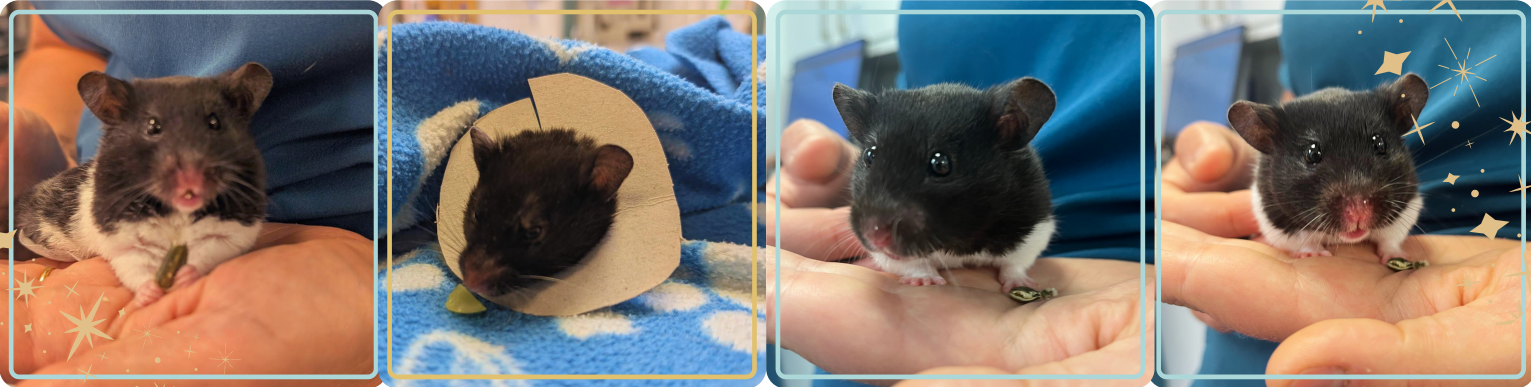


Whiskers Pet Superstar: Button Bounces Back!



This edition's Pet Superstar is the adorable Button, a tiny hamster who completely stole our hearts. Button came to see us after her little foot became trapped in the door of her cage, causing a severe injury to her leg. Sadly, the damage was too extensive to repair, so the kindest option was to perform a leg amputation. Despite being one of our smallest patients, Button was incredibly brave through out her

treatment and recovery. She adapted amazingly well to life on three legs and hasn't let it slow her down one bit! She's back to exploring, climbing and enjoying life with her family as if nothing ever happened. We're so pleased to hear that Button is doing brilliantly at home. Thank you to her family for trusting us with her care - she'll certainly be remembered as one of our bravest little patients!

An update from inside the practice

Introducing Emma!



Many of you may recognise a familiar face around the practice. We're delighted to welcome Emma back to Whiskers as our new Practice Operations Manager. Having previously worked with us, Emma already knows the Whiskers way and many of our wonderful clients and their pets, making her a fantastic addition to our management team.

Our charity for the year



This year, we're proud to be fundraising for Veterans With Dogs, a wonderful charity that provides assistance dogs to Armed Forces veterans living with complex mental health conditions. Every donation, no matter how small, helps support the life-changing work this fantastic charity does.

Whiskers Vets News



In this issue:

- **Grass Seeds: What Every Dog Owner Should Know**
- **Why We're Proud to Be Independent**
- **Exciting Changes to Our Wellness Club**
- **Supporting Veterans With Dogs**
- **Meet Our Practice Operations Manager, Emma**

Our Whiskers Wellness Club has had a makeover!

Preventative healthcare is one of the most important things we can offer our patients. Regular health checks allow us to identify subtle changes long before they become serious problems, often improving both quality of life and long-term outcomes.

That's why we've been busy refreshing our Whiskers Wellness Club!

Introducing our 6 month health checks:

These appointments are tailored to your pet's individual needs, ensuring we provide preventative healthcare that's right for them at every stage of life.

Pets aged seven years and over will receive a free blood pressure check, helping us detect high blood pressure early - often before it causes damage to vital organs.

The team will also carry out a personalised parasite risk assessment, discussing your pet's lifestyle, habits and environment to ensure their treatment is tailored to their needs. This allows us to strike the right balance between protecting your pet while also considering environmental sustainability and responsible medicine use.

No two appointments need to be the same - our nurses will tailor each consultation to what matters most for your pet.

Even more included:

Members can now have nail clips and anal gland emptying included when these are

carried out during annual booster appointments or six-month health checks.

We've also added 10% discount on toys and accessories, because preventative healthcare isn't just about medicines - enrichment, exercise and mental stimulation are equally important parts of keeping pets happy and healthy.

Simpler pricing, even better value:

We've also simplified our monthly membership prices. Rather than having multiple pricing bands based on your dog's weight, we now have just three straightforward options:

- Cats: £17.50 per month
- Dogs under 25kg: £22.99 per month
- Dogs over 25kg: £29.50 per month

This means no more moving between several weight categories if your dog gains or loses a little weight over time, making your monthly payments simpler, more predictable and easier to budget for.

If you're already a member, these benefits are ready for you to enjoy.

If you're not yet part of the club, we'd love to explain how it works and help you decide whether it's the right option for your pet.



Scan the QR code to find out more and sign up!



Why Independence Matters More Than Ever

You may have seen recent news coverage about the Competition and Markets Authority (CMA) investigation into the veterinary profession. The review has sparked important conversations about how veterinary practices are owned and how they operate.

As one of the UK's proudly independent veterinary practices, we wanted to take this opportunity to thank you for supporting Whiskers and explain what independence means for you and your pets.

Over 70% of UK veterinary practices are now owned by corporate groups, but Whiskers remains independently owned. This means the decisions we make are based on what's best for our patients, our clients and our team - not corporate targets.

What does this mean for you?

Being independent gives us the freedom to:

- Offer longer 20-minute consultations, allowing us the time to listen, examine your pet thoroughly and work with you to make informed decisions about their care.
- Provide personalised treatment plans tailored to your pet's individual needs, rather than following a one-size-fits-all approach.

- Invest in our team, supporting ongoing training and professional development so we can continue delivering the highest standard of veterinary care.
- Improve our practice, introducing new services, equipment and facilities that benefit both our patients and their owners.
- Support our local community through sponsorship, fundraising and local events that help strengthen the community we're proud to be part of.

Putting pets first:

Our mission has always been simple: to be the practice that everyone wants to join. That means creating a welcoming environment for pets, owners and our team, while providing compassionate, honest and personalised care every single day. We're incredibly grateful for the trust you place in us to care for your pets. By choosing Whiskers, you're supporting an independent practice that can continue putting animal welfare first and making decisions based on what matters most - your pets.



Thank you for being part of the Whiskers family!

Grass seeds - Tiny seeds, Big Problems!

Summer is one of our favourite times of year - with longer walks, sunny adventures and plenty of opportunities for our dogs to explore the great outdoors. Unfortunately, it's also the season when we see one of the most common (and surprisingly painful) problems in practice: grass seeds.

Why are grass seeds such a problem?

Grass seeds have a sharp, arrow-shaped design which helps them attach to animals to spread naturally. Unfortunately, this clever design means they can also work their way through your dog's coat and into the body.

Dogs who enjoy running through long grass, fields or meadows are particularly at risk, especially during the summer months when grasses begin to dry out and release their seeds.

Where do they get stuck?

The most common places we find grass seeds include:

- Between the toes - Signs can include sudden limping, constant licking or chewing at the paw, and swelling between the toes.
- Inside the ears - Signs can include head shaking, scratching at the ears, head tilting or pain when the ear is touched.
- In the eyes - Symptoms can be squinting or holding the eye closed, excessive tears and pawing at the face.
- Up the nose - Can cause sudden or repeated sneezing, nose rubbing, bloody discharge and difficulty settling after a walk.

Occasionally, grass seeds can also penetrate the skin elsewhere on the body, leading to painful lumps or abscesses that may appear days or even weeks later.

How can you reduce the risk?

While it's impossible to avoid grass seeds altogether, a few simple checks after every walk can significantly reduce the chances of them causing problems.

- Check between your dog's toes and paw pads.
- Feel around the ears, armpits and groin.
- Brush longer coats regularly, particularly after walks through long grass.
- Keep the hair between your dog's paw pads neatly trimmed if appropriate for their breed.
- Avoid letting dogs charge through long, dry grass where possible.

When should I contact my vet?

If your dog starts to show any of the above signs and has been in long grass recently, it's always worth giving us a call. Grass seeds don't usually work their way back out on their own, and waiting can allow them to burrow deeper, making removal more difficult and increasing the risk of infection. The earlier we see your pet, the quicker and easier treatment is likely to be - and the sooner they can get back to enjoying their summer adventures.

