

FOCUS

O N P E T H E A L T H

IT'S TRUE! CLEAN PETS ARE SPUNKIER AND HEALTHIER

By age two, most dogs have already reached adulthood. By the time they reach four, they're middle-aged. By age seven, many dogs have already entered their senior years. Yes, a dog's life is short. That's why we should do whatever we can to make the most of the time we have with our faithful friend. Now is the perfect time to remind yourself that keeping your pet clean can protect him from a variety of nasty things that could pose a health risk and quite possibly even shorten his already limited life. Just because you can't see the villains using your pet for a home or taxi doesn't mean they are not harmful.

Top 5 reasons to keep your pet clean

1. Bathing is good preventive medicine

Bath time is a perfect opportunity to get a close overall look at your pet to see if there is anything unusual. Fleas, ticks, trapped burrs and plant parts, irritated skin, scratches or wounds, dirty ears, weeping eyes, areas of hair loss and toe nails in need of trimming are just some of things that might be uncovered during a bath. When the hair is wet it parts easily and lays flat on the skin bringing things to light that may have been hiding in your pet's hair. It is also a good time to run your hands over your pet's entire body to check for any lumps, bumps or sensitive areas.

2. A clean coat is less allergenic

A pet's coat can act like a dust mop, picking up pollen and dust from the air and favorite resting places. If your pet is allergic to pollen and dust then frequent shampooing can help minimize their symptoms and improve their comfort because you're removing the offenders that cause itchy, reddened skin, irritated noses and watering eyes. And if you suffer from airborne allergies keeping your pet's coat clean can help to control your symptoms, too!

PRODUCT CORNER

Pet Shampoo

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3. It makes your pet huggably fresh

We spend a lot of time with our furry friend. A sweet-smelling, freshly bathed pet is simply more huggable. We have all had times when we would like to be close or hold our pet and obnoxious odors got in the way. Common sources of pet odors are a buildup of pungent waxes and oils secreted by glands at the base of each hair, naturally occurring yeast and bacteria living on the skin, and odors picked up by contact during play and nosing around. Regular shampooing can keep these odors at bay.

4. Clean pets are more beautiful

A nice clean fluffy coat looks good on any pet. Shampooing, followed by combing, brushing and blow drying will give your pet a full, lively looking coat while preventing uncomfortable tangles from forming. Pets know when they look good, too! Just watch how alert and spunky they become when you tell them how handsome they are!

5. A good bath makes your pet feel good

Just as we often feel fresh and revived after a nice shower or bath, pets do too. Clean skin can lift your pet's spirits and give them some added energy. Shampoo needs contact time to dissolve oils and neutralize odors on the skin, so giving your pet a gentle massage during the bath is a great way to work the shampoo through the coat while relaxing your pet. Massaging can help improve skin circulation and health, relax tense muscles and positively enhance your pet's mood.

Closing Thoughts

Make a commitment to regularly shampoo your pet. It has benefits beyond cleaning a soiled coat. It can be a relaxing yet invigorating experience. You are helping to keep skin troubles at bay while promoting his health and strengthening your bond!

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