

January Special Senior Wellness Profile for Senior Cats Open to all cats 7 Years and Up

Senior Wellness Exam	\$40.23
Baseline Blood Health Panel	\$97.25
Urinalysis With Sediment	\$26.33
Blood Pressure	\$19.19
Medical Waste Disposal	\$1.46
Fecal/Stool Sample	\$20.17
6 Complimentary Nail Trims	
For One Year – Up To	\$63.90
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Total Cost	\$268.53
Total Savings	\$84.36
Cost of Program Package	\$184.17



Why Senior Testing?

Just like people, cats change as they age with incidents of diabetes, kidney disease, liver disease, thyroid disease, and high blood pressure increasing with age. In most situations, these diseases can be effectively controlled and treated if found in the early stages.

Each cat is unique in their normal baseline laboratory values. The senior wellness profile is an excellent way to establish normal levels for your cat. Cats are proficient at hiding illness and this baseline is an effective measurement to determine the changes associated with aging.

Feline Nutrition—Myths and Facts

By Maria Berger, DVM

As a species, cats are pretty darn interesting in many ways! Their nutritional needs are no exception. This month we'll look at some of the feline attributes that contribute to myths and facts about providing our cats with optimum nutrition.

Cats are finicky-Fact. Yes, some cats are indeed very finicky about the food they eat. As a species, cats are very texture oriented creatures. Some cats learn to like the way certain foods feel in their mouths, and become very fixated on specific shapes or consistencies. Pet food manufacturers have learned to take advantage of this trait, and many cat foods have defining shapes in the hopes that the cat will learn to like this shape to the exclusion of all others. It's also not unusual for a cat that has not been exposed to canned foods as a kitten to refuse to eat it later in life—that mushy stuff just doesn't feel right, how can it be food? For other cats, it's all about the taste. Cats cannot taste sweet—they do not have the taste buds for it—but they can taste many other flavors. Unfortunately, some cats get fixated on flavors and textures that can be dangerous—such as the plastic bags that so many of them like to lick and chew.

Dry cat food is better than canned-Myth. Dry cat food is certainly more convenient to use than canned cat food, but new evidence suggests that it may not be better. Dry cat foods contain larger amounts of carbohydrates than canned cat foods. Since cats are true carnivores, they have evolved to require very small amounts of carbohydrates (CHOs) in their diet to remain healthy. The higher levels of CHOs in dry cat foods may be one of the factors responsible for the level of obesity found in our pet cat population. In addition, regular dry foods are not all that good at controlling dental disease either. Many cats do not even chew their dry food, but gulp it whole. (Dental diets are another story, but that another topic!) Cats that eat some degree of canned food as part of their overall diet often have less trouble with urinary tract diseases such as crystals and feline urological syndrome (FUS). Also, for cats that will eagerly accept canned foods, we have an alternative way of getting many medications into them, bypassing the whole joke about pilling the cat. I like feeding a mix of dry and canned foods. One trick to keeping dry food fresh: if you buy large bags of food, it may get stale by time you reach the end of the bag and your cat(s) may not eat it so well. Break larger bags of

food into smaller parcels and place them in freezer bags in the freezer. Defrost them as needed.

All cat foods are created equal-Myth. There are now so many brands of cat foods available on the market that I can't keep up with them anymore! It is important to remember that cats have different nutritional requirements at different stages of their lives, just like people do. The thing I like the best about "premium" pet foods (such as Science Diet and Iams), is that they guarantee two things: the exact make up of their foods, and the life stage for which a particular food is indicated. No matter what part of the country that you buy a premium food in, the food inside will match what is on the label. Believe it or not, in this country it is perfectly legal to substitute ingredients without changing the label—as long as you change it back in a set period of time. Also, did you ever look at a bag of cat food and notice that it has the words "all life stages" stamped on it somewhere on the label? In this case, even though that food may say it is for seniors, it really is a kitten type diet. It is perfectly legal to market one type of food for all life stages as long as it meets the needs of the most needful group—in this case the kitten population. In addition to premium foods, prescription diets should be mentioned as well. These diets must be sold through a veterinarian's office. These foods are formulated to help cats who are fighting chronic illness, and must be used only where appropriate. I have found no over the counter foods that can compare to prescription diets for controlling chronic medical problems with the kidneys, bowel, bladder, teeth, and stomach.

Cats are marvelous and mysterious creatures, especially when it comes to their dietary wants and needs! If you would like to learn more about your feline friend's nutritional needs, please feel free to call us at the cat clinic.

Meet the Staff Pets

Niki Zimmerman, V.A. and author of this article, owns a domestic shorthaired, seven year old, tan and black tiger cat named Lilly. I acquired her five years ago when I was working mainly over at our Kentwood Cat Clinic. A client had been walking her dog in her apartment complex the night before and the dog found her under a bush. The client brought her in to the clinic to make sure she was healthy and then she was going to bring her to the Humane Society because she was at her limit with the number of pets she was able to have. I walked into the exam room and instantly fell in love. I told her to put up signs in her

apartment complex to see if we could find her owner and I would board her at the clinic for a week. If no one claimed her then we would bring her to the Humane Society. Well, no one ever came forward and she never did make it to the Humane Society.



Lilly's hobbies are sleeping, either on the couch in our sunroom or on the back of the couch in our living room, begging politely for human food, and finding a favorite warm human lap to curl up on. Her favorite toys are any kind of small ball, catnip toys, pens that have fallen on the floor, and nail files. The food she is supposed to eat is the Purina UR St/Ox, but the foods she would rather eat are cheese, cheese, and more cheese, any kind of meat, and several different sweets like ice cream. A special accomplishment that she has mastered is being very adaptable in many different situations. My husband and I take her to our parents' houses and she makes herself right at home. I take her in to the Cat Clinic North and she loves to see the other girls and wants attention from everyone. She tries to be tolerant of the other pets in our house, but sometimes they just make it so darn hard!

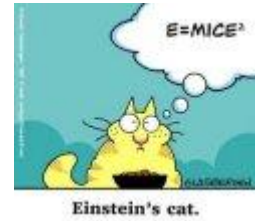
Lilly has many good qualities. One of those is that she is usually very sweet. She purrs easily and seeks out attention from her humans and enjoys human company very much. Another of her good qualities is that she is very intelligent. She only gets up on the kitchen counter after her mom and dad go to bed. About ten minutes after we go to bed we hear her jump down from the counter. She is also very beautiful. Yes, I may be biased, but other people say it too! She has deep emerald green eyes, a feminine face, and great markings. Her worst quality is that she has a bit of a princess or diva complex. She can be somewhat sassy at times. On her tummy she has a tan

patch of fur that is a strictly off-limits no touching zone. If you dare touch it you will receive a serious warning growl and an extremely dirty look. If you are not smart enough to get the message at that point or if you are looking to thoroughly annoy her (like her parents often enjoy) and you touch it a second time she will not hesitate to bite you, not hard enough to break the skin, but you will definitely feel teeth. She will also walk up to one of our other cats, Norman, just to smack him in the head. And she won't think twice about taking on the dog, Adelaide, if she thinks she looked at her wrong.

The funniest thing Lilly ever did happened before my husband and I got married and she was living with him for a few years. He had made himself a sandwich with meat and cheese on it, set his plate down on the end table and left the room for a couple of minutes. When I came back in the room and took a bite of his sandwich and got a mouthful of just bread. Lilly had very carefully removed the meat and cheese and left the bread perfectly in place. My husband said he couldn't get mad at her because it was so smart and she had to be so stealthy in her stealing. She proved where the term "cat burglar" came from.

The naughtiest thing Lilly ever did was escaping outside. A few years ago she thought running very quickly out the front door and going under our ground level deck was a fun idea. My husband would try calling her, rattling her food bowl, tapping on the top of a can of cat food, but she was not convinced. Finally, he had to resort to turning on the hose and letting the water run through between the boards on the deck until she came running out a bit wet. Consequently, she has come to the conclusion that maybe it's not such a fun outing anymore and hasn't made anymore escape attempts in a few years.

The best thing Lilly has ever done and continues to do is putting up with her mom! Before my husband and I got married he lived in the house we live in now with his best friend, so it was her and her two guys for a few years. She got very used to being the only cat and the only little princess girl in the house. Then my husband and I got married, so she lost one of her guys after his best friend moved out. Then a couple of months later I brought home another cat, and (gasp!) it was a boy cat! A few more months after that we adopted a puppy! Then she had a couple year break from new animals and I brought home another boy cat recently! Oh, the trauma! She used to be the only little princess cat, that was until Mom moved in!



Fond Farewells

By: Becky Harper

Our following friends have crossed over to the rainbow bridge. We would like to say goodbye to Tigger Bennett, Chanel Bovee, Fuzz Burd, Alex Fowler, Minew Hammerson, Sassy Helms, Peeps Jasinski, Tippy Kennedy, Matti Kitchka, Sir Velvet Elvis Kulak, Samantha Loring, Prancer McCue, Tiger McDonnell, Mort Moon, Grass Radisaukas, Snackers Richards, Heidi Tancig, Shadow VanderWeerd, Sadie VanderWeg, Roo Vanwormer, Rufus



Wilson, and Niblet Wolf. Also we would like to include our friends we said goodbye to back in June in this segment as it was not in our June issue. Those friends include the following Casey Crooks, Jacob

Kogeishatz, Dylan Olund-Miller and Tegui-Pop Sherman. They will be missed more than words can express

Our Favorite Cat Commercial How Cat Herding Commercial was Made

EDS' first-ever Super Bowl ad spot brings to life the expression "like herding cats" -- a phrase often used in technology circles to describe the difficulty of managing the seemingly unmanageable.

"Herding Cats," a 60-second epic tale created by Minneapolis-based Fallon McElligott, is set in the genre of the great American Western Movie -- only with house cats assuming the role generally held by cattle. It follows the brave men and women responsible for moving thousands of house cats across the Great Plains. As the spot unfolds, the viewer sees a realistic portrayal of the life of a cat herder -- riding the range, herding and roping, even quelling the occasional stampede.



CCN Mews

Winter 2007 Issue

The Talent

The balance of subtle humor and incredible special effects needed to create this commercial required a unique combination of talent. Director John O'Hagan was chosen for his documentary-style direction and ability to work with real people. This experience was highly valuable, considering most of the stars of this commercial are not actors, but real cowboys from ranches in California, Colorado and New Mexico.

Creatively, this was an extremely challenging concept to execute. For example, the cats and horses didn't act together -- their scenes were shot separately and compiled in post-production. There were actually only about 60 cats (specially trained sleeping cats, running cats, swimming cats, etc.) and 13 cat trainers on the set. Through the magic of cutting edge computer graphics, Hollywood special effects house Sight Effects digitally cloned the cats, making it look like there were thousands of cats being herded in the finished spot. To view the commercial go to http://www.youdoob.com/videos/Commercials/Cat_Herding

THE NAMING OF CATS

The Naming of Cats is a difficult matter,
It isn't just one of your holiday games:
You may think at first I'm as mad as a hatter
When I tell you a cat must have three different names.
First of all, there's the name that the family use daily,
Such as Peter, Augustus, Alonzo or James,
Such as Victor or Jonathan, George or Bill Bailey;
All of them sensible everyday names.
There are fancier names if you think they sound sweeter,
Some for the gentlemen, some for the dames:
Such as Pato, Admetus, Electra, Demeter -
But all of them sensible everyday names.
But I tell you, a cat needs a name that's particular,
A name that's peculiar, and more dignified,
Else how can he keep up his tail perpendicular,
Or spread out his whiskers, or cherish his pride?
Of names of this kind, I can give you a quorum,
Such as Munkustrap, Quaxo or Coricopat,
Such as Bombalurina, or else Jellylorum -
Names that never belong to more than one cat.
But above and beyond there's still one name left over,
And that is the name that you never will guess;

The name that no human research can discover -
But the cat himself knows, and will never confess.

When you notice a cat in profound meditation,
The reason, I tell you, is always the same:
His mind is engaged in a rapt contemplation
Of the thought, of the thought, of the thought of his name:
His ineffable effable
Effanineffable
Deep and inscrutable singular Name.

T.S. Eliot

Cat Humor

"There is no snooze button on a cat who wants breakfast." - Unknown

"Thousands of years ago, cats were worshipped as gods. Cats have never forgotten this." - Anonymous

"Cats are smarter than dogs. You can't get eight cats to pull a sled through snow." - Jeff Valdez

"In a cat's eye, all things belong to cats." - English proverb

"As every cat owner knows, nobody owns a cat." - Ellen Perry Berkeley

"One cat just leads to another." - Ernest Hemingway

"Dogs come when they're called; cats take a message and get back to you later." - Mary Bly

**February is Dental Health Month
\$25 off Dental Cleanings**