



Dog Day, Every Day!

"Dog Tales" NEWSLETTER

February 2009 Issue

WELCOME NEW PACK MEMBERS!

🐾 Ginger L. 🐾 Marko 🐾 RC 🐾 Liberty 🐾 Cinnamon
 🐾 Walter 🐾 Lacey 🐾 Harley H. 🐾 Colt
 🐾 Brody J. 🐾 Molly Ru. 🐾 Max 🐾 Big Guy



We're so happy you have joined us here at **DogDay, Every Day!**



THE LATEST PACK NEWS:

All the dogs at Dog Day Every Day are enjoying playing in the snow! They play outside for a little while then run back inside to the heat and the couches to warm up! Lots of our dogs are sporting new sweaters and jackets too this winter! Izzie and Joey even have matching outfits! They're too cute! One of our customers has just opened her home to another rescue dog named Marko, who loves coming to Dog Day with his sister Meka! A couple of our new dogs such as Lacey, Molly Ru, Harley H., and Cinnamon have all made a ton of new friends here! We're glad they decided to join all the fun here at Dog Day!

SPECIAL THANKS:

Dog Day Every Day is enjoying 2009 so far! All of the Santa pictures have been posted online on our website: dogdayeveryday.com. We hope you enjoy viewing them! Also Dog Day has opened a new little shop in the front lobby for your convenience. There are lots of items for sale such as leashes, collars, toys, and dog clothes! We have added cute new paw prints on the walls inside the daycare too, so make sure to peak through the viewing windows! We also would like to thank Tonka & Sofie's mom, Susan, for donating some cute dog clothes! We are always accepting donations for things for the dogs here such as used furniture, dog beds, blankets, sheets, carpets, mats, or anything you can think up! Thanks to all our faithful customers who make us possible! Have a great February and a Happy Valentine's Day!



TREAT YOUR DOG TO A SPA DAY!



If you want to give your dog some extra special pampering, we offer pawdicures & baths. Rates are:
 Pawdicure - \$8 for under 50 lbs, \$10 for 50-100lbs, \$12 for 100 & up
 Bath - \$10 for under 50 lbs, \$15 for 50-100 lbs, \$20 for 100 & up



*I bought my grandmother a seeing eye dog, but he's a little sadistic.
 He does impressions of cars screeching to a halt. Larry Amoros*



HAPPY BIRTHDAY FROM ALL OF US at **Dog Day, Every Day!**

🐾 Katie 🐾 Meka 🐾 Spencer B.
 🐾 Molly Ru. 🐾 Tucker L. 🐾 Chili 🐾 Obe-Wan
 🐾 Gunner 🐾 Maja 🐾 Kasey



Don't forget: If you tell a friend about us and they bring their dog, they get a free day, and you get a free day too! They can even print their paperwork from our website: www.dogdayeveryday.com



Brushing your dog's teeth should not be a chore for you or your dog. Instead, it should be an enjoyable time for both of you. If you take things slowly at the beginning and give lots of praise, you and your dog will start looking forward to your brushing sessions. But first, gather together what you will need.

Toothpastes and rinses: There are many pet toothpastes on the market today. Make sure you use a pet toothpaste. Toothpastes designed for people can upset your dog's stomach. Pet toothpastes may contain several different active ingredients. Various veterinary dentists have recommended those toothpastes, gels, and rinses that contain chlorhexidine, hexametaphosphate, or zinc gluconate. For dogs with periodontal disease, fluoride treatments or toothpastes may be prescribed by your veterinarian.

(Please do not use any human fluoride containing toothpastes on your pet.) Flavored toothpastes can make tooth brushing more acceptable to pets.

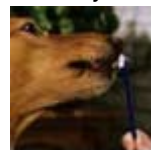
Toothbrushes, sponges, and pads: The real benefit of tooth brushing comes from the mechanical action of the brush on the teeth. Various brushes, sponges and pads are available. The choice of what to use depends on the health of your dog's gums, the size of your dog's mouth, and your ability to clean the teeth. Use toothbrushes designed specifically for pets – they are smaller, ultra-soft, and have a somewhat different shape. Finger toothbrushes that do not have a handle, but fit over your finger, may be easier for some people to use. For some dogs, starting out with dental sponges or pads may be helpful since they are more pliable. Dental sponges have a small sponge at the end of a handle, and are disposable. They are softer than brushes. Dental pads can help remove debris from the teeth and gums but do not provide the mechanical action that brushes do.

Where to begin: This should be fun for you and your dog. Be upbeat and take things slowly. Do not overly restrain your dog. Keep sessions short and positive. Be sure to praise your dog throughout the process!



1.First, have your dog get used to the taste of the toothpaste. Pet toothpastes have a poultry, malt, or other flavor so your dog will like the taste. Get your dog used to the flavor and consistency of the toothpaste. Let your dog lick some off your finger. Praise your dog when he licks the paste and give a reward (really tasty treat). If your dog does not like the taste of the toothpaste, you may need to try a different kind. Continue this step for a few days or until your dog looks forward to licking the paste.

2.Next, have your dog become comfortable with having something placed against his teeth and gums. Apply a small amount of paste to your finger and gently rub it on one of the large canine teeth in the front of the mouth. These are the easiest teeth for you to get at and will give you some easier practice. Be sure to praise your dog and give a tasty treat or other special reward (e.g., playing ball).



3. After your dog is used to the toothpaste, and having something applied to his teeth, get him used to the toothbrush or dental sponge you will be using routinely. We need to get your dog used to the consistency of these items, especially the bristles on a brush. So, let your dog lick the toothpaste off of the brush so he gets used to the texture. Again, praise your dog when he licks the paste and give a really great treat or other reward. Continue this step for about a week, making sure your dog readily licks the paste off of the brush.

4.Now your dog is used to the toothbrush and toothpaste and having something in his mouth. So the next step is to start brushing. Talk to your dog in a happy voice during the process and praise your dog at the end. Lift the upper lip gently and place the brush at a 45° angle to the gum line. Gently move the brush back and forth. At first, you may just want to brush one or both upper canine teeth. You do not need to brush the inside surface of the teeth (the side towards the tongue). The movement of the tongue over the inside surfaces keeps them relatively free of plaque. Be sure to praise your dog, end on a good note and give a tasty treat or other great reward.

5. When your dog accepts having several teeth brushed, slowly increase the number of teeth you are brushing. Again, by making it appear to be a game, you both will have fun doing it.

How often? Certainly, the more often you brush the better. Always aim for daily dental care for your dog, just as you aim for daily dental care for yourself. The hardest thing about home dental care for dogs is just getting started. Once you have done it for a while, it just becomes part of your daily routine. If you cannot brush daily, brushing every other day will remove the plaque before it has time to mineralize. This will still have a positive effect on your dog's oral health.



Until next month, remember.....Wag More, Bark Less