of these symptoms, here are some tips to use to help cool that hot dog down. Sprinkle water on the back of the ears as well as the paw pads. You can drape a cool wet towel over them to help cool their body temp. Do not completely saturate them as this can cause the body temp to drop too fast. If sysmtoms do not subside or worsen, make sure to contact your vet

immediately.

SOURCES: www.humanesociety.org/sites/default/files/docs/unattended-petshot-parked-cars.pdf

http://bennyspetdepot.com/2016/06/22/10-tips-to-protect-your-dogs-paws-from-hot-pavement/

https://wagwalking.com/condition/dehydration

08
August

Puzzled????



It's a No Brainer!

These interactive toys would be great to provide mental stimulation for your pooch!

Snuffle Mat – Forces your dog to "search" for food.

Kong – Toys you fill with food/treats, causing your dog to work at getting the goodies out.

Trixie Puzzle Toy – Allows your dog to learn how to open, push, grab, and pull various objects to release a treat.

West Paw – The West Paw brand has various toys that allow your dog to gnaw, fetch, catch, and root out treats. All the toys are durable for tough chewers and all the West Paw toys float.

Robo Bone – Mechanical bone that rolls around on the floor dropping treats as it goes, allowing your dog to "chase" it's

Pet Safe – Pet Safe has a Busy Buddy line of toys that force your dog to have to gnaw, bounce, tug, and push the toys to dispense treats.

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Kobo Bones are \$12 OFF While Supplies last!

Mental exercise tires a dog more physically than physical exercise does.

Did your dog eat your homework???

Why Providing Metal Stimulation for your Pup is Important

Mental Stimulation is just as important as physical fittness and providing a healthy diet for your pet. If you exercise your dog well, but don't provide him/her with mental enrichment you will end up with a physically fit but bored dog. This could lead to many undesirable behavioral problems such as, excessive barking, whining, tail chasing, chewing (on things other than toys, such as homework), and digging holes in the backyard. Adding in mentally enriching activities to your dogs daily routine will not only alleviate those undesirable behaviors, but will also lessen hyperactivity, lower your dogs levels of aggression and stress, and allow you to bond with your dog more.

Ways to Incorporate Mental Stimulation to your Pooch's Day

There are various ways to incorporate mental stimulation into your dogs day. Below is a list of just a few examples (out of many) of ways that you can do just that.

Vary your walking routes. – Walking different routes not only gives you and your pet something new to look forward to, but also assists in mental stimulation for your dog due to different smells.

Arrange play dates or go to the dog park. – At a dog park there are new dogs and new people that your dog can interact with. Not only is a dog park good for mental enrichment for those reasons, but dog parks are also benefical for your pet's physical health too because your pet is able to run around and play.

Obedience Training. – Tricks do not have to be complex. Basics such as, "sit", "stay", "lay down", ect, are great ways to exercise your pet's brain.

Agility Training. – Agility training provides a combination of both physical and mental stimulation for your pet. You can make an obstacle course out of portable stairs, tunnels, sturdy continers, and other things around the house or you can purchase a set up instead. Another way to incorporate agility training is by taking your dog to an agility class offered int the area.

Rotate your dogs toys. – Just like children, dogs get tired of playing with the same toy all the time. Keep them interested by rotating what toys they can play with every day or introduce a new toy to them every few weeks.

Interactive Toys. – Dogs love playing with any toys given to them, so if you really want to stimulate you dog's mind you should provide an interactive tov. such as one that dispenses Sources: https://www.petcoach.co/article/10-ways-to-stimulate-yourdog-s-brain/, https://nohoartsdistrict.com/all-life/pets-district/item/5598-10-reasons-why-mental-stimulation-is-important-