

The Clinic Chronicle

Quarterly E-Newsletter - Winter Edition 919.929.0031

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New Newsletter for the New Year!

Welcome to Carrboro Plaza Vet's first E-Newsletter. We hope you enjoy our new quarterly electronic publication as we share what's going on with us in the world of pets, special offers, events, stories, and more. And we encourage you to share with us as well. You may send us your pet pictures with captions to go on our website's [pet gallery](#), or you can submit a story of your pet to be considered as our [pet of the month](#). That honor currently belongs to Montana. Check out his story [here](#).

Did you know we offer [Boarding & Bathing?](#)

Website Wonders

Our recently renovated website has plenty of exciting new features like our [video](#) ad. You can view a [map](#) to our clinic, and take a [virtual tour](#) to see what it will look like once you get here. The virtual tour offers a sneak peak at the inner workings of the clinic, so you can have a better idea of where the doctors are working when they step out of your room. The students (and hip parents!) out there can even join our [Facebook group](#). So, I encourage you to spend some time exploring www.carrboroplazavet.com because there are plenty of new features and resources.

Share your thoughts. Take our [survey](#).

Lobby Layout

In addition to our online remodeling, we've reorganized the lobby as well, and we invite you to stop by and check it out. We always welcome canine companions to stop by just for a treat, in order to help build positive associations with their friends at the vet clinic. We encourage you to bring your little ones whenever you drop in to buy products, are shopping within the plaza, or are on your way to nearby [Anderson Dog Park](#). And while you're here, check out our Frisbees (\$5) and Tote Bags (\$10 - great for environmentally friendly shopping) to help raise money for our pet charity fund.

Teeth Time

It will soon be February, which is recognized in the pet world as Pet Dental Month. We highlight a month for dental care because dental health can greatly affect quality of life. Think about how often you use your mouth and you can understand why. And as with much of health care, prevention is far cheaper and better for you in the long run than is treating a problem after the fact. So call to schedule a dental cleaning for your pet or stop by and see our special selection of dental products and treats!

Toothpaste – poultry flavored; most dogs and cats like the taste

Fingerbrush – fits on your finger like a thimble; sometimes it is easier to introduce to your pet than a toothbrush.

CET Enzymatic Chews – rawhide treated with enzymes to help break down plaque while your dog chews

Hill's T/D Diet – has a brushing action as your dog or cat eats; morsels are chewy, not crumbly

CET Oral Hygiene Gel – helps guard against plaque when brushing isn't possible

CET Aquadent Chlorhexidine Rinse – pet mouthwash (add to drinking water); kills bacteria in the mouth

Greenies – all natural, nutritious treat that cleans teeth and freshens breath while your dog chews

Did you know we see Pocket Pets like rabbits, hamsters, & more?

Meet a Member of the Staff - Technician



Jenny, pictured here assisting in a dental cleaning, has been at Carrboro Plaza Vet for 10 years, and in the pet healthcare field even longer than that working at another clinic in the area and at the Orange County Animal shelter totaling 14 years! Her passion for animals extends beyond her work and she plans to have her own farm someday soon, including a section of the farm devoted to conserving rare animals. She has rescued 3 cats and 2 dogs that now call her mom. She is a strong believer in opposing breed specific legislation, and advocates educating the public on what great companions pit bulls can make. Take a tip from Jenny: *a dental a year keeps the mouth disease clear!*

Did you know we are [AAHA Accredited](#)? Only 15% of Veterinary Clinics in the US meet this high standard of practice

Try These Tips for Home Dental Care

Getting your pet accustomed to having its teeth brushed.
DO NOT USE HUMAN TOOTHPASTE!

1. Select a time when both you and your pet are relaxed.
2. For the first few days, simply hold your pet normally and gently stroke your pet's cheeks with your finger for a couple of minutes. Then reward him with treats and lots of praise. This gets him used to you handling his mouth.
3. Once he is comfortable with step #2, hold him as before and lightly rub your fingertip over his teeth for a couple of minutes. To make this more enjoyable for your pet, dip your finger in tuna juice or chicken broth. Remember to give him lots of praise!
4. Next, let your pet sample a small amount of pet toothpaste. Use this to replace the tuna juice or chicken broth when rubbing your pet's teeth. Let your pet get completely comfortable with this before advancing to the next step.
5. Introduce your pet to a fingerbrush or toothbrush. With a slow circular motion, gently brush one tooth and the gumline around it. Each day, gradually increase the number teeth brushed, but do not go beyond your pet's point of comfort. Build up to 30 seconds of brushing per side. Be sure to give plenty of praise and treats after each session! Remember, the idea is to make teeth cleaning enjoyable for your pet!

Do you know what to do if your pet was lost? [click here](#)

Meet a Member of our Staff - Doctor



Dr. Randell is pictured here during a live radio broadcast in Fall '08 to discuss our annual [Fall Pet Food Drive](#) with local radio celebrity Ron Stutts

Many of you may know or have met Dr. Sheri Nutter Randell (featured left). She graduated from NC State College of Veterinary Medicine in 1987. She attended UNC Chapel Hill for her undergraduate work. As the founding doctor of this clinic, and one of the five doctors currently practicing here, she has had her hand in the animal care community in this area for nearly two decades. Dr Randell and her husband have a blended family of 4 children. She enjoys travel and was part of a veterinary delegation to China in 2000. She has a 12-year-old lab and a one-year-old cat.

Have you heard about Dental Vaccines? They work like other vaccines, cost about the same, & help protect your pet against periodontal disease. Ask about them at your next appointment!

Meet a Member of our Staff – Receptionist



Jake is in his 3rd year as a part of the Carrboro Plaza Vet family, and is always hard at work helping out people and pets on the phones, at the counter, and pulling files-even the ones that don't want to budge! He is no stranger to pet care as someone who pet-set as a kid, and worked at vet clinics in high school. He is the proud parent of a brother and sister pair of 4-year-old orange tabbies. As a hobby Jake enjoys going on the radio to talk both pets and politics, and he is currently applying to UNC's Masters of Public Administration Program.

Did you know Carrboro Plaza Vet does microchipping?

So, everybody take some advice from Hera, bundle up, stay warm, and look out for our Spring Edition!



Happy New Year,

Jake
Administrative Assistant
Carrboro Plaza Vet
www.carrboroplazavet.com

Have you heard our humorous radio spot yet? [click here](#)
(you may reply to this e-mail to unsubscribe)