

petpals™

Fall 2011



inside >
*introducing
a second cat,*
pets are heroes too,
*advanced medical care
and more!*

valuable
coupons
inside!
save over
\$36.00

petpals™

Fall 2011

table of contents

4 advanced medical care for pets

6 introducing a second cat



4

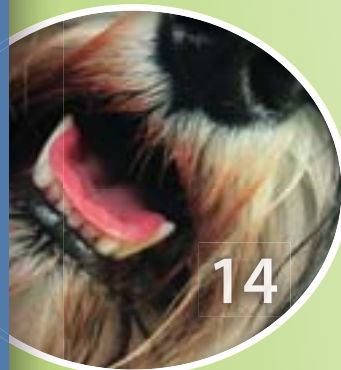
8 animal-assisted therapy: lending a helping paw



8

13 out the window: car safety for pets

14 dental health is no joke
the importance of dental hygiene



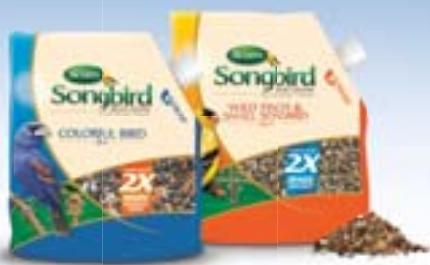
14

16 how smart is your dog?

18 cats and dogs:
best friends?

Scotts® Songbird Selections® attracts **2X MORE:**

- a. Cardinals
- b. Chickadees
- c. Goldfinches
- d. Grosbeaks
- e. Buntings
- f. All of the above**



Attracts twice the colorful songbirds.
 Developed by Scotts' ornithologists in partnership with major universities, and tested with over 34,000 feeder observations, Scotts' Songbird Selections® is guaranteed to attract up to twice as many of the songbirds you want as basic blends. The reason: with a patented blend of high-quality seed, and no filler, it's what they want. For great birding tips and money-saving offers, visit scottswildbirdfood.com.



*When compared to basic wild bird foods. Results may vary by region and/or season. Chickadee photo ©Richard Gordon.

© 2011 ViMax Publishing & Marketing, Inc. 1.800.940.4944. All rights reserved. The Michigan Humane Society has provided content about pet care issues for use in "petpals." This content does not imply endorsement of any products or services discussed or advertised herein.

The information provided in this issue of "petpals" magazine is not intended to substitute for veterinary, legal, or other professional advice. The information should be used with caution and you must either rely on your own judgment in using the information contained herein, or else seek professional advice. The Michigan Humane Society assumes no liability for any injury to persons or property that may result from the use of any products or procedures mentioned in this magazine.

To make a difference in the lives of animals in need, call 1-866-MHUMANE or visit www.michiganhumane.org.

teach your dog what to chew (and what not to chew)



Dogs chew. It is what they do. Chewing can ease teething pain in puppies and help to relieve stress and anxiety in adult dogs. What's important for us to remember as human beings is that dogs need to be encouraged to chew the right things. They don't instinctively know the difference between a dog toy and your favorite dress shoe. In fact, chewing your favorite shoe is often more fun than chewing a toy since we give the dog so much more attention. (Hey you! Give that back right now!)



To get the training process started off on the right paw, pick up all tempting items that should not be chewed. Then, whenever your dog pays any attention to a proper dog chew toy, flood him with attention. Talk to him, play with him, even chase him (as if he actually has a shoe!) so he learns that fun things happen to him when he chews on a dog toy. Make chewing good for your dog – and you!

*make chewing good for
your dog – and you!*

*Advances in medicine and medical technology
often benefit pets as well as people.*

Veterinarians and veterinary specialists can offer an array of treatments for ailing pets, including:

- > surgery
- > chemotherapy
- > radiation therapy
- > stem cell therapy
- > prostheses
- > laser surgery and treatments

Advanced imaging scans, surgeries and medical treatments mean increased costs. The American Pet Products Association estimates that Americans spent more than \$12 billion on veterinary care in 2010. Some of that money – anywhere from \$200 to \$1,000 a month – was spent caring for pets with cancer, which is responsible for half of all disease-related pet deaths.

Veterinary oncologists may recommend chemotherapy or radiation when tumors can't be removed surgically, when tumors must be reduced before surgery, when cancer has spread to other areas of the body, and when tumors are found in more than one site. Anyone who has watched a loved one endure cancer treatments may worry about putting a pet through the rigorous treatments, but veterinary oncologists say cancer treatments for animals require lower doses of chemotherapy. Most animals experience fewer side effects than people, and those side effects are said to be less severe. Also, medications are available to help alleviate side effects.

Some advanced medical procedures restore health and allow pets to live active lives. Though cures are not always possible, some surgeries, cancer treatments and other advanced medical procedures allow pets to enjoy a higher quality of life.

Start with frank discussions with your veterinarian about your pet's age and general health, likely outcomes, financial considerations, the physical toll on your pet, and the emotional toll on you and your family. Only then can you decide whether advanced medical treatments are best for your pet.



advanced medical



Clipping your furry pal's nails... scan and learn more!

To get the Tag Reader visit <http://gettag.mobi> on your mobile phone browser.



care >

introducing a *second* cat



If you share your life with a social, "I love other cats" type of kitty, you may be considering the addition of another feline to your family.

To help two kitties adjust to each other, take your time and try the following tips:

- > Give each kitty his or her own room for a bit. Make sure they each have food, water and a litter box. It helps if the rooms are adjacent so that the kitties can smell each other under the door. Put their food on either side of the door so they associate the pleasure of eating with the presence of each other.
- > You can also put a feather under the door. Cats will play with the feather (and each other!) under the door. If all goes well, after about a week, you can try presenting the feather with the door open. They may be so focused on the feather that they'll begin playing together before they realize what they're doing!
- > If you see signs that they are uncomfortable with each other, close the door and give them a few more days of playing under the door, then try again.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$1

On one (1) Pledge Fabric Sweeper Product
Selected Varieties.



SAVE \$1

On one (1) Meow Mix® Dry Cat Food
3.15 to 17.6 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAVE OVER \$36

on Pet Products!
More Coupons on
Pages 10 & 11
and Back Cover

PURINA®
Fancy Feast
GOURMET CAT FOOD




More than 50 entrées
to make her day, every day.





Can pet food really make a difference?



Try Purina ONE® or Purina ONE® beyOnd™
and Discover What ONE Can Do.™



Dogs have been our best friends for centuries, and cats have been counted as our constant companions since the days of the Egyptian pharaohs – but today both these animals also are known for aiding people in need.



At Canine Therapy Corps in Chicago, volunteers train dogs to offer rehabilitative therapy to thousands of people with physical and emotional challenges. For instance, a Golden Retriever routinely visits patients at an inpatient oncology unit at a Chicago hospital, where the dog's visits are said to bring "distraction and cheer to very sick patients."

Similar animal-assisted therapy programs have sprung up across the country, calling on the comforting skills of dogs and cats for people in hospitals, domestic violence shelters, prisons, juvenile detention centers and nursing homes.

In 2007, one cat gained fame for "predicting" residents' deaths in a Rhode Island nursing home. An article in *The New England Journal of Medicine* reported that the animal moved from room to room, choosing to snuggle only with people in their final hours. Doctors suspect that the cat could smell odors given off by dying cells.

Some dogs have been known to "sniff out" cancer in patients, and other dogs work with rescue crews at disaster scenes, using their superior sense of smell to locate victims.

Labrador Retrievers and Golden Retrievers train at Guide Dogs for the Blind in Los Gatos, California, in a program that dates back to 1942. Originally, the dogs were used to aid those who had lost their sight in World War II. Since then, the program has paired up and graduated more than 10,000 "teams" of guide dogs and individuals.

animal-assisted **ther**
lending a helping paw



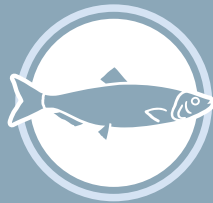
rapy

Your dog's **itching**
and **scratching**
could be caused by a
food problem

Try new

IAMS
**Sensitive
Naturals™**

Iams carefully
designed our
new Sensitive
Naturals to limit
ingredients that
can cause itching
and scratching.



OCEAN FISH IS THE
#1 INGREDIENT

- **#1 ingredient is ocean fish**, a high-quality protein not commonly used in dog food
- **No chicken, corn, wheat, soy, or meat by-products*** to eliminate ingredients that can cause itching and scratching



NO CHICKEN



NO CORN



NO WHEAT



NO SOY



*Official Feed Term, AAFCO

SAVE OVER \$36

SAFeway COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$2

**On one (1) IAMS
Dry Dog or Cat Food**
3 to 40 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$1

**On one (1) Sergeant's
Skip-Flea Shampoo**
Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$5

**On one (1) Rug Doctor
Pet Formula
Carpet Cleaner**



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway COUPON

Valid 10/15/11 thru 11/30/11



**FREE NUTRISCA®
Lamb & Chickpea
Dry Dog Food (1 lb.)**
**With the Purchase of one (1)
DOGSWELL® Jerky Treat (5 oz.)**



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 11/30/11.

on Pet Products!

More Coupons on Page 6 and Back Cover.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



Five (5) FREE Cans of IAMS Cat Food
With the Purchase of
one (1) Fresh Step or
Scoop Away Litter
3.3 to 25 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$1

On one (1) box of Blue Dog
Bakery Dog Treats.
9 to 20 oz. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$3

On one (1) Rug Doctor
Urine Eliminator



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$2

On one (1) bag of Scott's®
Songbird Selections®
Wild Bird Food.
4 to 5 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

Rent The
Rug Doctor®
Steaming Mad at Dirt!

Dear Mom,
I realize you work tirelessly
to give us a **healthy home**
environment and I mess it
all up with my dirty paws,
drool and mischief.
I have a solution...

Rent the Rug Doctor®
Love, Bruiser



Rug Doctor® Pet Cleaning Solutions



**Rug Doctor® Deep
Cleaning Solutions**
Rental Machines

- Affordable and easy to use
- Professional results
- Removes stains and odors from carpet and upholstery
- Deep clean every 3-6 months



**Rug Doctor® Deep
Cleaning Solutions**
Pet Formula

- Eliminates odors
- Dissolves urine crystals
- Removes pet stains
- Safe in all machines
- No sticky residue



Everyday Emergencies
Urine Eliminator

- Safe for pets
- Removes urine, vomit, feces, blood, perspiration, and more
- Good for everyday use

Rug Doctor® products and rental machines
available near customer service.

Go to www.RugDoctor.com for your
nearest rental location.

Wow!



Beneful® has done it again.

This is the biggest news to hit your store's shelves since the first bag of Beneful®. Now Beneful is giving you a happy and healthy new way to make your best friend's day.

Healthful. Flavorful. Beneful®.



beneful.com

One delicious adventure after another. And another. And another.



Trademarks owned by Société des Produits Nestlé S.A., Vevey, Switzerland. Printed in U.S.A.

Friskies.com

out the window

We go to great lengths to protect our children while riding in the car, so why not do the same for our pets?

Dogs love to go for car rides with their heads hanging out the window, noses pointed into the wind and ears flapping. For some dogs, this experience seems to be nothing short of "doggy heaven," yet it is our responsibility as dog owners to keep them safe.

Riding with his head out the window puts a dog at risk of getting bugs, pebbles, dust or other debris caught in his eyes, ears or mouth. Depending on the speed at which you are traveling, your dog could be seriously injured. Due to air bags, it's much safer for your pet to be secured in the back seat by a canine seatbelt. Opening the window just a bit will still allow him to enjoy the scents of the road.

No riding in the driver's lap either! In addition to the air bag risk to the pet, this is dangerous for all vehicle occupants. Keeping pets secured in the back will help keep everyone safe on the road.



We may joke about it, but bad breath in dogs or cats may be an indication of disease.

Just as we now know that poor dental health in humans may be an indication of illness elsewhere, gum disease that causes bad breath in pets may indicate infections in major organs, intestines or joints.

Yet most pet owners are not paying attention.

The American Animal Hospital Association (AAHA) reports that two-thirds of us do not follow veterinary guidelines for good dental care, even though 80 percent of dogs and 70 percent of cats over the age of three are said to show signs of dental disease.

Many veterinarians recommend comprehensive oral exams and cleaning for all pets over three years old.

The procedure is similar to your experience at the dentist, except most pets are placed under anesthesia for the procedure.

Afterward, you may be asked to brush your pet's teeth on a regular basis to maintain good dental hygiene. A word of caution – toothpaste meant for humans is not safe for dogs and cats. Be sure to use a toothpaste made specifically for pets.

Regular examinations by your vet and regular brushing at home will help your pet maintain optimal dental and overall health – and that's no joke.



dental health is



Your pet's dental health... scan and learn more!

To get the Tag Reader visit <http://gettag.mobi> on your mobile phone browser.

NEW!

RACHAEL RAY
NUTRISH[®]

SUPER PREMIUM FOOD FOR DOGS



- Real meat is the #1 ingredient
- No by-products, artificial flavors or artificial preservatives
- Proceeds from Rachael Ray Nutrish[®] help animals in need



Visit Safeway.com
for a \$2.00 coupon.

just for **U**

no joke

Think about it.

Veterinarians are eager to stop dental-related problems before they progress. Here are some signs to watch for:

- | | | |
|-------------------------|---------------------------------------|-----------------------------------|
| > bad breath | > inflamed or bleeding gums | > evident pain when eating |
| > crooked bite patterns | > swelling or draining below the eyes | > reluctance to bite down on toys |
| > broken teeth | > excessive drooling | |
| > tartar on the teeth | | |

If you notice any of these symptoms in your dog or cat, call your veterinarian.



**Get covered
in their kisses.
Not in their fur.**



Scan a photo of this code to learn more about Pledge® Fabric Sweeper for Pet Hair.

Pledge® Fabric Sweeper quickly and easily removes pet hair from your couch.

www.Pledge.com
©2011 S.C. Johnson & Son, Inc. All rights reserved. 771680 INT 110445

IT'S YOUR PLEDGE® NOW.

how smart is your dog?

The smarter the better? It never fails... we always go in search of the "smart" dog. You know, the one we think will be easy to train. And in our minds we picture life with Lassie.

The truth is, Lassie was trained by a professional and extra smart dogs often require extra work. They need to be kept busy or they may get themselves into trouble. Don't be fooled. Dogs who ignore you and won't obey are not dumb. They are, in fact, making decisions every day – they're just deciding to ignore you.

To help you stay at least one step ahead of your smart dog, consider signing up for a training class.

microchipping

an extra measure of
protection for your pet

Microchipping provides a permanent, unalterable method of identifying a lost or stolen pet by using a hand-held scanning device. Microchipping is offered by veterinarians at a modest cost that is well worth the peace of mind for the lifetime of your pet.

Veterinarians and animal shelters have universal scanners that can be used to scan pets that are reportedly found as stray animals. If a microchip is detected, the unique, pet-specific code can be readily traced to the owner who registered the microchip.

A microchip can work only if it is registered to the owner with current contact information. Unfortunately, a significant number of microchips are not maintained with current contact information, or are never registered in the first place.

Remember that microchipping is not a replacement for a collar and ID tag, but having both measures in place will help increase your chances of a happy reunion with a lost pet.



microchipping... scan and learn more!

To get the Tag Reader visit <http://gettag.mobi> on your mobile phone browser.

On the
safe side.
Outside.



Sergeant's® Skip-Flea® and Tick
Shampoo kills fleas and ticks
for up to ten days.



Sergeant's
www.sergeants.com

cats and best

*Sometimes it's an easy match - some dogs
love cats and some cats love dogs.*

Sometimes the "match" just needs a little work to be happy, and sometimes it just isn't meant to be. To start, always keep the animals separated unless you can be there to supervise. You can allow them to sniff each other under closed doors or even through baby gates to help them get used to each other's scent.

When you do introduce them, be sure the cat has the ability to escape – allow her to approach on her own and reward her with a tasty snack for being near the dog.

Keep the dog securely on a leash. Practice your dog's obedience commands and give him lots of treats for behaving himself around the cat. The dog should be able to listen to you even with the cat being present.

Take your time. Proper introductions can take hours, days or months. It all depends on your particular dog and cat. If either animal acts aggressively toward the other, before going any further, seek help from a qualified animal behavior consultant.





dogs:
friends?

*many times cats and dogs can
learn to live happily together.*

SAVE OVER \$36

on Pet Products!

More Coupons on Pages 6, 10 & 11.

SAFeway

P.O. Box 2104
Tustin, CA 92781-2104

PRSR STD
US POSTAGE
PAID
DMI

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



**Two (2) FREE
Beneful® Prepared
Meals** (10 oz. Selected Varieties.)
**With the Purchase of
one (1) Beneful® Dry
Dog Food**
(15.5 lb. Selected Varieties.)



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



**Two (2)
Friskies cans**
(5.5 oz. Selected Varieties.)
**and one (1)
Friskies Treat FREE**
(2.1 oz. Selected Varieties.)
**With the Purchase of one (1)
Bag of Friskies Dry Cat Food**
(6.3 lb. or larger. Selected Varieties.)



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$2
**On twenty (20) cans of
Fancy Feast® Canned
Cat Food**
3 oz. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$2
**On one (1) Purina® Dog
Chow or Puppy Chow**
8 to 34 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$3
**On one (1) Purina® ONE
Dry Dog or Cat Food**
Dry Dog 8 to 34 lb. or Dry Cat 7 to 16 lb.
Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.

SAFeway  COUPON

Valid 10/15/11 thru 12/31/11



SAVE \$3
**On one (1) Tidy
Cat Litter**
20 to 27 lb. Selected Varieties.



This coupon must be presented at time of purchase. Offer valid with Card and Coupon. Minimum \$10 purchase qualifies you for all coupons. COUPON CANNOT BE DOUBLED. Coupon valid thru 12/31/11.