



The Scoop

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Happy New Year! / What Resolutions Will You Make for Your Kitty?

January 2012

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News and Events

SAVE \$30 – January Dental Special

Schedule a dental cleaning under anesthetic in January or February and save \$30! February is National Pet Dental Health Month – a good time to remember that pets that don't get dental care can develop serious problems. See story below left.

Resolutions to Keep Kitty Healthy & Happy



Looking out for your kitty's health means a longer life and fewer trips to the vet for your cat. Make a resolution to keep your kitty healthy in 2012. Here are some suggestions:

Weight loss: Cats often gain weight in wintertime due to decreased activity. Ask your veterinarian or veterinary nurse to advise you on your pet's ideal weight along with the best foods to help maintain a healthy weight. Some breeds are less active and have a slower metabolism while other more active breeds require more food to maintain their active lifestyles.

Better nutrition: Canned foods are healthier than dry due to high moisture and protein with low carbohydrate content. Plus, they more closely resemble a cat's natural carnivorous diet. Watch out for foods high in grains which can be difficult for some cats to digest and irritate those prone to allergies. Grain-free cat foods are becoming more available in pet supplies stores.

Preventive care: A preventive dental cleaning can save your cat from needing more involved (and costly) dental work down the road. Screening blood work can catch subtle organ changes early which translates into a longer, healthier life for your kitty.

Great Valentine's Gift for Cat Lovers! Proceeds Go to Cats in Need



Say Happy Valentine's Day to the cat lover in your life with one of our **Morning Nip** or **Cat-feine** thermal coffee mugs. Proceeds go to help cats in need through our Rufus Memorial Feline Fund. Cost is \$10. Available exclusively at The Cat Practice!

NEW Color Coding to Help Simplify Prescriptions



When you see a brightly-colored DOT on your kitty's next prescription, this will tell you what that medication is used for. For example, a red dot might be for pain and a blue one might be an antibiotic. A COLOR KEY will appear on each prescription bag along with a QR code and url that will take you to a glossary explaining the purpose of each medication. Watch for these brightly-colored dots soon!

Give Us the POOP! Tell us what we can do better!

Ok, it might look like a litter box – but to us, it's our new LOBBY SUGGESTION BOX ready to get the POOP from whoever has thoughts and suggestions they would like to share. We are looking for your ideas on how we can make you and your cat's experience at The Cat Practice even better. For every idea we use, your cat wins his/her choice of FREE toy or catnip! Also see our online version at thecatpracticepc.com.



Poor Dental Care Can Lead to Major Health Issues

During February, which is National Pet Dental Health Month, veterinarians will be calling attention to the fact that the number one disease in dogs and cats is dental disease!

Routine home dental care can save you a lot of money and reduce the amount of time needed for preventive teeth cleaning by your veterinarian. Keep your cat's teeth sparkly clean with daily brushing. Only a few swipes across the teeth with a toothbrush and pet toothpaste is usually sufficient to keep bacteria-laden plaque and tartar from forming on the teeth. Make teeth brushing positive and fun for kitty. [Click here to see our Me-Yow Tube® video on how to brush your cat's teeth.](#)



Does Your "Kitty Got Talent?"



Have a talented feline? We're looking for kitties to star in our new video series! Contact tabitha@thecatpracticepc.com

Follow us:   

The Purr-fect Valentine Gift for that Special Kitty

Valentine's Day (February 14) isn't just for people! Show that special kitty how much you care this Valentine's Day. Consider these fun and safe gifts:

- Catnip heart toys <http://petsimple.petfulfillment.com>
- I Love You bag with fuzzy heart toys <http://petsimple.petfulfillment.com>
- Love Bug Scratcher <http://petsimple.petfulfillment.com>
- Pail of bite-size treats <http://petsimple.petfulfillment.com>
- Beastie Bands soft heart print collar <http://www.bigpawdesigns.com/>



When choosing gifts for your human Valentine, as always, avoid toxic plants/flowers (especially lilies!!) and keep lit candles and candies such as chocolate out of kitty's reach.

Save on Wellness Exams for Senior Cats!



Save 10% off all senior wellness exams and get free blood pressure checks, free nail trims and more! AARC is open to cats 15 years and older. thecatpracticepc.com/aarc.htm

A Cat is Not Just a Cat!

Breed Profile: Scottish Fold



The unique folded ears of the Scottish Fold give it an owl-like look. About half of all Scottish Fold kittens develop the fold within 18 to 24 days after birth. The rest, called "straight-eared Folds," are just as wonderfully sweet and usually a bit less expensive! Scottish

Folds come in all colors and patterns, and in long- and short-hair. Copper eyes are most common.

The first Scottish Fold was a barn cat named Susie. Susie was a solid white longhaired female, bred to Persians, American Shorthairs, Exotic Shorthairs and Burmese. Every Scottish Fold can trace his or her ancestry back to Susie.

Scottish Folds are intelligent, inquisitive and loyal to their family. Most folded eared Folds sit up like prairie dogs when they hear a sound. It's cute to see a Fold sitting up like a human, referred to as "the Buddha sit."

Cat Trivia

A cat's jaw can move up and down and sideways, like a human's. True or False?

– Be the **FIRST** to email us with the **RIGHT** answer at Tabitha@thecatpracticepc.com and win a free bag of organic catnip! See next month's issue for the answer!

Last month's trivia answer: True! Cats purr on inhalation and exhalation.

Congrats to Harriet and Starksy Shakir who were the first to email me with the correct answer and claim their free bag of catnip!

Kitty Camp

Cats staying in our Kitty Camp enjoy frequent attention and plenty of play and exercise in our Kitty Playroom. Boarding your cat is a great alternative while you are away, have guests or are having work done at home. For more information – or to register – go to thecatpracticepc.com/boarding.html or call 248-540-3390.



Looking for Homes / Official Cat Adoption Site

See the adoptable cats and kittens in our lobby and on [our Facebook page](#). Also, we are now an [official adoption outreach center of Oakland Pet Adoption Center](#) in Auburn Hills so we are getting new kitties as often as we can adopt them out!

Follow us in the News!

Check our website regularly for updates on our recent news coverage. thecatpracticepc.com/press.htm.

Are You Getting The Scoop?

To sign up, send us an email at meowmail@thecatpracticepc.com or call 248.540.3390

What to Do About Cold Weather Sneezes & Sniffles



In winter cats can pick up cold and flu viruses just like humans. Viruses are airborne and can be spread by humans, so even indoors--only cats are susceptible. Follow these steps to keep kitty healthy this winter:

1. Feed your cat a **high quality, balanced diet** that contains all the essential vitamins, minerals and nutrients. A strong immune system starts with good nutrition.
2. Keep **fresh, clean water** readily available. Hydration plays a vital role in the body's natural defense against outside pathogens.

3. Use a **humidifier** in your home to help keep respiratory tracts moist and healthy. Dryness leads to increased chance for viruses and bacteria to settle in and cause infection.

4. Clean and **disinfect your cat's food and water bowls** and sleeping environments regularly.

5. Consider an **immune support supplement** for cats who may be more prone to getting sick, such as cats with chronic illness, like this one from Only Natural Pet:

<http://www.onlynaturalpet.com/products/Only-Natural-Pet-Immune-Strengtheners/999032.aspx>

Talk to your vet before starting any supplements to be sure they won't interact with any other medications your cat may be taking.

Cat's Meow Tip: Watch that water bill!

Does your cat love to drink from a trickling faucet? Some people leave the faucet on at a slow drip so kitty can drink anytime, which is what Donald Petersen did for his Abyssinians, Ruta Lee and Skipperdee. Both cats have kidney disease and need extra water. The girls enjoyed the lightly-dripping water for several months until Donald's 3-month city water bill came in the mail and was \$2,000! Needless to say, the faucet no longer runs all day! If you have to pay for city water, keep an eye on dripping faucets! Instead, try a pet water fountain or place multiple bowls of fresh water around the house!



[Click to enlarge photo](#)

Contact Us:

If you have story ideas for The Scoop or would like more information, please contact Tabitha at Tabitha@thecatpracticepc.com.

Our Hours:

Monday - Thursday: 8 am – 9 pm
Friday: 8 am – 8 pm
Saturday & Sunday: 8 am – 6 pm

The Cat Practice commitment to cats and their people:

- Spot health conditions early to avoid more costly care later.
- Treat the whole patient looking out for physical and emotional wellbeing.
- Respect each cat as an individual with his/her own distinct personality and heredity.
- Avoid surgery at all cost. (The exception: all cats should be spayed or neutered!)
- Provide alternatives for care whenever possible.
- Partner with cat families through knowledge sharing.
- Make oral hygiene and preventive dental care a priority.

"I believe cats to be spirits come to earth. A cat, I am sure, could walk on a cloud without coming through."

- Jules Verne

Wellness/early detection

Chronic conditions

Medical/surgical care

Geriatrics/hospice

Kitty camp boarding



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