



# POOCH NEWS



SPRING 2009

1.866.933.5111

www.ThePoochMobile.us



It's cool to get your dog vaccinated

## Vaccinate Your Dog... you might just save his life

**The simple fact is – if you don't vaccinate your dog he can get very sick or may even die.**

And preventative health care by vaccination not only saves you and your dog from unnecessary suffering but can save you money in the long run.

### But what exactly am I vaccinating my dog against?

**Rabies** is one of the most well known of all the viruses. Fortunately, through active vaccination and eradication programs, there were only 3 reported cases of human rabies in the US in 2006, although 45,000 people were exposed and required post-exposure vaccination and antibody injections. The transmission of the disease almost always occurs as a result of an infected animal biting a non-infected animal. Skunks, Raccoons, Foxes, Coyotes and Bats are the animals most likely to transmit the virus.

**Canine Parvovirus.** It can affect dogs of all ages but is far more serious in young pups and older dogs. This virus attacks the intestines causing bloodstained diarrhea, uncontrollable vomiting and abdominal pain.

**Canine/Kennel Cough** is a combination virus – from several diseases – and is easily spread when dogs congregate, including situations such as dog shows, obedience schools and boarding kennels. Among the infectious elements associated with Canine cough is the bacterium known as Bordetella and the canine viruses parainfluenza and distemper.

The symptoms are obvious – an unpleasant hacking cough that can last for weeks. Pneumonia can sometimes develop, so this is certainly worth guarding against.

**Canine Distemper** is a highly contagious viral disease affecting all dogs but putting puppies in particular at risk. It is most commonly associated with dogs, although ferrets are also vaccinated for it. It is a single-stranded virus of the paramyxovirus and thus a close relative of measles and rinderpest.

**Infectious Canine hepatitis** is an acute

liver infection in dogs caused by canine adenovirus. Also causes disease in wolves, coyotes and bears. The virus is spread in the feces, urine, blood, saliva, and nasal discharge of infected dogs. It is contracted through the mouth or nose where it replicates in the tonsils. The virus then infects the liver and kidneys.

### How often should I have my dog vaccinated?

Most vets agree that puppies should be given 2-3 immunizations in their first year as a minimum, followed by booster shots as appropriate. Speak to your vet for all the latest information on vaccinating your dog.



## IN THIS EDITION

Age-Proof Your Pooch	2
Bringing a New Puppy Home	3
A Dog's Dinner	5
Franchisee Story	6

### VACCINATION REWARD – FREE GIFT FOR YOUR DOG

To support vaccination awareness, The Pooch Mobile is offering a free doggy gift. Once you have had your dog vaccinated, within one month simply present the vaccination certificate to your Pooch Mobile Operator and you will receive a free gift with your next service.



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# AGE-PROOF Your Pooch



If you want your dog to live to a ripe old age, start age-proofing him now. It's never too early or too late to create healthy habits.

The most common problems vets see in older dogs include obesity, arthritis, tooth and gum disease, tumors, impaired senses, kidney disease, heart disease, liver disease and behavioral changes.

But preventative methods can help reduce the risk of disease in your dog in old age.

- Feeding the correct diet can greatly enhance the quality and length of a dog's life. Make sure you give your dog a nutritionally balanced diet. Limit scraps and naughty treats. This can prevent and delay

problems including obesity, kidney and heart disease. See the article 'A dog's dinner' elsewhere in this newsletter for more information on proper nutrition for dogs.

- Make exercise a priority. A recent US study found that on average, dogs that were a healthy weight for their age and size lived 1.8 years longer than those that were overweight.
- If you smoke, make sure you don't smoke around your dog as like us, dogs can also suffer from cancer-causing passive smoking. Asthma is another problem caused by second hand smoke.
- Arthritis is not only excruciatingly painful it can significantly reduce

a dogs lifespan. Include foods rich in omega-3 fish oils or dog food enriched with omega-3 oils in his diet to prevent the onset of arthritis.

- Watch for changes before problems become serious, and if you do notice a significant change, take your dog to the vet. Changes can include difficulty jumping, climbing stairs; changes in eating habits, sleeping patterns and toilet habits; bad breath or swollen gums; appearance of lumps or other skin problems; interacting less with family.
- Regular check ups with your Vet is recommended.

## Is your DOG in DANGER?

Most dog owners are completely unaware of the risks and frequency of collar strangulation accidents until it's too late. Prevent needless strangulation injuries and deaths with the KeepSafe Break-Away Collar.

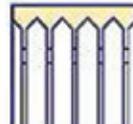
The Break-Away Collar looks and acts like a regular collar, however the safety buckle releases when pressure is applied. The safety buckle can then be snapped back together quickly & easily for continued



Where accidents frequently happen:



Two Dogs Playing



Fences / Decks



Crates / Kennels



Heating / Cooling Vents



Shrubs / Branches

use and the KeepSafe Collar can be used securely with a leash.

The most frequently reported accidents occur while two dogs are at play, on fences/decks, crates/kennels, heating/cooling vents, and branches or shrubs.

Ask your local Pooch Mobile operator for more information on **The Break-Away Collars** or call The Pooch Mobile Home Office on 303 770 5111.

### SPECIAL OFFER

Break-Away Collars only \$15.00 each and free shipping.

# Bringing a New Puppy Home

Getting a new puppy is an exciting time for most families and a bit of knowledge about how to manage your puppy, especially during those first critical few weeks, can limit the frustrations that can sometimes occur.

It's important to realize that your puppy may have just been separated from its mother and siblings and will probably whimper a bit and, of course there's the matter of toilet training.

A puppy usually needs to go to the toilet every two hours. Take your puppy regularly to the spot you've chosen so your puppy can relieve itself. People living in an apartment will need to choose a suitable room with a floor with a non-porous surface such as tiles, maybe a bathroom or laundry, and put lots of paper or

puppy training pads down in one corner for puppy to use.

The main times a puppy needs to go to the toilet are after eating, when it awakes and after exercise. This obviously means a bit of work on your part during the first two or three weeks, but diligence prevents a lot of accidents and fast-tracks your puppy to becoming toilet trained.

But if your puppy does have an accident you shouldn't reprimand it. Instead, reward your puppy with praise and a small treat when it chooses the correct area which will encourage it to do the same next time. To discourage the puppy from going in the wrong place again clean the area with a solution of one part white vinegar to four parts water to neutralize the smell.



Socialization is also extremely important for a puppy and this should be commenced at 8-16 weeks of age. Apart from socializing, basic training is also encouraged. Puppy Schools or training facilities are ideal and should teach your puppy to sit, lie down, stay, and endeavor to educate the puppies' owners about the importance of vaccinating, feeding, toileting, toys and keeping puppy safe from dangerous plants in the garden.

Above all, puppy school should be fun. Enjoy your puppy – they grow up too fast!



## FREE PUPPY WASH

As socialization is so important for your puppy, **The Pooch Mobile** will provide you with a **2 for 1** service for your puppy.

*This voucher entitles your puppy to a warm fresh water hydrobath, brushing, nail clipping, ear and eye cleaning, blow dry, deodorant and a puppy treat.*

Simply contact your local Pooch Mobile operator at

**1.866.933.5111**

or visit [www.ThePoochMobile.us](http://www.ThePoochMobile.us)

**Conditions:** Puppies under 6 months, second service free within 1 month of first service. Feel free to pass this voucher onto anyone with a puppy.

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[www.ColoradoPetChef.com](http://www.ColoradoPetChef.com)

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## WE CAN TRAIN ANY DOG!

Sorry, we don't train husbands, wives or kids!

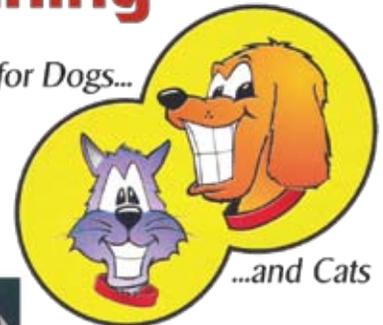


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[K9DentalService.com](http://K9DentalService.com)



# A Dog's Dinner

Gone are the days when you feed your dogs fatty left-overs and unhealthy meals. Like us, dogs need proper nutrition from the time they are puppies it is the owner who must be responsible for providing perfectly balanced daily meals. To have a long, healthy and happy life, a dog needs food that will provide the approximately 50 known essential nutrients in the correct proportions.

Dogs eating requirements are extremely different to people, and it is not good for them to eat the same foods as their owners. A dog's ideal diet consists of

proteins (meat, fish, eggs), fiber (vegetables), fats (vegetable and animal), minerals, and vitamins. The relative proportion of each of these elements is determined by three main factors.

Firstly, the size of the dog (a 10 pound Chihuahua is not likely to have the same diet as an 180 pound Saint Bernard). Secondly, the dog's physiological condition (growth, gestation, lactation, sporting activity and old age are all factors that change dietary needs). And finally, the dog's overall health status (in many cases, diet has become an important aspect of medical treatment).

Many people believe it is a good idea to change a dog's diet often, but this is not the case, since changes in diet disturb the intestinal flora, which is more fragile than ours. To ensure health and vitality throughout the dog's life, the dog's food must meet all its nutritional needs, without deficiency or overdose.

Feeding a balanced diet is essential for your pet, but it is very difficult to achieve a balanced diet with preparing homemade foods. Purchasing a good quality commercial pet food ensures that you are feeding your pet a completely balanced nutritional formula.

*Bon appétit!!*



**Used & Recommended  
by The Pooch Mobile**

Colorado Pet Chef is a locally owned and operated business. Pet Chef takes a lot of pride in providing something a lot of larger pet food businesses can't, quality, freshness, and good old fashioned personalized service at a very reasonable price.

All Natural, human grade ingredients are used. This means NO corn, wheat, fillers, chemical preservatives, artificial colors, or flavors are used to make this food, and they are the exclusive distributor of Pet Chef Express for Colorado. Food is made in small batches and delivered to Colorado directly from the manufacturer every 4-6 weeks. Pet Chef Manufacturer is AAFCO and European Union certified; they are family owned/operated and have never been involved in a recall since they started in 1974.

Colorado Pet Chef delivers to your door with pride and care, and they're in our neighborhood in the Denver/ Boulder metro area every week and the Castle Rock area on the first Monday of every month. Shop on their secure website or call with any questions and your order will be delivered on the next delivery day in your area. To see all Pet Chef Products, delivery schedule and nutritional information, check out [www.ColoradoPetChef.com](http://www.ColoradoPetChef.com) or call 303-388-2604.

Call or pick up a free sample of any dog food recipe from your local Pooch Mobile operator today!

**Colorado Pet Chef has earned a  
BBB Gold Star Award for customer  
satisfaction 2004-2008.**

# The Word on the Street...

## Teacher goes to the Dogs....

Many years, thirty-four to be exact, were spent in classrooms molding the minds of adolescents as an instructor of Spanish and English. My love of animals since my childhood in Cuba led me on the path to the work with animal rescue for the past eighteen years as founder of the English Springer Rescue of the Rockies, Inc. (ESRR) team, in Denver, Colorado. As if that weren't enough, I left a teaching career prematurely to join The Pooch Mobile family eighteen months ago.

During the annual PetExpo 2007 in Denver, Colorado, the ESRR

booth was located straight in front of The Pooch Mobile booth. For three days that cute trailer and I stared at one another. You might say that it was 'love at first sight', for all I did for the next week was think and dream of it! I broke the silent 'love affair' and I contacted the franchisors, Annie and Richard Ellmers, and behold, six months later, the 'affair' became 'marriage'.

My business is going strong! I enjoy meeting my human clients, as they come from every walk of life, and they love me for handling their pooch with respect. Most of all, I am grateful to work, daily, with my first love – pooches; they never cease to amaze me with their smart ways, and to teach



me about love. No more human adolescent drama for this teacher – I'm plenty happy with the canine type....

### Gladis Duarte

The Pooch Mobile Franchisee  
SE Aurora, Colorado

# DOG LOVERS WANTED!

**Take control of your financial future now!  
Do you have what it takes to be a Pooch Mobile Franchisee?**

*Dog Lover? – Passionate about operating your own business?  
Active outdoors person? – Great people and Communication skills? – Goal oriented?  
Enthusiastic and motivated? – Enjoys helping others and working as part of a team?*

**Join The Pooch Mobile and be in business for yourself – NOT BY YOURSELF.  
Call Annie today for more information 303 770 5111**

# Photo Competition

## What does your dog get into while you are out?

We are looking for Colorado's Dirty Dogs. Each edition of Pooch News will have an overall winner which will see your pooch receiving...a super hamper with various pet products plus a free dog wash. *\* serviced areas only*

**Please send your entry with photo:  
Pooch News Drawing**

5306 Malta Street, Denver, CO 80249

**Email:** info@ThePoochMobile.us

**File format:** High resolution TIF or JPG files.

*When submitting photos, you are giving The Pooch Mobile permission to use the pictures for other purposes.*



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