



Pure Paws  
Veterinary Care

# PUPPY CARE

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Everything you need to know  
about caring for your new puppy



# CONGRATULATIONS ON YOUR NEWEST FAMILY ADDITION!

It was so nice to meet you and your new forever friend.

A new puppy is exciting, and we could not be happier that you chose Pure Paws Veterinary Care as a trusted partner in keeping your pet healthy! The beginning stages of life are unique for each dog. For this reason, we treat every patient as an individual and consider a unique clinical perspective. We will discuss your puppy's lifestyle and work together to promote not only a happy and healthy first year, but a lifetime of wellness!

**Services that we may recommend are included in this puppy care pack.  
The following services include:**

- Wellness Examinations
- Vaccinations
- Parasite Control
- Diagnostic Testing
- Microchipping
- Spay/Neuter Procedure
- Dental Care
- Fecal Tests
- Pet Insurance
- Online Pharmacy
- Emergency Care

We strive to always be here when you need us. Our hospital is open 7 days a week and our doctors and staff are available by e-mail after-hours, so don't hesitate to give us a call or send us an email if you need anything at all! If your puppy is ever in need of emergency medical attention, please call us at (917) 534-7838 right away.



# WELLNESS EXAMS

A lot can happen in one year. That's why we highly encourage our clients to visit us at least once a year. Some pets may benefit from multiple visits a year depending on their age and health. During a wellness exam, one of our doctors will examine your pet from nose-to-tail, gaining a better picture of their overall health, as well as check for any areas of concern. Simply by looking at their eyes, ears and oral cavity, feeling joints, muscles, and the abdomen, and listening to the heart and lungs, we are able to detect potential abnormalities during early stages when they are most treatable.

# VACCINATIONS

Vaccines play a vital role in preventative care, preventing diseases that were once fatal. Every pet is different, meaning they require different vaccines based on lifestyle, risk of exposure, disease severity and infectiousness to humans.

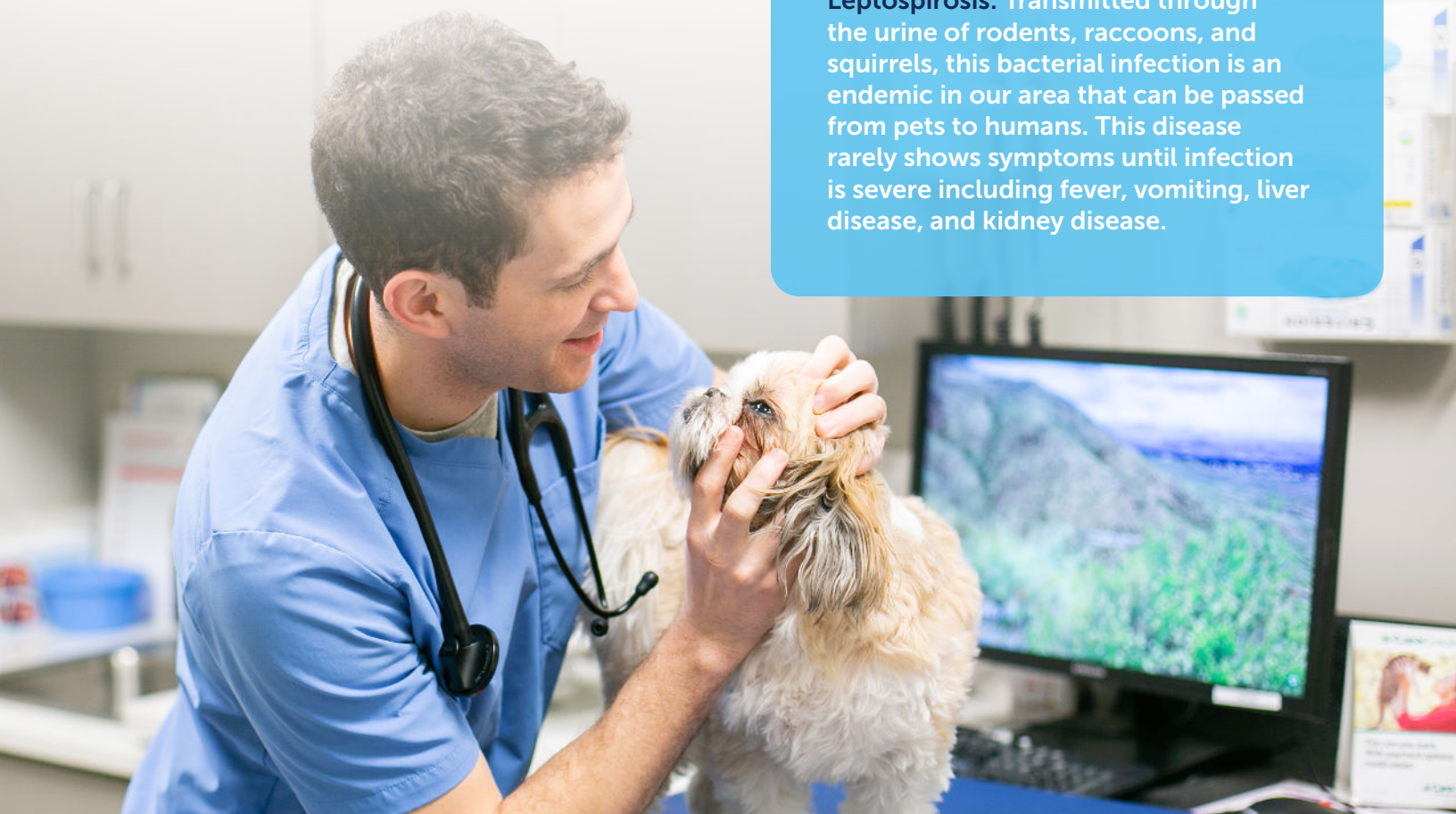
**DHPP:** Most dogs are exposed to distemper, hepatitis, parvovirus and parainfluenza during their lifetime. These diseases are highly contagious and harmful, yet easily prevented with a DHPP vaccination series.

**Rabies:** Required by New York state law, this vaccine protects your puppy against rabies, a dangerous and deadly neurological disease with no known cure.

**Bordetella:** Kennel cough is a highly contagious upper respiratory infection that causes a dry hacking cough that can linger for 6 weeks or more. If your dog is kenneled, groomed, shown, or around other dogs, semiannual vaccinations are not only recommended, but required by many facilities.

**Lyme Disease:** Transmitted by ticks, Lyme disease often shows little to no symptoms and can lead to severe illness if left untreated. Unfortunately, city dogs are not immune to the dangers of tick-borne illnesses!

**Leptospirosis:** Transmitted through the urine of rodents, raccoons, and squirrels, this bacterial infection is an endemic in our area that can be passed from pets to humans. This disease rarely shows symptoms until infection is severe including fever, vomiting, liver disease, and kidney disease.





## PARASITE PREVENTION

Parasites pose a greater threat during warmer months, but they are actually present year-round. To keep your pet protected from fleas, ticks, intestinal parasites and heartworms, we strongly recommend routine testing and year-round preventative medication. We also like to educate our clients on common symptoms and ways to control parasites in and around their home for a healthy and parasite-free pet 365 days a year.

## MICROCHIPPING

Microchips provide your pet with a unique identity that will last a lifetime. This permanent form of identification is painlessly implanted beneath your pet's skin much like a vaccination. About the size of a grain of rice, a tiny microchip holds your contact information, protecting the special bond between you and your forever friend. Losing your pet is scary, but microchips make a reunion more possible.

We highly recommend all pets be microchipped as a permanent form of identification, even indoor pets!

## DIAGNOSTIC TESTING

At Pure Paws Veterinary Care, we strongly recommend lab work during your pet's annual exam as a pro-active step of preventive care. Lab work helps us pinpoint hidden conditions and changing health trends that may display little to no symptoms. This is especially beneficial in identifying a condition early-on when it is most treatable and cost-conscious. Along with general wellness and disease detection, lab work guarantees the safety of our patients prior to administering anesthesia and prescribing medications. Testing and lab work available at our hospital includes:

- **Fecal & Giardia Tests** make sure your puppy is free of intestinal parasites.
- **Deworming** may be necessary if your puppy's fecal or giardia test is positive.
- **Annual Bloodwork** ensures your puppy has no underlying health conditions that are undetectable during a physical exam.
- **4Dx Tests** check for heartworm disease and tick-bore diseases such as Lyme disease, ehrlichiosis, and anaplasmosis.



# DENTAL CARE

If you've ever cringed at the smell of your pet's breath, chances are they are suffering from dental disease. Just like humans, dogs and cats need to have their teeth cleaned to prevent plaque and tartar build-up. Over time, oral bacteria leads to gum disease, a very painful condition that can lead to tooth loss and decay, causing difficulty and discomfort, especially while eating, playing and chewing.

What many pet-owners don't realize is that dental disease puts a dog and cat's overall health at risk. Oral bacteria has the potential to enter the bloodstream, making its way to your pet's vital bodily systems such as the heart, lungs, liver and kidneys. Over 80% of dogs and 70% of cats develop some stage of dental disease by the age of three, making it the most common condition affecting both dogs and cats. At Pure Paws Veterinary Care of Hell's Kitchen, it is our goal to not only offer safe and advanced dental services for our patients, but also to educate clients on proper at-home dental care to promote a healthy mouth and an overall healthier pet in between visits.



**If you notice the following symptoms, let us know so we can ensure your pet is dental disease-free and safe from the health complications dental disease can cause:**

- Bad Breath, commonly referred to as 'doggy breath'
- Red and swollen gums
- Difficulty chewing or eating
- Discolored or loose teeth

**Protect your pet's smile with:**

- Daily brushing
- Annual exams
- Food, toys, & treats specially formulated for dental care

**Our hospital offers a simple, comprehensive dental care package at an affordable price.**

## **OUR COMPREHENSIVE 5-STEP DENTAL CLEANING PACKAGE**

### **1. The Visual Dental Examination**

Not all signs of dental disease are easily detected. Your veterinarian will look for other tell-tale indicators, like plaque & tartar build-up, discolored teeth, broken or loose teeth, swollen or bleeding gums, excessive drooling, difficulty chewing, and more.

### **2. The Pre-Anesthetic Evaluation**

To maximize safety and minimize the risks associated with anesthesia, a resting electrocardiogram will be read by a cardiologist and blood will be collected to confirm.

### **3. Anesthesia & Monitoring**

Anesthesia enables us to perform the dental cleaning safely with the least amount of pain or stress to your pet. Cardiac monitoring allows us to record heart rhythms and blood pressure levels during the dental cleaning.

### **4. Digital Dental Radiography**

Digital dental radiographs help us to identify diseased, broken, and fractured teeth; detect subgingival masses, infection, and foreign objects; and confirm treatment success.

### **5. The Professional Dental Cleaning**

The oral cavity will be deep cleaned above and below the gum line using modern dental equipment that is similar to what you would expect to find at a human dentist office. Scaling, polishing, flushing, and disinfecting are included.

**Talk with a member of our staff to find out more about this dental package and its cost.**



# SPAY/NEUTER PROCEDURE

At Pure Paws, the spay/neuter procedure is a key component of wellness care. Let us help you be a conscientious caretaker to your canine companion by providing key information on the procedure itself, and the health and behavioral benefits it provides.

## WHAT IS A SPAY/NEUTER PROCEDURE?

**Spaying** is a complete ovariectomy of female dogs, or the surgical removal of the ovaries and uterus.

**Neutering** is the surgical removal of both testicles in male dogs. Do not fret - it sounds scarier than it is. Your dog won't miss them!

## WHY IS A SPAY/NEUTER PROCEDURE SO IMPORTANT?

**For your individual pet**, spay/neuter procedure benefits his or her overall health by preventing life-threatening diseases, undesirable behaviors, and unwanted litters.

**For the pet population**, spay/neuter procedure helps curb pet overpopulation and frees up much-needed space in animal shelters.

## BENEFITS OF A SPAY/NEUTER PROCEDURE

### **Spaying female dogs prevents:**

- The urge to roam
- Aggressive behaviors
- Messy heat cycles
- Howling
- Uterine & mammary issues, including cancer & infection
- Unwanted litters

### **Neutering male dogs prevents:**

- The urge to roam
- Aggressive behaviors
- Urine marking
- Testicular cancer, prostate disease, & enlarged prostate
- Unwanted litters

**The procedure also promotes longevity and loyalty & affection towards humans!**

## COMMON MYTHS

**My dog will gain weight.** The natural aging process typically affects weight gain in dogs more than other variables (similar to many humans' experiences!) It is true, however, that decreased hormone levels may lower your dog's activity. The solution to this is simple: proper diet and adequate exercise.

**Female dogs need to complete a heat cycle before being spayed.** The less heat cycles your dog has before being spayed, the less likely she will be to develop issues like mammary cancer and uterine infections.

However, some dogs may benefit from going through one heat cycle. Please discuss this with your veterinarian.

**Male dogs' personalities change after being neutered.** Your pet's unique personality and spunk will still be there after being neutered. The only difference will be the potential for naughty behaviors, like aggression, urine marking, and roaming.



# THE IMPORTANCE OF FECAL TESTING

When it comes to intestinal parasites, early detection and prevention are critical. Even seemingly healthy pets may be infested yet show no outward symptoms. It is important to treat intestinal parasites right away to avoid further health complications and the spread of infection to you and your family.

WORMS	SINGLE-CELL ORGANISMS
Roundworm	Coccidia
Hookworm	Giardia
Whipworm	
Tapeworm	

Symptoms are often minimal or non-existent. Common signs of parasite infestation include diarrhea, vomiting, weight loss, change in appetite, and skin irritation, itching, or scooting.

Intestinal parasites are found in dirt, grass, and sand. Pets become infected by ingesting larvae from a contaminated environment, consuming infected prey or fleas, and larval penetration of the skin. Eggs can survive in your pet's feces for months! Infection is as simple as the debris we track into our homes on our shoes. This means even indoor pets need annual testing and monthly preventives!

## TREATMENT

Treatment depends on the parasite and will come in the form of a pill, powder, or liquid. Treatment typically only takes a few days and is easily administered at home. Note that many over-the-counter medicines and de-wormers may not be effective in eliminating all types of parasites. It is in your pet's best interest to visit the veterinarian! We also highly recommend a follow-up fecal exam 4-5 weeks following treatment to make sure your pet is completely parasite-free.

## PREVENTION

Yearly fecal exams are essential to keep your pet healthy and prevent the spread of intestinal parasites. If your pet's fecal exam proves positive, please wash your pet's bedding on high heat and clean their living space to prevent re-infection. Your cat's litter box should also be bleached and cleaned regularly. Food bowls and toys need to be sterilized regularly and water should be changed daily.

Infected feces are the source of most intestinal parasites. To prevent infection, keep your pet away from areas where other animals have relieved themselves. Stray away from public drinking bowls as your pet can become infected by contaminated water. Also, keeping your pet on a monthly flea preventive will limit their chances of ingesting tapeworm from an infected flea.

## YOUR RISK OF INFECTION

Intestinal parasites are zoonotic, meaning they are transmissible from pets to people. But, this is rare. Those most at risk include children, pregnant women, and immune-compromised individuals. Avoid walking barefoot outdoors or allowing children to play in areas where animals defecate. Wash your hands thoroughly with soap and water, especially after playing with pets and coming in from outdoors.



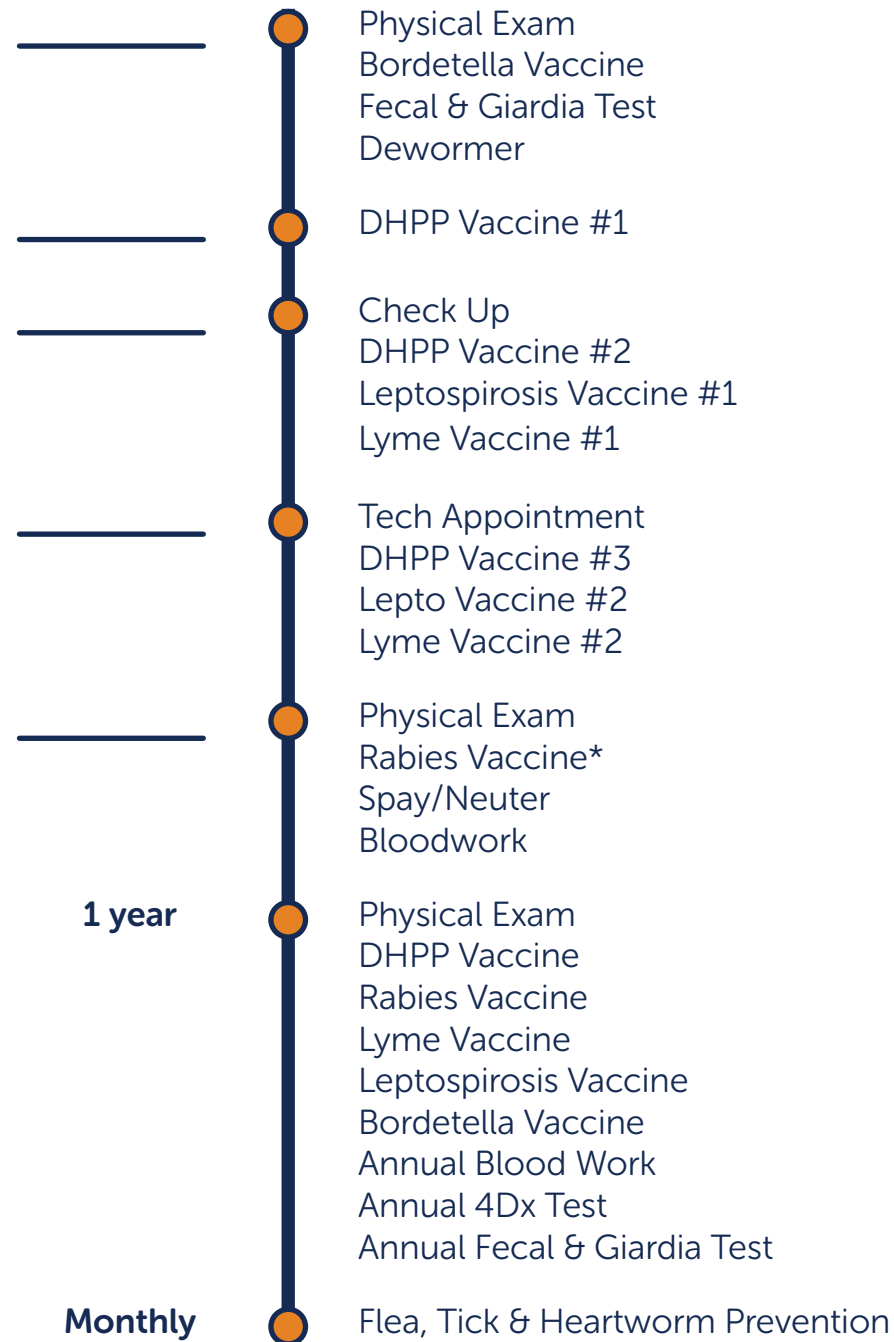
*Here's The  
Scoop on  
Stool Samples!*



# PREVENTIVE SCHEDULE FOR PUPPIES

Wellness Exams, Vaccines & Diagnostic Tests

weeks



Your puppy is one-of-a-kind. Vaccines & tests are recommended based on your puppy's age, breed, health status, lifestyle & risk of exposure.



# PET INSURANCE

We strongly believe pet insurance is an asset to pet owners to avoid difficult conversations about affording care for unexpected medical bills. Pet insurance differs from human health insurance, so we have taken this space to make a few key points to help you understand.

## 1. Pet insurance is reimbursement based.

This means you pay the bill, and either you or your vet submits the invoice and record to the insurance company. The insurance company will then pay you back. Please note that the pay back rates are based on the policy you pick. Most policies will offer reimbursement (aka co-insurance) from 70-90% reimbursement. That means if the bill is \$1000, and your deductible is \$100, your insurance will reimburse you for a percentage of the \$900.

**2. What is a deductible?** This is an out of pocket expense that must be paid before insurance “kicks in”. In most cases, you can set your deductible to meet your needs ranging from \$0-\$1000. Typically, you must meet this value annually.

## 3. Every vet clinic will accept your insurance.

Unlike human medicine, there are no networks in veterinary medicine. It is important that you consider your needs and pick an insurance that meets those needs. For example, if you would want to pay the least amount monthly, but know that if your pet needed \$5000 surgery you'd like to have help on that bill, you would want a high deductible and a high reimbursement percentage policy.

## 4. Which insurance do we recommend?

We don't have a strong preference, but here are some companies we like and some details that make them unique:

### Do you want wellness benefits?

This means, do you want your insurance to help cover your preventative care (vaccines, heartworm testing, etc)? If so, you may pay a bit more each month, but you'll definitely utilize your insurance benefits every year, even if your pet never has an illness.

- Check out Lemonade Pet Insurance - best value
- Check out Nationwide Whole Pet - expensive, but more comprehensive coverage

### Do you only want accident/illness coverage for the unexpected medical bills?

- Check out Lemonade Pet Insurance - best value
- Check out Trupanion Pet Insurance - most comprehensive with a few important caveats)
  - » Trupanion now has a \$0 deductible policy, which means all accident/illness claims would be reimbursed at 90%, but it's expensive
  - » Trupanion considers each new illness to be a new deductible (if you don't have the \$0 deductible plan)
- Nationwide Whole Pet
  - » Nationwide has flexibility in co-insurance rate and deductible and also on accident and illness vs wellness coverage
  - » Be mindful, you need a percentage reimbursement plan in NYC not a coded medical insurance. Coded insurance means if your vet diagnoses a broken leg, the code for that pays \$x...which in NYC may not be an accurate assessment of true cost.

### Other Insurances:

- Figgo, Healthy Paws, ASPCA, Pet Plan, PetsBest...the list goes on.

*We accept all insurance and are happy to help you pick the best option for you. Please reach out if you have additional questions beyond this information!*



## ONLINE PHARMACY

In an effort to be here for all of your pet's veterinary needs, we have developed an online store.

Due to counterfeit products sold on the market and online, we strongly urge all of our clients to purchase products from our trusted online store. Counterfeit products can be very harmful, causing vomiting, diarrhea, severe allergic reactions, skin rashes, kidney or liver illness, and poisoning.

Counterfeit products are potentially deadly. We want to keep our patients safe. We have verified trustworthy vendors that send brand name products directly to our online pharmacy. This way, you are guaranteed to receive the product exactly as it is advertised.

### Visit our online stores at:

Pure Paws Veterinary Care of Hell's Kitchen:  
[purepawsvethellskitchen.vetsfirstchoice.com](http://purepawsvethellskitchen.vetsfirstchoice.com)

Pure Paws Veterinary Care of Clinton Hill:  
<https://purepawsvet.vetsfirstchoice.com>

## EMERGENCY CARE

Pure Paws Veterinary Care gives emergency cases top priority. We will take any emergency case during normal business hours.

If you have an emergency outside of our business hours, we recommend Blue Pearl Veterinary Specialists, a 24-hour specialty and emergency clinic.

### Blue Pearl Veterinary Specialists - Midtown

410 W 55th St, New York, NY 10019  
212.767.0099

### Blue Pearl Veterinary Specialists - Brooklyn

32 4th Avenue, Brooklyn, NY 11217  
718.596.0099

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