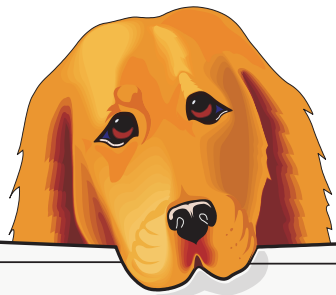


Our Greatest Asset



Much of the feedback we receive from our clients has to do with our great, friendly staff. We are very proud of our team here at Memorial Beach Veterinary Hospital and realize that our staff is our greatest asset. Our staff is charged with making our clients happy as well as delivering compassionate, professional care to our critters. We believe that when our staff is happy they will, in turn, deliver better results for our clients and pets. We are committed to close communication and nurturing both our personal and professional growth. We hope it shows.



**Memorial Beach
Veterinary Hospital
15 Healdsburg Avenue
Healdsburg, CA 95448
707-433-6916**

Spring: Bliss or Misery?

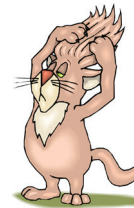


What a welcome relief the fine winter and spring rains have brought! Our reservoirs are full and we can look forward to a lush and abundant spring. For many of us, this is a favorite time of year. Many, however, will suffer from dreaded seasonal allergies that resultant pollens will produce. Our dogs also suffer from seasonal allergies but only rarely exhibit the same symptoms as humans. Like humans, the propensity for allergies seems to be inherited. Any dog can develop them but purebreds, in particular the smaller breeds like terriers, seem to be over-represented in this unfortunate group. The medical term for seasonal allergies is atopy. Rather than sneezes and sniffles, atopy in our dogs causes itchy skin, driving them to chew, scratch, and lick at themselves. Chewing or licking on their paws or rubbing the face and scratching the ears are classic symptoms of atopy. Dogs can attack the itchy areas so much that they cause sores, fur loss, and secondary infections.

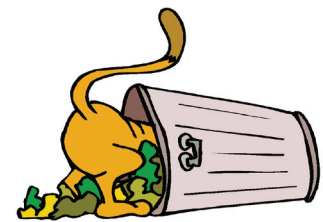
There is no cure for atopy but dogs can usually be made comfortable. Controlling symptoms normally involves combined therapies where multiple medications or modalities are utilized. Non-

sedating antihistamines, medicated shampoos and rinses, spray-on medications, and more are all part of effective therapies available to us. Allergy testing and immune therapy can also be successful. Since every dog is different and what may work in one pet will not necessarily work in another, it is important to work very closely with your veterinarian. This is especially true in the beginning when trying to find out what works best for your pet. When seasonal allergies bother your dog, let us help you find the relief that works for his specific needs.

Psst! Cats Get Allergies Too!



Seasonal allergies in cats also show up as skin disease. The pattern is different from dogs, however. When they get itchy they groom themselves excessively causing fur loss, especially along both sides of the back, behind the rear legs, and on the abdomen. Fleas and other conditions can cause this same pattern, so it is important to utilize our expertise to help you sort it out and find the best relief for your feline friend.



**Happy "tales" from your friends
at Memorial Beach Vet Hospital**