

# One Unique Marketing Tool ...



Branded for YOUR business with YOUR special offer.

## COLD NOSES NEWSLETTER

"DOGS ARE NOT OUR WHOLE LIFE, BUT THEY MAKE OUR LIVES WHOLE." (R. CARAS)

The Newsletter for the Obsessed Dog Lover  
April 2017

### HEARTWORM AWARENESS MONTH

WHAT YOU DON'T KNOW COULD HURT YOUR DOG

Ahhh, the joys of spring! Warm temperatures, blooming flowers and trees and ... the ever-hungry mosquito! Which means a real threat of heartworm disease to your dog (as well as cats and ferrets!).

Think you can ignore it? If left untreated, it's fatal.

Heartworm disease is usually subtle and often missed because the parasitic, foot-long roundworms live unseen inside your dog's heart, lungs and their blood vessels. While heartworm primarily affects the heart and lungs, it can also harm the liver, kidneys, eyes and nervous system.

**WAIT, IT GETS WORSE ...**

If all that wasn't scary enough, there's one more thing you must know: heartworms can live for 5-7 years in dogs, and if your dog is left unprotected, they can be re-infected each season leading to an insurmountable health crisis.

**SYMPTOMS: HEARTWORM DISEASE**  
(SEE "ONE MINUTE DOG TIP" ON RIGHT)

**ANNUAL TESTING IS CRUCIAL**

Testing for heartworm is crucial every year to catch possible infection early (even if your dog has been consistently protected). Dogs (seven months and older) should be tested before starting heartworm prevention. If prevention has lapsed - even for a month - or never been used, dogs need to be re-tested after six months before restarting medication. Why? It can take more than six months for a dog to test positive after being bitten by an infected mosquito. This is because any heartworms must be at least 7 months old before they can be detected.

**SPRINGTIME MEANS TICKS TOO!**  
(SEE INFOGRAPHIC ON REVERSE)

**HEARTWORM TREATMENT**

Heartworm treatment has come a long way and most dogs can now be successfully treated.

Treatment includes:

- Re-confirming the diagnosis of heartworms
- Restricting all exercise
- Stabilizing the dog's health & disease
- Administering the Treatment Protocol
- Retesting and Prevention

(Sources: PetHealthNetwork.com, HeartwormSociety.org and CAPCVET.org (Comparative Animal Parasite Council))

### THE ONE MINUTE DOG TIP

SYMPTOMS: HEARTWORM DISEASE

Below are the typical symptoms of heartworm disease. However, by the time these symptoms become apparent, the disease may already be extensive. If your dog exhibits any of the following symptoms, get to your vet as soon as possible for a proper diagnosis.

**Initial Symptoms**

- Lethargy and Fatigue
- Coughing
- Weight Loss
- Lack of Appetite
- Intolerance of even regular exercise

**Advanced Symptoms (Requiring Surgical Intervention)**

- Swollen Belly
- Labored Breathing
- Pale Gums
- Dark Bloody or Coffee-Colored Urine

(Source: HeartwormSociety.org)

APRIL SHOWERS BRING FORTH MAY FLOWERS.  
(PROVERB)

**HoneyLicks**

**INTRODUCING**  
the healthy and long-lasting treat (for adult dogs)!

SPOIL your dog & help SAVE the bees through the Planet Bee Foundation.

**Enjoy \$5 off our Combo Pack**  
(Honey Bacon and Plain Honey)

Use Promo Code: 5OFFCNN on HoneyLicks.com.

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## 10 Benefits

1. Establish yourself as an **expert** in your niche with valuable and timely K9 content.
2. Get their **attention** by placing it into their hand.
3. Have a retail store? **Build your email list** by getting an email address (in exchange for the newsletter) at your checkout/Point of Sale.
4. **Grow your community** and **word-of-mouth** by giving your clients a few extra copies and asking them to share with friends, family and neighbors.
5. With information readers will want to save, this printed newsletter offers a **longer "shelf-life"** in keeping your business front and center in your customer's mind.
6. Use it as a **direct mail** piece:
  - Reach out to old clients and remind them to visit your business, use your services again or buy new products.
  - Reach out to new potential clients.

7. **Cross-promote** with other local dog businesses and offer the printed newsletter as a free take-away. Your potential, ideal clients are already at the vet's office, groomers, doggie daycare, pooper-scoopers, pet stores, dog sitters and dog walking businesses; and they are ready - and eager - to buy what you offer!
8. **Partner** up with another local dog business on the newsletter (we'll co-brand the issue for you both) and get immediate access to each other's clients.
9. Use as a **handout** at local events, trade shows and pet fairs instead of an expensive brochure that doesn't offer relevant, valuable information dog-owners can immediately use along with motivation of a special coupon/offer.
10. Each month, use our content:
  - As posts for your **blog**.
  - As snippets on your **social media**.
  - As **teasers** on your social media that leads the reader **to your website** to finish reading the rest of the article.

### AT A GLANCE: READY FOR TICK SEASON?

(POST ON YOUR REFRIGERATOR AS A HANDY REMINDER)

#### WHAT YOU NEED TO KNOW TO PROTECT YOUR DOG

**6 PLACES TO FIND TICKS ON YOUR DOG**  
Ticks love dark, warm and moist areas.

- Ears, Neck and Head
- Eyelids (Be sure it's not a skin tag first)
- In the Groin Area
- Between the Toes
- Under Clothes, Collars, Harnesses

**"WHO'S WHO" IN THE TICK WORLD + THE K9 DISEASE(S) THEY CAUSE**

<b>Deer Tick</b> Anaplasmosis (Dog Fever or Dog Tick Fever) Borrelia (Lyme Disease)	<b>Lone Star Tick</b> Ehrlichiosis (one of the most common and dangerous diseases)
<b>Western Black-Legged Tick</b> Anaplasmosis (Dog Fever or Dog Tick Fever)	<b>Brown Dog Tick</b>
<b>Gulf Coast Tick</b> American Canine Hepatozoonosis (through ingestion by the dog)	<b>American Dog Tick</b> Rickettsia Rickettsii (Rocky Mountain Spotted Fever (RMSF) or Blue Disease)

Copyright 2017 © ColdNosesNews.com Sources: PetMD.com (2017 Fleas & Tick Survival Guide) PetCareRx.com CaniLyme.com (Canadian Lyme Disease Foundation)

### CANINE FIRST AID BASICS

TOP 3 BENEFITS OF RAW HONEY

Honey has been used throughout history because of its healthy properties and benefits.

These benefits also extend to our 4-legged canine friends. Keep reading to learn how raw honey can help your K9 friend.

**Benefit #1**  
Particles in raw honey help reduce seasonal allergies in dogs by boosting their immunity.

**Benefit #2**  
Raw honey has both anti-bacterial and anti-microbial properties making it an effective healing agent for cuts, injuries, burns, infections and wounds.

**Benefit #3**  
Raw honey can also be used internally for issues like kennel cough, digestive issues and stomach ulcers.

**Do not give honey to puppies under one year old.**  
Also, if your dog is overweight or diabetic, check with your vet first before giving honey.

(Sources: DogsNaturallyMagazine.com & Whole-Dog-Journal.com)

**HONEY & CINNAMON TREATS**

A healthy, simple dog treat recipe with both honey and cinnamon. This spice also has wonderful benefits for our dogs including:

- Anti-inflammatory properties;
- The ability to slow or stop bacteria growth;
- The regulation of a dog's blood sugar; and
- Fighting the fungus behind yeast infections.

Plus, it smells paw-sitively awesome!

**HONEY & CINNAMON TREATS**

1-1/2 cup whole wheat flour  
1/2 cup milk  
1 teaspoon cinnamon  
2 tablespoons honey

Preheat oven to 350° F. Line a baking sheet with parchment paper or a silicone baking mat.

Mix all ingredients in a large bowl until well combined.

Knead dough into a ball and roll onto a floured surface, 1/4 inch thick. Cut into squares or your favorite shapes with a cookie cutter.

Bake for approximately 15 minutes until browned around the edges. Cool and store in the refrigerator.

(Source: DoggyDessertChef.com)

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