

NEW! Canine & Feline Wellness and Early Detection Packages

Are you concerned about your pet's overall health? Are you worried about the rising costs of veterinary bills for you new kitten or puppy? Have you noticed changes lately in the health or behavior of your senior pet but aren't sure if it warrants an expensive visit to your veterinarian? Campus Veterinary Clinic believes in providing a lifetime of care for your pets and understands how pet owners worry these days about the rising costs of care for the special members of the family! This is why we have we have spent several months researching and listening to you about exactly what is important to you and your pets. As a result, we have now compiled a new set of Wellness and

Early Detection Packages that cover almost everything you would need for your pet during each stage of their life!

- Kitten & Puppy Health Package
- Canine & Feline Young Adult Wellness Package (pets 1-3yrs old)
- Canine & Feline Adult Wellness Package (pets 4-6yrs old)
- Senior Early Detection Package Level 1 (senior pets 7yrs or older)
- Senior Early Detection Package Level 2 (senior pets 7yrs or older)

Generally, pet's ago faster than people do. Most pets are considered seniors by age 7. Each of the packages listed above

includes your pet's necessary annual preventive care as well as recommended tests or services based on your pet's life stage. The plans were created by the veterinarians in response to our clients' requests. All of the services in the packages have been carefully grouped and then discounted to make it easy and affordable for you to keep your pets happy and healthy in the upcoming year. In addition to the services included, each of the packages includes free products for your pet such as flea control, home dental care products or even nail trims and ear cleanings! Call or stop in today to find out which one of our new packages would be best for your pet!

2009 Animal Observances

- January 14th- National dress-up your pet Day
- February- National Pet Dental month
- February 2nd-Groundhog Day
- March 1-7th-Professional Pet Sitter's Appreciation Week
- April- National Pet First-Aid Awareness Month
- April 1-6th- National Scoop the Poop Week
- May 9th-Animal Disaster Preparedness Day

In preparation for National Dental Month in February, Campus Veterinary Clinic is offering

FREE dental exams

as well as 10% off the cost of your dog or cat's dental cleaning!

Call us today to have your pet seen and redeem this valuable offer while it lasts! Be sure to bring this coupon with you at the time of your visit

Pet's Have Teeth, Too!

- Dental disease (especially periodontal disease) is the most [common disease](#) in our canine and feline companions. It is also one of the most preventable and treatable diseases. Fortunately, we can reduce or even prevent [dental disease](#) by feeding a dental diet (t/d), chew treats and toys, and daily [tooth brushing](#). The following are steps to guide you on how to brush your pet's teeth:
 - The first step is to start with a clean, healthy mouth. Good [dental hygiene](#) should start with a young pet with healthy new teeth and gums, or after your pet has had a professional [dental](#) cleaning.
 - You will need a soft-bristled tooth brush and veterinary toothpaste (C.E.T. toothpaste). **Human toothpastes and baking soda may cause problems.** Furthermore, veterinary toothpastes have flavors that are appealing to dogs and cats. Anything other than a bristled tooth brush will not get below the gum line, which is the most important area to brush.
 - There are several important facts about our pets' mouths that tell us when, where and how to brush. Periodontal disease usually affects the upper, back teeth first and worst. [Plaque](#) builds up on the tooth surface daily, especially just under the gum line. It takes less than 36 hours for this plaque to become mineralized and harden into "tartar" (calculus) that cannot be removed with a brush. Because of this progression, brushing should be done daily, with a brush to remove the plaque from under the gum line.
 - Pick a time of day that will become a convenient part of your pet's daily routine. Just before a walk or before a daily treat can help your pet actually look forward to brushing time. Take a few days to let both of you get used to the process. Follow with praise and a walk or treat each time.
 - Start by offering your dog or cat a taste of the veterinary toothpaste. The next time, let him taste the toothpaste, then run your finger along the gums of the upper teeth. Repeat the process with the tooth brush. Get the bristles of the brush along the gum line of the upper back teeth and angle slightly up, so the bristles get under the gum line. Work from back to front, making small circles along the gum lines. It should take you less than 30 seconds to brush your pet's teeth. Do not try to brush the entire mouth at first. If all that your pet lets you brush is the outside of the upper teeth, you are still addressing the most important area of periodontal disease – prevention. If your pet eventually allows you to brush most of his teeth, so much the better.
 - Even with the best tooth brushing, some dogs and cats may still need an occasional professional cleaning, just like humans. By brushing your pet's teeth daily and curtailing the amount of periodontal disease, you may reduce the frequency and involvement of dental cleanings and provide your pet with a healthier, sweeter smile.

**We are offering a free dental exam and toothbrushing demonstration.
Schedule your pet's free dental exam today!**

Before



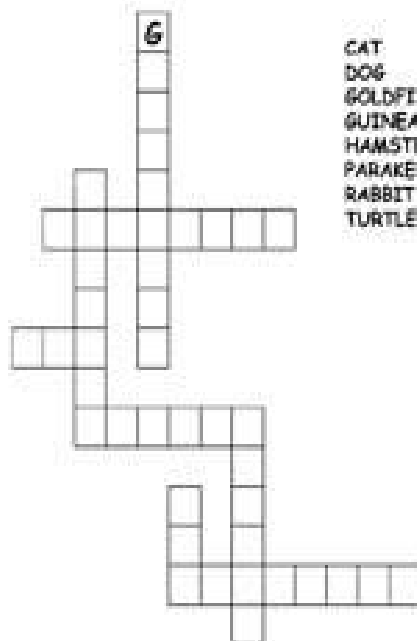
After



Thank you to our July gas card winners for providing their pet's with excellent care. Schedule an exam for your pet today for a chance to win a \$100 gas card.

- Chuck Gipson with "Chevalier" and "Gigi"
- Janet Jackson with "Monkey"
- Heidi Weber with "Anastasia"
- Francisca Cazares with "Madeline"
- Janet Maestre with "Oscar" and "Pique"

ANIMAL PETS CROSSWORD



- CAT
- DOG
- GOLDFISH
- GUINEA PIG
- HAMSTER
- PARAKEET
- RABBIT
- TURTLE

**C a m p u s
V e t e r i n a r y
C l i n i c**

1807 Martin Luther King Jr. Way
Berkeley, CA 94709

Phone: 510-549-1252

Fax: 510-486-1726

Email: vet4pets@juno.com

www.campusveterinary.com

Office Hours:

Monday Thru Friday

7:20 am to 6:00 pm

Saturday

7:20 am to 3:00 pm

Sunday

Closed