



## Mountainview Animal Hospital

Dr. Stephanie Ewing BSc., DVM and Associate

### OUR FOOD SHELVES HAVE A NEW LOOK

As we're sure most of you have noticed our food shelves are looking a little different lately (and we don't just mean the new glass doors to keep Tux out). We have always carried the veterinary exclusive line of diets made by a Canadian company called Medi-Cal. Medi-Cal has always been a high quality diet that many veterinarians trust and recommend to their clients. A few years ago, the company was purchased by Royal Canin, another well known name in the pet food industry.

Medi-Cal has always believed in what they call the 'Circle of Health'. This means that for the optimum health and well-being of our pets to occur there must be an integral relationship between nutrition, veterinary care and exercise. While Royal Canin has recently changed the name and packaging of Medi-Cal diets, they continue to believe in the 'Circle of Health' and will continue to market Medi-Cal / Royal Canin Veterinary Diet brands exclusively through veterinary clinics. This is because they realize that veterinarians and their staff are the best source of information regarding all three areas of the 'Circle of Health'. The diets are designed for optimum health through different life stages, and for the treatment and prevention of specific medical conditions and disease states.

Many of you may ask, why buy a diet from your veterinarian when the Royal Canin brand of food is available in the pet stores? The diets offered in the pet stores are completely different formulations than the ones offered in veterinary clinics. The diets offered in veterinary clinics fall into two categories, therapeutic and life stage. The therapeutic formulas are produced to address very specific health conditions and disease states; using food as medicine. The life stage formulas are designed to meet the nutritional needs of healthy animals. Both diets undergo extensive research and clinical trials to ensure efficacy and safety. They rely on the veterinarian to assess the needs of the individual and choose the most appropriate formula. In the veterinary clinic, the veterinary team are specialists on animal health and nutrition.

We have an established relationship with you and your pets which allows us to have a complete understanding of your pet's needs and lifestyle. We also have an educated knowledge about food and nutrition. We can best assess the unique needs of your individual pets based on multiple factors such as weight, body condition score, dental and joint health, skin and coat condition, and any previous existing medical concerns. From this, we can determine the very specific nutritional requirements of each individual pet and recommend a veterinary exclusive formula that is targeted to the specific needs of that individual. As experts, we can explain the benefits of the formula we are recommending and provide reasons for our recommendations.

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#### **The Bottom Line**

*Medi-Cal was launched by Veterinary Medical Diets (VMD) in October 1990 by three veterinarians and a Ph D. nutritionist. Their state of the art production facility is located in Guelph, Ontario.*

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## **The Bottom Line**

*The term "meal" simply refers to a ground material. Royal Canin's chicken meal is cooked, dehydrated & comprised of ground chicken meat, skin (for Omega Fatty Acids) and bone (for calcium). Chicken meal has a fine flour like consistency and is a highly digestible protein source.*



*Corn is not a filler as people often believe. It is a very nutritious and digestible ingredient. High quality corn that is finely ground provides energy, proteins, omega-6 fatty acids, vitamins, minerals, and anti-oxidants.*

One of the main advantages of a diet like Medi-Cal/Royal Canin is that they stay current with the newest scientific research in nutrition. So from time to time there will be changes or upgrades in the formulas. The diets that you have known and are familiar with have been recently modified to be more accommodating and beneficial to your pets at all life stages, and for pets of all shapes and sizes. Rest assured, the diets continue to maintain the high quality ingredients and nutritional benefits that you are used to. All of the diets have been enhanced with a special patented antioxidant blend that helps protect against free radical damage, as well as highly digestible nutrients that decrease feeding volume and stool quantity. The diets also include special digestive support that protect the gastrointestinal tract and decrease the likelihood of vomiting and diarrhea. Each new diet has been formulated to address all of the specific needs of your pets from the young large breed dog to the tiny senior cat.



Some of these improvements include:

- \* Increased glucosamine and chondroitin levels have been added to the large dog diets to prevent joint damage.
- \* Kibble size, density, shape and texture have been adapted to the smaller mouth and jaw of small dogs in the small dog diets.
- \* Supplemental levels of DHA (an omega-3 fatty acid) have been added to the puppy and kitten formulas to contribute to brain and nervous tissue development for puppies and kittens.
- \* High water binding capacity fibres have been added to the weight control diets to help contribute to the feeling of fullness so overweight pets will want to eat less.
- \* Supplemental green tea phenols to support oral health have been added to the dental diets.
- \* Supplemental levels of EPA/DHA, leucine, glucosamine and chondroitin, L-carnitine, and many other nutrients have been added to the mature diets of both dogs and cats to help provide optimal protein, energy and nutrient levels for our aging pets.

All of the diets are made using high quality ingredients. The sourcing and testing of all ingredients go through stringent quality control and utilize very specific safety parameters. The veterinary exclusive diets all have a very unique formulation. The scientific research involved in each diet focuses on the nutritional aspect of disease prevention and treatment. Combine this with an assessment of your pet by your veterinarian, then a proper diet recommendation can be made for your pet. As you can see, ideal nutrition is not a simple decision!



As well as the formulas being changed, the names of the diets have also changed. This was done to help be more specific to each pet's needs and lifestyle.

## The Bottom Line

*Pet food is best fed within one month of opening the bag but can be used for up to a few months. For optimum freshness you can freeze the dry food in an air tight container.*

*All Medi-Cal/ Royal Canin diets are guaranteed for palatability. If you purchase a bag and your pet does not eat it, you can simply bring the bag back for a full refund.*

*The new look:*



## Canine Diets:

Old Name	New Name	Who Should Eat This Diet
Preventive	Adult	Any adult dog
Development	Development Puppy	Puppies up to 8 - 12 months of age
Adolescent	Development Puppy Large Dog	Large breed puppies up to 18 months of age
	Weight Control Puppy	Chubby large breed puppies up to 12 months of age
Dental	Dental	Any adult dog
Weight Control/Mature	Weight Control	Overweight adult dogs
	Weight Control Large Dry	Overweight large breed adult dogs
	Mature Consult	Senior dogs

## Feline Diets:

Old Name	New Name	Who Should Eat This Diet
Preventive	Adult	Any adult cat
Development	Development Kitten	Kittens up to 12 months of age
Dental	Dental	Any adult cat
Weight Control	Weight Control	Slightly overweight cats
Mature	Mature Consult	Mature cats with no obvious signs of aging
	Mature Consult Moderate Calorie	Chubby mature cats with no obvious signs of aging
	Senior Consult	Mature cats with signs of aging or early renal disease

If you have any questions or would like more details about the changes Royal Canin has made to the Medi-Cal diets, please do not hesitate to contact us.

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### ***The Bottom Line***

*A cat can travel at a top speed of approximately 49km/hr over a short distance.*

*A cat can jump up to five times its own height in a single bound.*

*Christmas trees take an average of 7 to 10 years to mature.*

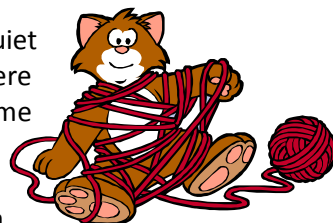


*The tradition of the Christmas stocking started in Holland during the 16<sup>th</sup> century. Kids would leave clogs filled with hay near the fireplace for Santa's reindeer. Santa would then leave treats behind for the children.*

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## **TIME WITH TUX**

Since moving into our new unit, I have had no trouble making the new clinic home. I love to explore, so my first day here was like an adventure! During the move I was lucky enough to stay at Dr. Ewing's house, that way I had some peace and quiet while there was lots of noisy construction and organized chaos happening here at the clinic. While "vacationing" at Dr. Ewing's, I was able to spend some time with Dr. Ewing's newest addition "Little Stinker," while her two older girls wanted no part of my visit (even though I tried my best to woo them). But let me tell you, "Little Stinker" definitely lives up to his name! He was such a little pest and did not do anything to help to make my vacation relaxing. In fact, I think staying at the clinic during the construction would have been more relaxing than dealing with him! Needless to say, I was very happy to return to the clinic where "I am boss". I have a few spots in the clinic that I have chosen as my favourite resting spots. My two favourite spots are on the blood machines in the lab or on the comforters stored on the top shelves in the treatment area. Wherever I choose to nap, I never mind being interrupted for a pet or snuggle. That's my favourite part of the day!



## **HOLIDAY HOURS**



Dec. 24th – Christmas Eve: Open 9:00 am – 12:00 pm

Dec. 25th – Christmas Day: Closed

Dec. 26th – Wednesday: Closed

Dec. 31st – New Years Eve: Open 9:00 am – 12:00 pm

Jan 1st – New Years Day: Closed

Unless otherwise specified here, Mountainview Animal Hospital will be open during its regular office hours. Animals in the hospital over the holidays will receive the same great care and attention as always. For those patients requiring emergency care over Christmas and New Years, the Emergency Veterinary Clinic on Hwy 10 will be open to serve your pet's medical and surgical needs. You can call ahead at 905-495-9907 or go directly there. The Emergency Veterinary Clinic is located on the south east corner of Highway 10 and Wexford Rd, just one block north of Bovaird (Highway 7).

From all of us at Mountainview Animal Hospital,  
we wish all of you

**A Very Merry Christmas, A Joyous Holiday  
Season and A Happy New Year**