



The **human-animal** bond is a mutually beneficial and dynamic relationship between people and **animals** that is influenced by behaviors essential to the health and wellbeing of both.



Here at Crosswinds, we promote the human-animal bond. This means that we get to know you and your pet's lifestyle and tailor vaccines and/or treatments based off that lifestyle. We want you to understand the care we offer and why we deem things to be necessary or unnecessary to provide a better quality of life.

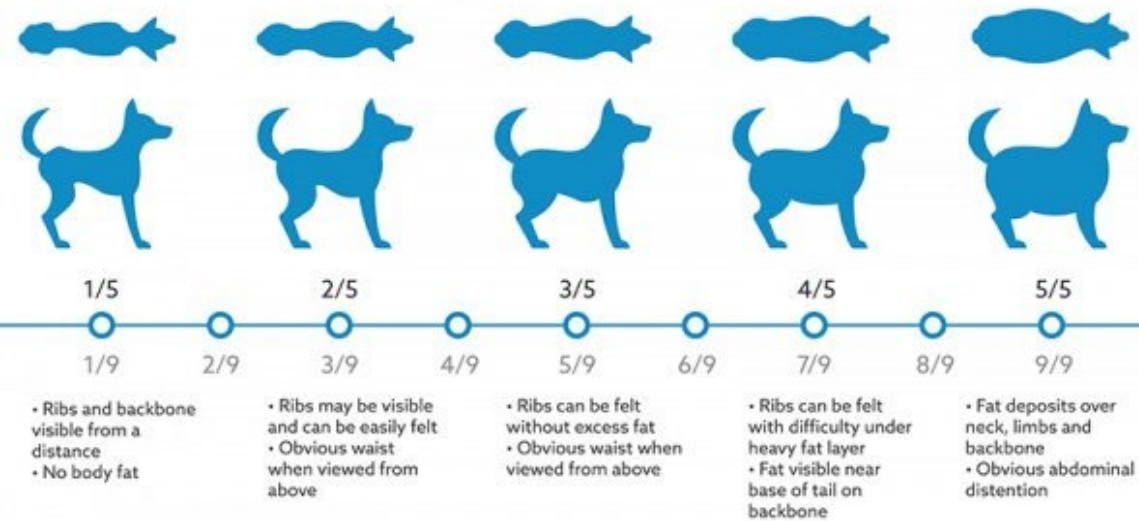
The more you, as the owner, learn and understand your pet's health the greater the human-animal bond.

How I look when I say
“New Year, New Me”



Body Condition Scoring Chart

©LifeTeam Inc.



New Year, New Me!

Every new year we create a resolution to become a better, healthier version of ourselves.

Your pets are no different! Pets can be great cuddle buddies and couch potatoes when we need them to be, but remember, our furry friends need a balanced diet and daily exercise to maintain a great quality of life too!

Managing Calories

DARWIN'S
NATURAL PET PRODUCTS



Portion Control

Feeding your dog the right amount of satisfying food containing healthy fats (yes, they need good fat, just as you do!) will help your dog feel satisfied with potentially less food as well as reduce begging.

Calculate

daily calories. It's important to properly crunch the numbers if you want to reduce or maintain.



Don't Overindulge

Consider treats a portion of the daily food allowance. Or offer treats that are vegetables and fruits, like blueberries and green beans.

Stop Free Feeding

Don't free feed. The ducks don't line up on the shore of the pond for the coyote at dinner time, and the wolf doesn't munch caribou cutlets like mints in a candy dish. Dogs don't eat whenever they want in the wild, and neither should dogs in the home.



Stay Firm

when dogs beg. They may shadow you in the kitchen. They may whine and cry. But you have to resist the temptation to indulge them.



We're here for a good time **AND** a long time!

We all love food and show affection through feeding our pets the best snacks or a little extra because they “look hungry.”

Just like with humans, excessive weight can negatively affect our pets and cause health issues that could be avoided with a balanced diet and healthy snacks.

Your Overweight Pet Is at Risk



Respiratory compromise
(breathing difficulty) and
Extra stress on Internal
Organs



Pressure on joints which
can lead to early arthritis,
lameness or mobility
issues



Exercise intolerance,
decreased stamina



Liver disease or dysfunction
and Increased risk of
developing malignant
tumors (cancer)



Hypertension
(high blood pressure)

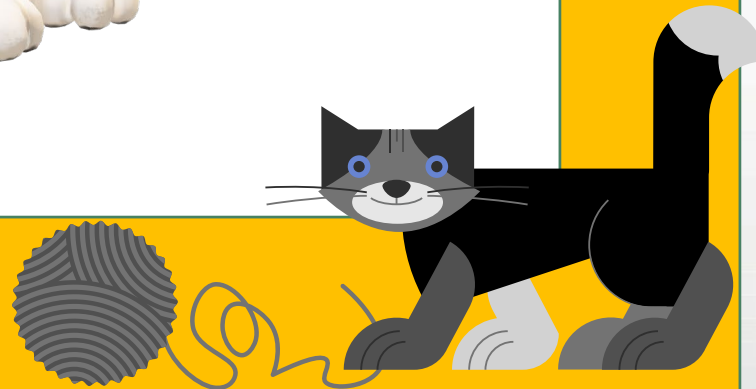


Diabetes or
insulin resistance



Lowered immune
system function





WEIGHT MANAGEMENT: KEEPING OUR PETS HEALTHY



A NEW SURVEY* OF OVER 5,000 PET OWNERS HAS HIGHLIGHTED THE REASONS FOR THE GROWING OBESITY PROBLEM AMONGST OUR PETS...



Over half of all cats and dogs worldwide weigh too much, yet only a quarter of owners would describe their pet as overweight



WHY AREN'T WE SPOTTING THE SIGNS?

Dog and cat owners are not proactively weighing their pets



Almost a quarter of cat and dog owners overfeed their pet just to keep them happy, with **54%** giving their cats or dogs food when they beg for it and **50%** rarely or never carefully measuring out their food



DO WE STILL THINK FOOD = LOVE?



Half of cat and dog owners (**50%**) admit to feeding their pet all they can eat at each serving



And over half (**56%**) recognise that they give their pets treats to get more affection



WHY SHOULD WE WORRY?



Owners like to pamper their pets, but overindulging or misunderstanding the amount or type of food required can have serious consequences for pet health



Like humans, pets need to be at a healthy weight; overweight pets may be more susceptible to diabetes, high blood pressure and heart disease, and they risk a shorter life span



JANUARY IS
*Walk
Your Dog
Month*

New year, new you...and new pup too! 

Strengthen the human-animal bond with your pet by celebrating “Walk Your Dog Month”! Having a work-out buddy always makes it easier to start a new exercise routine, so why not your dog? Burn some extra holiday calories together!

Annual Wellness Exams

During your pet's annual wellness exam, one of our technicians will get to know you and your pet and the lifestyle you lead together as well as their medical history. Once we understand your pet's individual circumstances, we can then make recommendations for preventative treatments including vaccines, parasite testing and medications, and blood screening.

Dr. Lockwood will then examine your pet from nose to tail! The information you present, along with their medical exam, will help us provide the highest quality, tailor made, plan for your pup! No one size fits all wellness plans here, just personalized medical care!

*What better way to promote the
human-animal-bond?*



What if my pet is sick?



If your pet is sick, a wellness exam would not necessarily meet their needs. A wellness exam is a routine medical exam of a pet who appears healthy as opposed to an exam of a pet who is ill. The goal of a wellness exam or “check up” is to maintain optimal health given their lifestyle. The goal of a **non-wellness exam** or a “sick visit” is to address a specific illness, symptom, or complaint.

Having your pet examined if they are ill, painful, or just not acting like themselves would qualify as a **non-wellness exam**. These exams are also an important part of the human-animal bond and maintaining a healthy relationship with your pets.

Never wait to have your pet examined if you suspect illness or have a medical concern.



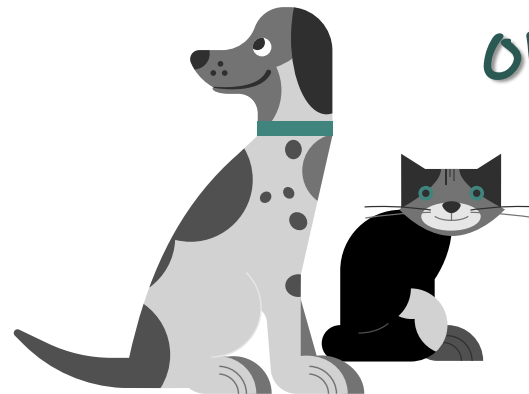
FEAR FREE

Taking the pet out of petrified.

POSITIVE REINFORCEMENT
BEHAVIOR REDIRECTION
BONDING
PATIENCE

Our staff is fear free
certified and human-
animal bond certified!

We want coming to the
vet to be a positive
experience for you and
your pets, never a fearful
one.



1



BE AN EXAMPLE

Your pet is more likely to be calm if you are. If you're stressed out before the vaccination appointment, your pet will feel your anxiety. High-pitched praise and rushed demeanor can quickly transfer stress to your pet, so try to keep a low, calm voice and give yourself plenty of time to get to the office.

2



TRANSPORT WITH CARE

Condition your pet to car trips with short drives around the neighborhood. Provide positive reinforcement by rewarding good behavior with treats. Your pet's carrier should be sitting flat, preferably on the seat behind the passenger seat and covered with a towel to reduce stimuli. Be sure large dogs are safely harnessed in the car as well. Stick to quiet, calming music, which some pets find soothing.

3



TAKE ADVANTAGE OF TREATS

Using treats to calm your furry friend may be more effective if he or she isn't visiting on a full stomach, so avoid feeding the night before, or give a very light meal the day of the visit. Fear Free Certified® veterinarians may use treats like peanut butter to soothe your dog during examinations or vaccine administrations.

4



UTILIZE SYNTHETIC PHEROMONES

Calming pheromones can be applied to the towel or liner of your pet's carrier with a simple spray. Synthetic versions of natural chemicals may help soothe stressed pets; separate varieties are available for cats and dogs. Fear Free Certified veterinarians often continue the use of pheromones in their office and on their clothing.

5



PARTNER WITH YOUR VETERINARIAN

Communicating all questions and concerns to your veterinarian is the best way to ensure your pet receives quality care and has a comfortable experience every time.

5 TIPS

For A Better Experience In Preparing Your Pet For A Vaccination Appointment



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out**

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- Find educational sources
- View upcoming events
- Find the pet portal and online pharmacy

Visit the Pet Portal!



Upload pictures of your pets



View and print patient records



Update contact information



View lab and imaging results



Request refill of medications



Schedule an appointment