

Paws-pectives



"Hey Mum,
it's time for
my annual
check up!"

Stop that!

Is your pooch doing the scoot?!

It's not so funny when it's your
carpets under that scooting butt!

Find out what could be causing it
and how to get them on back on
their feet and living their best life.

9 TIPS FOR FEAR
FREE VET VISITS
FOR YOUR CAT

Cover photo by Lorenzo Clementin

Be in to
WIN!
one of four
**FURBULOUS FUR
FRIEND HAMPERS!**



Welcome to our first Petfirst Paws-pectives!

We just love seeing you and your fur friend in-clinic! So, we decided that between visits, we'd reach out with a fast and fun round-up of the things you want to know about helping your pet live their best life.

Petfirst Paws-pectives is a quarterly publication, that will be full of tips and tricks. We'll also introduce some of our team members, answer your burning questions and recommend cool toys, treats and products for your fur friend.

Plus, look out for exclusive giveaways and offers for you both!

In this edition, we kick up a stink about **pooches scooting** their butts along the carpet, dish out some tips to **make visits to the clinic better for you and your cat** and talk about **annual health checks and preventative screening**.

You'll meet Tayla, who is one of our amazing Veterinary Nurses at Petfirst Alexandra - you can be in to win one of her favourite pet products.

We'd love to hear your thoughts! Let us know what you think of this edition and what you'd like to see in upcoming editions. Check out page 7 to give us some feedback and suggestions to be in to win an amazing pamper hamper for your favourite fur friend. There are four to give away - two purrfect cat packs and two pawsome dog packs.

Meet Taylah

I'm Taylah, and I'm one of the Veterinary Nurses at Petfirst Alexandra. One topic I am passionate about is arthritis in our geriatric pets. This is even more important as we come into the colder months, because cold can aggravate our fur friends' arthritis. Signs can include stiffness, difficulty getting up and down, and slow walking.

4cyte is one of my favourite products that can be used for mild arthritis or in conjunction with prescribed arthritis medications from your veterinarian for moderate to severe arthritis. This joint health supplement is easy to use, simple and helps to actively maintain and support mobility and joint health! 4cyte also comes with a 100% money back guarantee for efficiency and palatability.

Talk to your Veterinarian or Nurse if you feel your pet may be arthritic, and we can help to make a plan for you both!!

Go into the draw to WIN one of two 4cyte packs (cat or dog)! To be in to win, email a pic of your fur friend living their best life to hello@mypetfirst.co.nz. (closes 30/6/25, winners notified by email).





Is it time for their Annual Health Check?

Whether you are looking after your wallet or just want to take the very best care of your fur friend, an Annual Health Check is a great idea!

Life is pretty busy – before you know it, a third of the year is gone! And, unless your fur friend has been noticeably under the weather, you might not have thought to bring them in for a visit with your friendly Petfirst Veterinary team.

The thing is that our pets can't casually mention to us that they're not feeling the best and they are also experts at hiding pain and discomfort. This means that, by the time you notice an issue, that your pet may have been suffering for quite some time – and that the problem could have worsened. Like our own health, pet health is a case of prevention being better than cure. The best way to keep them living better for longer is an annual health check and preventative blood and urine screen.

“The annual health check is also a great time to talk about your pet's changing needs as they age.”

At this visit, you can chat to your vet about how your pet has been going, any changes you've noticed and any worries or questions you have. Your fur friend will get a thorough physical, with an option to consider a preventative blood screen for more insights so that you can make informed decisions to support your pet's long-term health and wellbeing.

Petfirst Wellness: Even better, this important Annual Health Check and preventative screening are included in a Petfirst Wellness membership. So, if you're a member, make sure you make use of this benefit. Not a member? Ask your clinic team for more info and benefits.



For more info about Annual Health Checks and preventative screening and to book your fur friend's check, visit mypetfirst.co.nz.



Is your pooch doing the scoot?

We've all seen the funny videos of our canine companions dragging their bums along the carpet... this usually results in a quick trip to the vet to pick up a worm tablet. Wrap it in chicken, cheese or peanut butter, whatever the fave treat may be, they gobble it up and problem solved!

But sometimes it's not, and your darling dog continues to scoot its behind across your freshly washed Persian rug and perhaps is biting and licking at their rear end. In this case it *could* be an issue with their anal glands (eeeeeeewww!) but yes, all dogs (and cats) come equipped with two small scent-producing sacs located either side of their bum. These glands are used for scent marking and communicating with other dogs.

The fluid inside of the anal glands is normally secreted when your dog poops. However, this isn't always the case. Factors such as breed, soft stools, obesity or a diet lacking in fibre can cause these glands to become full, blocked, impacted or infected leading to discomfort and scooting.

If you have noticed this behaviour, or have any concerns give us a call, txt or book online for an anal gland expression with one of our friendly vets or nurses and we can get them back to travelling on all four paws with wagging tails.

Worm worries?

Nobody wants to think too hard about worms when it comes to your fur friend so check in with your Petfirst team to make sure that you're using the right product at the right frequency so that worms aren't an issue.

It's really important that your pet is getting the right dose - this is based on weight, so feel free to bring them in to check their weight just to make sure they're getting what they need. It's free, you don't need an appointment, and we have treats!

Would you like fibre with that?

Fibre plays an important part in keeping your dog healthy and keeping everything working well.

An easy way to increase the fibre in your dog's diet is to include some cooked pumpkin, carrots, sweet potatoes or brown rice.

An even easier (and more accurate) way is to pick up a bucket of Fitor food additive in-clinic to add to their regular diet.



Galen Myotherapy

with Marta Godio

Marta Godio (also seen on our cover with her dog Mera) is one of our Veterinary Nurses at our Petfirst Queenstown clinic, and is also a qualified Galen Myotherapy Practitioner.

Galen Myotherapy is a specialised massage and exercise rehabilitation therapy that can improve joint and muscle health, aid the rehabilitation of dogs with musculoskeletal issues and relieve pain. As well as physical benefits, the shared experience will strengthen the bond between you and your dog. All dogs can benefit from myotherapy, including seniors, sporting dogs, those recovering from surgery, or simply as a form of regular muscle maintenance. Benefits include:

1. Non-verbal Communication: Dogs may not speak, but their bodies do. A skilled massage therapist can interpret your dog's reactions to touch, offering valuable insights into their physical condition and emotional state and detecting subtle, 'silent' signals of pain. This allows you to better understand your dog's needs, strengthening your bond and helping you respond to their discomfort, even when they can't express it openly.

2. Physical Recovery & Mobility: Massage therapy support healings and enhances your dog's mobility. Improved circulation boosts oxygen and nutrient delivery to muscles and tissues to accelerate recovery and reduce the risk of complications after surgery or injury. Massage also stimulates the release of natural pain-relieving endorphins, easing muscular tension without the need for excessive medication. Combined with tailored movement exercises, it helps maintain muscle tone, restore joint function, and build your dog's confidence in movement – all essential for a faster, safer return to everyday activities.

3. Strengthening Trust & Active Involvement: For dogs recovering from physical trauma, massage therapy can be deeply restorative. Simple, personalised exercises performed at home between sessions foster a sense of security and continuity and deepen trust through positive touch and communication.

4. Improved Behaviour and Emotional Wellbeing: When physical discomfort fades, dogs are free to move, behave, and interact in ways that reflect their true, happier selves, supporting and strengthening the bond you share and reinforcing the sense that you are a source of comfort, safety, and trust.

Complementary Therapies

Many of our clinics offer complementary therapies like physical therapy, acupuncture, behavioural training and more or can refer you to local, trusted providers. Chat to your clinic team about the right treatment plan to keep your fur friend living their best life, for their whole life.

Interested in finding out how Myotherapy could benefit your dog? Get \$50 off your first Myotherapy consultation with Marta at Petfirst Queenstown.

Phone 03 442 9977, text 3489 or WhatsApp us for more info and to book.

“ Our little lounge lions are incredible creatures, full of personality, courage and catitude. But ask any cat if they would like to hop on into a carrier and head to the vet for a checkup and they'll likely say, 'no thank you' (and some may use their sharp ends to get the point across!). This can make trips to the vet stressful for both pet and pet parent.

Here are some simple things you can do before a trip to see us to avoid 'trigger stacking' and reduce stress levels.

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- 1 If the mere sight of a cat carrier causes a flight response for your pet, **leave your carrier open in a common area for as long as possible before the visit.** Place familiar bedding or treats inside and they may get curious, sniff or scent mark it as a safe place.
- 2 In the hours leading up to appointment try to **keep your cat as calm, comfortable and in-routine as possible.** This could mean avoiding cleaning, vacuuming or having guests over.
- 3 Our cats are creatures of habit, so changes to their routine, diet, bowls, bedding and surroundings are going to cause their stress levels to elevate. **Avoid making changes** to these prior to vet visit.
- 4 Easier said than done... but try not to wrestle your cat into carrier (pro tip: **never fight a cat**); **remain calm and try to gently place them into the carrier.** The top opening ones are best for this approach.
- 5 Cats aren't often cruising around in cars, so if your clinic is a bit of a drive away **ensure the carrier is securely closed and placed somewhere it won't tip, roll or fall off the seat.** Ideally place carrier in the footwell behind passenger seat or use the seatbelt across the cage.
- 6 **Gently does it!** Avoid blasting your fave tune and driving erratically (if possible) The car ride is usually the time our travel-sick pets may have accidents. Don't worry about this. Our lovely nurses will clean up the carrier while you have your consultation with the vet.



- 7 **Cats love a place to hide and to be up high.** Cover wire top carriers with a familiar smelling blanket or towel. In the waiting room try to avoid placing the carrier on the floor, especially if there are dogs moving around the space. Ask if your clinic has a cat-only space.
- 8 **Cats are super sensitive to smells.** Ask one of our amazing customer care team members for a **Feliway** spritz and we will spray the area with a synthetic pheromone that provides comfort and reassurance.
- 9 If you know your cat is particularly nervous around strangers or vet clinics, let us know when booking in and we will **book a quieter time of day** when there is less paw traffic.



Feedback for fun stuff!

We love our new Petfirst Paws-pectives publication: but what really matters is what you think! Let us know what you think of this edition and what you'd like to see in upcoming editions by emailing us at hello@mypetfirst.co.nz

We'll read every suggestion - and put you and your fur friend in the draw for one of four Petfirst Paws-pectives gift hampers. there are two cat hampers (valued at \$150 each) and two dog hampers (valued at \$250 each) to be won!

To be in to win, get your suggestions and comments (along with your pet's name and species) to us by 30 June 2025.



**Manage your
pet online!**

**my
petfirst**



WhatsApp
us today!



OR



Text us on
3489

Next time...

Look out for your next
Petfirst Paws-pectives
in July 2025!

We'll be talking about
Osteoarthritis, Oral Health
and more. Have a burning
question or topic suggestion?
Email feedback and ideas to
us at hello@mypetfirst.co.nz

Connect with your local Petfirst Veterinary team:



Queenstown

Ph 03 442 9977
queenstown@mypetfirst.co.nz



Aspiring

Ph 03 443 7262
wanaka@mypetfirst.co.nz



Alexandra

Ph 03 440 2277
alexandra@mypetfirst.co.nz



Cromwell

Ph 03 445 1229
cromwell@mypetfirst.co.nz



Mosgiel

Ph 03 489 4770
mosgiel@mypetfirst.co.nz