

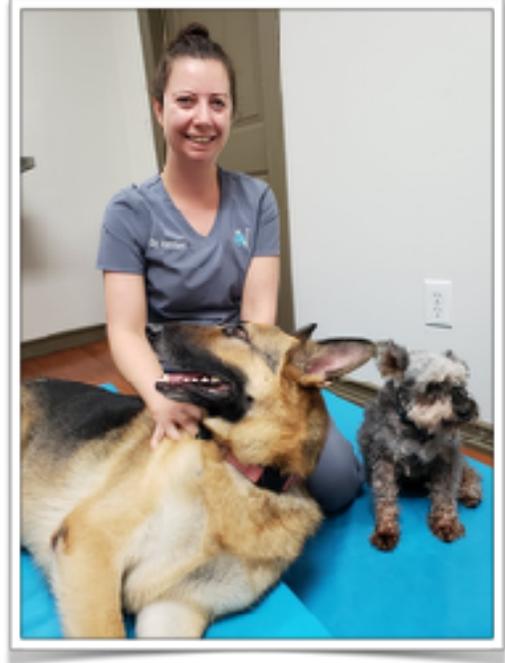
# CARE NEWS

**Chiropractic | Acupuncture | Rehab/Exercise**

With the ringing of the new year, CARE Veterinary Services has so much to be thankful for -- and to look forward to! As we close 2018, Jillian and I want to personally thank you for your continued support. This has been a very busy year as we continue to strive to provide the best quality care for our patients. We hope you noticed some of the new therapies and treatments added this year - and with your support, we expect to continue to introduce new options for care in the new year.

It is our pleasure to have you as part of the CARE family. Wishing you the very best for 2019.

- Cheers! Dr. Marziani and Jillian



## *Do You Supplement?*

Supplements are becoming a huge market as more people look for ways to avoid pharmaceuticals and/or pursue preventative therapies. As the human supplement market grows, so too does the pet supplement market. The pet side of the industry is expected to be \$166 million in 2018. With this increase in demand -- and no regulations -- it can make knowing what supplements are good for your pet and which are not more difficult. Some supplement companies are really good marketers, with absolutely no science which can be harmful to your pet. Equally alarming, only 50% of pet owners admit to their veterinarians that their pet is on supplements -- and even less than that consult their veterinarians on what supplements to buy.

So why do supplements vary so much in quality? The answer is simple, no regulation and no incentive to do controlled studies. Supplements are products that are not regulated by the FDA as a drug because no published studies to prove safety and efficacy for that product have been done. With no FDA regulation, absolutely anyone can make a supplement. There are labs that anyone can

hire to put together a list of ingredients, package them in a bottle and print an attractive label on them. Some of these labs will even distribute them for you. (I'm not suggesting everyone start their own supplement company, but it would not be hard if you were so inclined to do so.)

Why would a company that believes in their product *not* want to do a double-blinded, placebo study (the gold standard for testing a medication) and publish the findings to become FDA approved?

Well, that's because a natural product cannot be patented. Meaning, you come up with your amazing blend of garden plants, spend years and millions of dollars doing your study and then publish that study so that your beloved product can become an approved drug. Then, because you can't patent your formula since it's a natural product, another bigger company starts producing your product based on your research and reaps all the rewards.

### **Dr. Marziani's Favorite Supplement Companies: Standard Process**

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Favorite Product:

- ✦ Canine and Feline Enteric Formula is a great supplement for almost every pet as a healthy gastrointestinal tract is essential to good health.

To find Standard Process Veterinary Formulas' complete list of supplements click [here](#) and use access code 66MKEQ.

### **VetriScience**

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Favorite Product:

- ✦ Vetri Mega Probiotic Capsules meets the desired CFU's of probiotics and includes 7 different strains of healthy bacteria verses Fortiflora's 2 strains.

To find VetriScience complete list of supplements click [here](#).

So what is the consumer to do? Research. Find out what the company's quality control is. What do they do if they have an adverse reaction? Know if they have done any research that includes actually giving the supplements to live animals. Do they do any independent third-party testing on their products? Do they do bacterial and fungal cultures on their products? What sort of testing do they do on their raw ingredients?

Or, you could just ask your veterinarian. We spend hours and hours researching the benefits of supplements, and specific supplement suppliers, so that we can make recommendations for your animal that will help, and not harm, your pet.

Have questions about the supplements you are currently using? Bring the bottle to your next CARE appointment.



## Zoo Update:

Since speaking at the American Association of Zoo Veterinarian conference in 2017 -- and publishing a book chapter on complementary therapies in exotic animals -- Dr. Marziani has been asked to help others start complementary therapies at zoos around the world. This makes checking emails fun as subject lines including words such as penguins, Galapagos tortoise, or just "help" are anything but routine.

Dr. Marziani continues to volunteer her services at the Houston Zoo. Her species list keeps growing and includes some animals you would never think would be under chiropractic, acupuncture and rehabilitative care - like critters with wings, scales and shells! Next time you're at the Houston Zoo keep your eyes out for Dr. Marziani -- you may spot her at her happy place!

## *Don't forget to exercise!*

Keeping your pet in tip top shape is one of our many goals. In order to help your pet reach their peak fitness or maintain their ideal lifestyle, we offer home visits for rehab and exercise instruction with Jillian. After a consult with Dr. Marziani, Jillian can go through your recommended exercise program at your home and help you and your pet by demonstrating and teaching the exercises to both of you. Whether you need Jillian to do all the work for you, or for periodic progress checks that include learning new exercises, Jillian can help you figure out a schedule that works best for you and your pet.

The first thing you can do to get started on improving your pets' fitness is by gradually increasing your dogs' daily walks or increasing play activity for your cat. Walks and play can easily be tailored to each pet to optimize his or her experience. The increased interaction with you is certainly on your pet's new year's resolution list!

Flexibility is just as important as strength. Ask us about the Core Stretches handout at your next appointment!

## *Our BIG upgrade*

We are excited about our new software called Hippo Manager. It has and continues to do amazing things for us! You can now access all of your chart notes whenever you need them as well as see upcoming appointments. If you haven't yet visited your pet portal. Please let Jillian know via email at [carevetservices@gmail.com](mailto:carevetservices@gmail.com) and she will help you get started. Special thank you to all of you for dealing with our learning curve as we transitioned in 2018 to our new record keeping software. Hippo Manager continues to roll out upgrades so stay tuned for added features in the future.

*Starting January 1, 2019, CARE Veterinary Services will be adding an 8% price increase. We appreciate your business and continued support.*