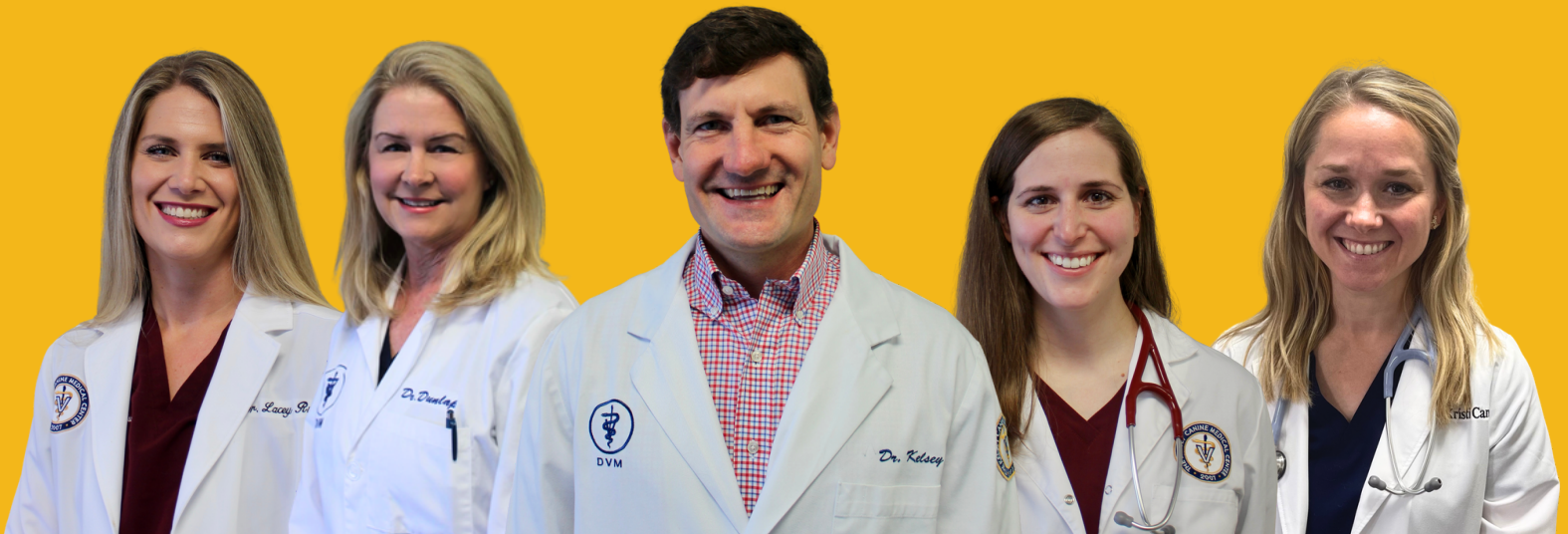


Welcome



to the family!



We are so glad you have chosen us to take care of your canine companion. This digital folder includes a myriad of information on caring for your furry family member.



Why choose Kelsey Canine?

We are dogs only! No need to worry about your dog being distracted by cats or other animals in our lobby. Here at the Kelsey Canine Medical Center, dogs are our priority. Therefore, we are able to focus on providing the best possible canine medicine.

We are locally owned and operated! Kelsey Canine is one of the few Memphis-area clinics that is not owned by a national corporation. There is a big difference between small private practices and large corporate national chains that own hundreds of vet clinics. Our doctors are not under pressure from the corporate suits to see high numbers of patients or give large numbers of vaccines that do not necessarily fit the pet's lifestyle.

We have the best staff! Our medical team is friendly, knowledgeable, and professional. You'll easily be able to tell how much they love dogs. We have five veterinarians and seven licensed veterinary technicians that provide consistent, individualized care for your pet through effective communication and consultation.

We are conveniently located! Our office is centrally located in Collierville on Poplar, just west of the intersection at Byhalia. We also have our own online store and pharmacy, which lets you shop for your dog's medications and other products and have them delivered directly to you. After every annual vaccination visit, you'll also receive a canine ID card. The card has your dog's picture, basic information, and dates of vaccination, as well as our clinic information on the back. It's a handy little perk to keep in your wallet for whenever you may need to use it.

We provide high quality medical care in a clean, comfortable environment. We work hard to keep our clinic looking (and smelling) its best. We would love to give you a tour to show it off!

We offer multiple promotions and community programs throughout the year. Keep an eye out for Dental Month, Microchip Month, Flea/Tick Prevention Month, and other monthly promotions. We love to get involved in our local pet community with our annual Chow Down Food Drive and Charity Calendar benefitting local animal shelters.

Our quality care comes with a personal touch. When your dog comes to us with a problem, we make sure to follow up with a phone call to you—we want to know your dog is feeling better! We always call you back with lab results, even when they are completely normal—we want you to know that your dog is healthy. Our doctors and staff are easily accessible—just a phone call, text, or email away!

We believe in educating the responsible dog owner. If your dog has a health issue, we always try to give you reliable, up-to-date information and reading material that you can take home with you. We want you to be informed and understand your dog's medical condition. We try to answer all your questions during your visit, but if you have more at a later time, please call us. New puppy owners always go home with an informational packet, and our website, www.kelseycanine.com, is full of articles and videos to help make our clients the best dog owners they can be!

We reward our clients for referring their friends to us. The greatest compliment we can receive from a client is a "ruff-erral" to their friends, family and co-workers. We have a Ruff-erral Rewards program to thank you for sending new clients our way!

Value. In veterinary medicine, you often "get what you pay for." We offer exceptional service at competitive prices. Upon request, we provide written estimates for more extensive procedures to detail exactly what your dog's treatment plan includes. Your dog is special to us and we want them to get the best care!

Thank you for entrusting us with your pet!

Check out our **online pharmacy** at www.KelseyCanineRX.com to get your pup's **medicine and food shipped straight to your door!**



LATE NIGHT @ KELSEY CANINE

OPEN UNTIL 7:30 EVERY TUESDAY

for all of your veterinary needs!



The best compliment we can receive is a ruff-erral from our clients. Recommend Kelsey Canine to your friends and family for a \$20 account credit after their first appointment!

Welcome to the South!

Helpful tips for you and your dog

Heartworm Prevention:

- Make sure your dog is on monthly heartworm prevention.
- If your dog has been off prevention or has missed doses, they will need to be tested before starting prevention again.
- Heartworm disease is an endemic problem in the South because of the mosquitoes. Your dog needs to stay on heartworm prevention 12 months out of the year.

Fleas and Ticks:

- On top of the mosquitoes, here in the South we also have fleas and ticks.
- We recommend flea and tick prevention from March through October.
- Some areas are known for being "hot spots" for fleas and ticks. If you live in these areas, you need to keep your dog on prevention year round.

Allergies:

- A new dog to the area may start showing signs of allergies such as licking paws, sneezing, scratching at ears, and bright pink skin.
- Our allergy season typically runs from March through October.

Vaccines:

- Vaccine recommendations vary across the country depending on exposure levels and certain diseases.
- We recommend a 3 year rotating schedule of Rabies and Distemper/Parvo/ Adeno/Parainfluenza (DAPPV)
- Bordetella (Kennel Cough) is given annually for most dogs. If your dog boards or is groomed, we recommend a booster every 6 months.
- Leptospirosis and Lyme are given on an as-needed basis depending on exposure and location.
- Giardia and Corona vaccine are not recommended.

The Heat Is On:

- Summertime in the South can be brutal.
- Make sure not to leave your Bulldogs, Pugs or any other short-snouted dog outside in the heat, because these dogs are already prone to respiratory problems have a harder time breathing in heat and humidity.
- Make sure to shave any long haired dog that is going to live outside. A shorter coat will make any outside dog a lot happier in the heat.
- Never leave a dog unattended in a vehicle.

Don't Get Bitten:

- The South has lots of pesky creatures in the spring and summer that will not be fond of their new canine neighbors. These creatures include; snakes, bees, wasps, and fire ants-- be aware these pests exist and might be in your yard!
- If your property backs up to a creek, river, or heavily wooded area your chances of seeing one of these unfriendly neighbors increases.
- Try not to let your curious dog get bitten.

Feeding Your New Puppy

Choosing the Right Food for Your Puppy

- We recommend Purina Pro Plan, Iams, Science Diet, Eukanuba and Royal Canin. Whichever food you choose, be sure that the label shows that the food has been approved by AAFCO and is backed by food trials.
- For the first year of life, feed a puppy formula food. Large breed puppies should be fed a formula for large breed puppies and stay on that food for 12-14 months.

Feeding Time

- Feed your puppy on a schedule.
- Puppies should be fed 3 meals daily until they are 6 months old.
 - Puppies weighing less than 2.5 lbs should have free access to food at all times
- Once they are 6 months old, puppies can transition to a twice-daily meal plan for life.

Other Feeding Tips

- Avoid canned food and excessive treats.
- Remember, puppies are likely to eat anything they find on the floor.

Crate/House Training Your Puppy

Why Crate Train?

- We highly recommend crate training your puppy. Using a crate is a great way to give your puppy its own space that it can use as a safe, comfortable retreat.
- Giving your puppy unrestricted access to the house before it is house trained invites unnecessary accidents.

Choosing a Crate

- When selecting a crate, choose one with just enough space for your puppy to stand, lie down, and turn around comfortably.

Introducing the Crate

- To first encourage your puppy to enter the crate, place a small treat in the back of the crate and calmly praise your puppy when it goes into the crate to retrieve it.
- After a few successful crate entries, graduate to closing the door gently behind your puppy, then give a treat.
- Always be calm when approaching the crate while your puppy is in it.

Using the Crate Successfully

- Remember, it's common for puppies to cry when in the crate initially
- It is helpful to initially keep the crate in a room far away from your bedroom, sometimes with the door closed.
- Once your puppy has adjusted to the crate overnight, you may move the crate into your bedroom (if you wish).
- If your puppy cries while crated during the day, you may wish to provide a toy or chew, only if you are around to supervise.
- Put your puppy in its crate any time you leave the house or cannot supervise your puppy.
- We recommend not crating your puppy for more than 4-6 hours, depending on age and size.
- We do not recommend allowing your puppy to sleep in bed with you until fully house trained.

When Accidents Happen

- Clean up all accidents in the house with a product that uses an odor neutralizer designed specifically to remove pet odors. We like Nature's Miracle.
- Wash all soiled bedding and blankets.
- Only scold your puppy if you catch it in the act

Potty Breaks and Avoiding Accidents

- When to take potty breaks:
- First thing in the morning,
- 15 minutes after each meal.
- 30 minutes before bedtime.
- Every 2-3 hours between meals.
- If your puppy is showing signs it needs to go.
- Watch for circling, sniffing, whining and restlessness.
- Once puppies are 9 weeks old, most are physically able to "hold it" through the night.
- Puppies younger than 9 weeks old should not need more than 1 potty break overnight.

How to Have a Successful Potty Break:

- During potty breaks, if your puppy has not used the restroom within a few minutes, chances are it's just playing around. Take your puppy back inside and into the crate for 10-15 minutes and try again.
- When your puppy begins to squat and potty outside, repeat your chosen verbal command for potty. Repetition of the command while your puppy is going will associate the action with the command.
- When your puppy has finished, praise or give a treat.
- You can use tools such as a bell on the doorknob to help your puppy signal you that it needs to potty.

Basic Medical & Dental Care for Your Puppy

Puppy Vaccinations

- We recommend the following core vaccine schedule:
- 6-8 weeks: Distemper/Parvo (DA2PPV) 1 of 4
- 9-10 weeks: DA2PPV 2 of 4
- 12-14 weeks: DA2PPV 3 of 4, Bordetella (upper respiratory) 1 of 2, Leptospirosis 1 of 2
- 16 weeks: DA2PPV 4 of 4, Bordetella 2 of 2, Leptospirosis 2 of 2, 1-yr Rabies
- If your puppy will be a hunting dog or otherwise exposed to streams, lakes or rivers, we recommend vaccinating against Leptospirosis at 12 and 16 weeks.

Heartworms and Intestinal Parasites

- We will provide heartworm/flea and tick prevention for your puppy at each vaccination visit. We recommend ProHeart 6 for puppies over 6 months old.
 - **What Is ProHeart 6?** ProHeart 6 is an injectable medication that is used in dogs 6 months of age or older to prevent heartworm disease. Your veterinarian will administer ProHeart 6 as a single injection under your dog's skin. Once the drug is given, it continuously prevents heartworm disease for 6 months. Using ProHeart 6 means that you don't need to remember to administer a monthly oral or topical heartworm preventive medication to your dog. Heartworm disease is transmitted by mosquitoes. ProHeart 6 treats hookworm infections. Hookworms are parasites that can live in the intestines of dogs. In young puppies, severe hookworm infections can even be fatal. Hookworms can also infect humans, so treating infected dogs also helps to protect other family members.
- We will perform a fecal test for intestinal parasites at each puppy visit until 2 consecutive tests return negative results.
- We will give your puppy a general dewormer at its first 2 visits, regardless of the results of the fecal test, as recommended by the Centers for Disease Control.

Introduction to Dental Care

- Puppies begin to lose their teeth between 4 and 6 months of age.
- Dental disease is extremely prevalent in dogs, so the earlier you start preventative care, the better.
- Brushing is best...
- Get your puppy used to having its mouth examined and teeth brushed.
- Rub your finger along your puppy's gums and teeth.
- Never use human toothpaste!
- Once adult teeth have come in, continue brushing with veterinary toothpaste and toothbrushes. Daily is best, but even weekly will go a long way!
- Additional products to care for your dog's teeth:
 - CET chews: enzymatic and antibacterial chews to break up plaque and kill bad breath germs
 - Oravet Chews: dental hygiene chews that prevent bacterial attachment and reduces plaque, calculus and halitosis at the source.

Spaying and Neutering

- Spaying/Neutering and health:
- Unspayed female dogs have a very high rate of mammary/breast cancer.
- Despite age, spaying will completely eliminate the risk of pyometra (a life-threatening infection of the uterus) and uterine cancers.
- Neutering male dogs eliminates the risk of testicular cancer and greatly reduces the occurrence of prostate disease and perianal tumors.
- Spaying/Neutering and behavior:
- Fertile male dogs are more likely to urine mark in the house and more likely to escape and wander from home (trying to find females in heat). Increased testosterone can lead to increased aggression.

Bathing & Grooming Your Puppy

Bathing Your Puppy

- Unless your puppy is very dirty, we don't recommend bathing any more than every 2-5 weeks.
- Bathing too often strips natural oils from your puppy's skin and can lead to dry, irritated skin.
- Do not use human shampoo!
- Soap and detergent free shampoos are the best.
- Avoid eyes and ears with shampoo lather. Dry ears gently with a cotton ball or soft, dry towel.

Grooming and Other Maintenance

- If your puppy is a breed that requires regular grooming attention, wait until your puppy has had its 16-week vaccinations before going to a groomer.
- We do not recommend cleaning your puppy's ears unless there is a problem.
- If you would like to trim your puppy's nails at home, we will be happy to show you how to do it.

Helpful Training Tips for Your Puppy

Helpful Hints for the New Puppy Owner

- You just bought a new vacuum!
- Puppy-proof your home by picking up anything you don't want chewed up
- Spend time teaching children how to properly handle your puppy. Rough handling and pestering can not only injure your puppy, but can lead to anxious and aggressive behaviors in the future.
- Avoid rough-housing or "wrestling" with your puppy. It may seem innocent, but leading dog trainers agree that this type of play may encourage aggression.

- Do not let your puppy chew on old socks or shoes.
- Stop biting behaviors (even play-biting) as soon as possible!
- Assume that a puppy you cannot see is up to no good. Supervision is essential!
- If you have a pool, make sure that your puppy can't fall in, teach the puppy where the stairs are to get in and out of the pool.
- Puppies have active dream lives. They will often twitch, flutter their eyes and even make noises in their sleep, so don't be alarmed.

Basic Training

- We recommend adjustable collars. You should be able to fit 2 fingers underneath the collar, but don't want it so loose that it can slip over your puppy's head.
- For very small puppies, a bell on the collar is a useful tool.
- When leash training, put some slack in the leash and call your puppy over to you, crouching down and using a fun, energetic voice. Have a treat ready, and when your puppy comes to you, praise it!
- Positive reinforcement is key! Praise, praise, PRAISE good behavior!

**Do not
hesitate to
call or text
us with any
questions
you may
have about
your new
puppy!**

