

ISSUE

01

FEBRUARY
2019

INCLEMENT WEATHER



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 "relief" 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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Solutions for Bad Breath

1. **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.
2. **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.
3. **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.
4. **Tropiclean** – Water additives help with stinky breath, as well as brushes and toothpaste to use for maintenance.
5. **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 Grizzly, 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 calcified 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!

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!

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>

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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 Nutrition?

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 available 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.

2. Eliminate all table scraps and traditional treats. Replace with a higher enriched protein treat.
3. 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 health. Blueberries and cranberries are a great source of Manganese, have anti-inflammatory properties, and support urinary tract health.

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>

ISSUE

04

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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's Nature'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 month. 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.
3. 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.aspca.org/pet-care/general-pet-care/fleas-and-ticks>

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Mention this
month's issue for
10% off Pet Releaf
Topical!

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, seizures, is an anti-inflammatory, and helps fight cancer cells.
- 2.) **Ultra Oil-** Packed with omegas 3 (sardine), 6 (anchovy), and 9 (hempseed), this isn't your standard, fishy, skin and coat supplement. The hempseed also works as an anti-inflammatory for joint health, too!
- 3.) **Herbsmith-** We love this brand because not only is it completely natural and derived from plants (based on Eastern Medicinal practices), it's also made right here in Wisconsin; Oconomowoc to be exact!

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Enrich Their Lives

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

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 overall health? When you experience any ache

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. 🐾

