



Thank You for voting Braxton's Animal Works "BEST PET STORE" in the Suburban's Readers' Choice Awards!

Braxton's Animal Works donated Birthday Bash proceeds of \$500 to Pals for Life. To learn more about Pals for Life go to www.palsforlife.org



SAVE THE DATE

Mark these on your calendar today!

September 27th Braxton's Harvest Fest
Pet Rescue & Family Fun Day www.braxtons.com

September 21st Radnor Fall Fest
@ Filipone Park www.radnor.org

October 5th Malvern Fall Festival for the Arts
@ Burke Park www.malvernbusiness.com

Oct 12th - 25th Halloween Photo Contest
Drop us a photo of your little 4-legged trick or treator to be judged in lots of fun categories!

SCHOOLS OPEN, DRIVE SAFELY: Keep your dogs safely confined with a crate in the car, barrier, car harness or even a car seat for your little ones.

FALL IS ON ITS WAY: Keep your eyes open for Braxton's Fall selection of collars, leashes and apparel for the best dressed pets on the Main Line!



We're 490^{dog} years old!

PET GAZETTE

"A quarterly publication for all Passionate Pet Owners!"

Fall 2008

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Product Picks

Save the Date

PRODUCT PICKS:



Good Karma Rope Toys: www.jaxandbones.com

100% natural-dyed, cotton thread and hand tied.

Each rope toy comes with a story of how it was rescued; and Jax and Bones donates part of the proceeds to benefit the Rescue Train organization.

Yoghund Organic Frozen Yogurt for Dogs: www.yoghund.com

I put these treats down on the ground for my two dogs to try the other day. They each carried the cups to a quiet place and proceeded to delicately lick, lick, lick and then gulped them down. Even the cups are safe if eaten.



HOLISTIC: What Is It and What We Can Do About It?

I recently caught up with Dr. Rose DiLeva, VMD, owner of Animal Wellness Center, Chaddsford, PA. Animal Wellness Center provides both holistic and conventional veterinarian medicine for dogs, cats, smaller animals and horses. Dr. DiLeva graduated from the University of Pennsylvania in 1987 and has been the owner of Animal Wellness Center since 1999. We chatted briefly about holistic care and how we can each strive to provide the best overall life for our animal companions.

A holistic view takes into account the following:

- The health status of your pet: Is he in good physical shape? Overweight, underweight?
- His nutrition: What is he eating? Is he eating well?
- How he plays or works: Is he being mentally challenged through interactive play and toys? Does he have a job like herding sheep or going on a walk with you to investigate the neighborhood?
- His surrounding environment of home & yard: Is the home and yard safe?
- His mental well being: Is the home hectic and stressful?

We want to provide the very best that we can for our pets so we need to look at all aspects of their lives.

I asked Dr. DiLeva what she would do with a new client. Well, she would want to look at the whole picture: body, nutrition, environment and emotions. From there she would develop a treatment plan if an issue was manifesting itself. Some of the most common issues that she deals with are cancer, arthritis and skin problems most often the result of food allergies.

What does Dr. DiLeva suggest we do to provide the best care for our pets? The two most important areas of care are nutrition and dental. When it comes to nutrition we want a food that is free of chemical preservatives; has meat protein sources in the top two or three ingredients; and has grains farther down the ingredient panel. Then there is dental care. Bacteria build up on our pets teeth opening up the possibility of infecting the gums. From the gums the infection may enter the bloodstream and attach itself to a weak organ, causing disease. We need to keep our pets' mouths clean, brush the teeth and make sure tarter and plaque don't build up. An annual check-up is routine and twice per year for the senior pet.

More veterinary practices are offering alternatives to conventional medicine. There is chiropractic, acupuncture, Traditional Chinese Medicine, Chinese Herbology and more. If you're interested ask your vet or you can contact Dr. DiLeva at www.altpetdoc.com.

BRAXTON'S HOURS

Monday to Saturday: 9:00am - 7:00 pm

Sundays: 10:00am - 5:00pm



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Wayne, Pennsylvania 19087
www.braxtons.com

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SAVE THE DATE
Harvest Fest



Saturday, September 27, 2008

ENJOYING THE GOLDEN YEARS



Remember the ad: Exercise, eat right and take Geritol? Well, what's good for the goose is good for the...dog? Most dogs are considered "senior" when they turn seven years old. What does this mean for your dog? Well, like us, their dietary needs change; their joints get achy; they may experience dental issues, incontinence, reduced mobility or all of the above. What can you do to make sure your senior dog is as healthy and happy as possible?

You want to make sure you're current on your annual visit to the vet to see that Tramp is in the best shape as can be and there are no underlying issues.

Next, you want to decide if he needs a senior formula food geared to his age or maybe a food lower in calories to help shed some pounds or a food supplemented for achy joints.

Then think about supplements like glucosamine, antioxidants, skin & coat oils. Also, dental care must not be forgotten. Brushing several times a week and making sure the teeth and gums are in good condition is extremely important to overall health.

Finally, as your faithful companion may not be able to do what he used to do you may be called upon to give some support. You may want to provide a ramp to assist getting into the car; steps to get up onto the couch or your bed (my father is rolling over in his grave at the thought). Also, if Tramp's back legs aren't what they used to be you can use a back-end support leash to shoulder some of his weight when out for a walk.

You want to do what you can to maintain optimum health and keep your friend around as long as possible. They've been there for us so when they need our help it's good to know we have the tools to give back.

John

LOCAL EMERGENCY ANIMAL CLINICS AND HOSPITALS

- **West Chester Veterinary Medical Clinic**
1141 West Chester Pike,
West Chester, PA
610-696-8712
- **Veterinary Referral Center & Emergency Service**
340 Lancaster Avenue
Malvern, PA 19355
610-647-2950
- **Metropolitan Veterinary Associates & Emergency Services**
915 S. Trooper Road
Eagleville, PA 19403
610-666-0914

DID YOU KNOW?

Did you know that there are social networking sites for your dogs?

Check online:

**www.doggyspace.com
and www.dogster.com**



You may not have heard but the mortgage meltdown is claiming more victims. Many people whose homes are being foreclosed upon are either turning their pets into shelters or in some cases abandoning them. If you are interested in adopting, contact a local shelter or check out www.petfinder.org. Many no-kill shelters are full to capacity and need your help.

HAT'S OFF TO LESLIE AND A BIG THANKS!

Our hats go off to long-time employee Leslie Davis. Leslie retired this past June after 8 ½ years with Braxton's. Leslie provided both Braxton's employees and customers with her motherly love, always making sure everyone had exactly what they needed. Leslie would listen to your (or your pet's) issues and then make her best recommendation to take care of it. We will still get to catch up with Leslie when she stops in to buy for her dog and cat.

BRAXTON'S HARVEST FEST PET RESCUE & FAMILY FUN DAY!

Harvest Fest

Saturday, September 27, 2008

11:00am to 4:00pm

Come join in all the fun and help our local animal rescues at the same time. Rescues will bring dogs and cats for you to pet, fall in love with and even adopt. But that's not all, we have a whole day of family fun – for kids of all ages!

- 🐾 Moon Bounce
- 🐾 Face Painting
- 🐾 Magician
- 🐾 Balloon Masterpieces
- 🐾 Games
- 🐾 Food
- 🐾 Drinks
- 🐾 Popcorn
- 🐾 New products and free samples
- 🐾 New pet toy ideas
- 🐾 Music
- 🐾 Dog demos, pet microchipping, K-9 Good Citizen Test



An entire day of rescue animals, petmania and more! Bring the whole family, stay the whole day! Visit www.braxtons.com for more information or call 610.688-0769.