

Is Your Dog Suffering in Silence?

How to Avoid This “Silent Killer” and Help Your Dog Live up to 5 Years Longer

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Birmingham, AL. -- When Cindy Franklin's two dogs fought over a bone one night, she had to rush 9-year-old Ginger to the pet clinic. She knew her dog needed stitches, but the veterinarian had a nasty surprise for Cindy.

“The vet was worried about Ginger's gums. One of her teeth had been knocked out in the fight, and she needed minor surgery. But because Ginger had advanced gum disease, the doctor was worried the surgery might not even heal. I never knew that dental care was so important,” she said.

The facts show, Cindy's dog is not alone. A shocking 80% of all dogs show signs of gum disease by age 3, according to the American Veterinary Dental Society.

Gum disease begins when bacteria and saliva combine to form plaque, a sticky film on the surface of teeth. Bacteria in plaque can invade the gum tissue, leading to inflamed, bleeding gums.

As gum disease progresses, bacteria in your dog's mouth can enter the bloodstream, causing infections, organ failure, even death.

THE SILENT KILLER

Your dog's life could be shortened up to 5 years by gum disease-related infections, according to Purdue University research.

And because dogs instinctively mask pain to hide weakness from predators, the danger signs can be hard to detect.

“Your dog can't tell you she's in pain, but there are warning signs to look for,” says Steve Adams, Owner of Pet Supplies Plus in Birmingham.

“Watch for bad breath, drooling, and tooth loss, all of which can be signs of dental problems.

“In addition, dogs with gum disease may show a loss of interest in food or toys, and they may resist being touched near the mouth,” Adams says.

3 WAYS TO PROTECT YOUR DOG'S HEALTH

Adams offers 3 tips for busy dog owners, to help their canine friends stay healthy.

“First, choose dental diet-approved food and treats. These can keep your dog's mouth healthy by scrubbing the teeth as they chew,” says Adams. Other foods have additives to help keep plaque soft, so it won't form rock-hard tartar.

Second, stock up on chew toys. “The abrasive action in good chew toys can help avoid dental disease,” says Adams. Look for rubber balls, Kongs, or thin, bendable rawhide.

Finally, look for approved mouth rinses. “These contain chlorhexidine or other ingredients that help kill bacteria in your dog's mouth.”

SLOW ECONOMY BOOSTS NEED FOR “PLUS” PET STORES

Pet health experts will tell you that, by choosing a pet store that provides nutritional advice in addition to quality pet food and products, you can help your dog live a long, happy life. “Pet Supplies Plus is a remarkable organization in that they were willing to put their employees through a rigorous graduate-level training program. In the veterinarian community, we do not find many retailers with that



Dr. Sarah Abood

kind of mindset,” says Dr. Sarah Abood, Professor of Veterinary Medicine at Michigan State University.

As a public service, Pet Supplies Plus has agreed to offer a Free Nutrition Consultation to readers of this publication, for a limited time.

“The dangers of dental disease are very real for your dog, but they can largely be prevented. My staff can show you how,” says Adams.

While there is no substitute for a visit to the veterinarian, Pet Supplies Plus offers health tips and advice not found in other stores.

“During the Free Nutrition Consultation that we're offering, you can bring your dog to meet our Certified Pet Nutritionist and get your questions answered about diet and feeding.”

FREE NUTRITION CONSULTATION

In addition to a Free Nutrition Consultation readers are eligible to receive two extras from Pet Supplies Plus: a Free \$21.00 Gift Card to spend on anything in the store, and a Free Report: *The Healthy Pet Tool Kit*.

“Why am I giving away products, services, and advice? As a dog owner myself, I know that your little friend is a big part of your family. So I want to do everything I can to help dogs lead longer, happier lives,” says Adams.



To receive a **Free \$21 Gift Card**, Free Nutrition Consultation, and Free Report, bring this article to your nearest Pet Supplies Plus store before April 6, 2013.

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