



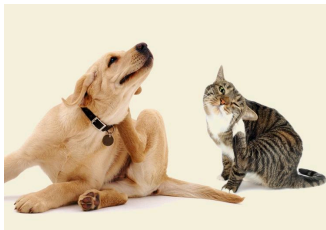
PVPC Newsletter

August 2025 Issue

Don't forget that we are now using a new online pharmacy. Scan the QR code down below to go check it out!



Itchy Pet Awareness Month



Here in veterinary medicine, the whole month of August is used to dedicate the spread of awareness for skin conditions in all pets. This awareness month was created by Zoetis as a way to help educate pet owners about the various skin conditions pets are susceptible to and encourage them to seek medical care sooner rather than later. Itchy skin is very common in pets, more specifically dogs, and it's not unheard of that many cases go untreated.

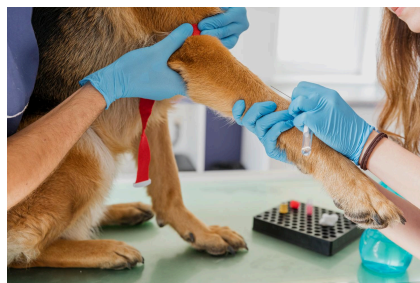
One reason that pets with pruritus are left untreated is because some pet owners may not recognize the signs that their pet is itchy. Symptoms of allergic dermatitis can vary which is why it can be difficult for some to notice when they occur. The most common signs are excessive scratching and/or licking/chewing of any part of a pet's body. Other signs that may not get recognized as symptoms of itchiness are rubbing parts of the body on the ground, on furniture, etc. and

shaking of the head usually in relation to itchiness of the ears. The most severe symptoms of allergic dermatitis are hair loss and skin irritation that often become an infection of the skin.

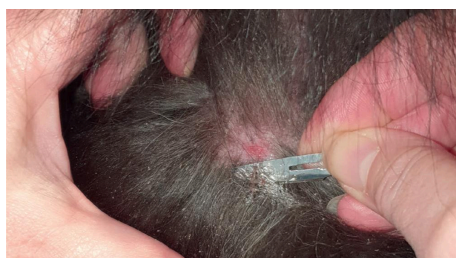
Another reason pet owners may not seek medical care for their itchy pet is because they choose to attempt to do at-home treatment such as an over-the-counter antihistamine. It isn't necessarily a bad thing to give over-the-counter antihistamines; however, those types of medications don't generally target the source of the itchy skin. Unfortunately, pet owners generally choose to go this route due to the fear of how much it might cost to take their pet to a veterinarian. Although this worry is completely valid and understandable, waiting to have a pet examined for itchy skin may not actually be more cost effective. Oftentimes, a minor skin condition can turn into a severe skin infection if the problem is allowed to wait. The more severe the skin gets, the more treatments and medications may be required to resolve



it. With that being said, it is better for both the pet owners and pets if their itchy skin gets addressed as soon as symptoms are noticed. As stated before, over-the-counter medications aren't designed to target the source of the problem that causes a pet to be itchy because most skin conditions are due to an underlying condition. These underlying conditions can vary from environmental or food allergies, infections caused by other sources, or parasites. All of these conditions must be diagnosed by a veterinarian so they can devise a proper treatment plan specific to the skin condition the pet has. Most often, diagnostics included in diagnosing skin conditions require obtaining samples of the affected skin and reviewing it microscopically for parasites or bacteria. In more severe cases, skin and hair samples are used to run PCR's for certain parasites or cultures for fungus that are not visible on a microscope in the veterinary hospital. For pets with chronic allergies, there are some blood tests that can be performed to narrow down what the pet is allergic to and medication to prevent a flare up can be created specific to the pet. Utilizing veterinary hospitals as a resource will allow the pet to have a higher chance of recovering from skin conditions and most importantly feel the most comfortable.



You are not alone if you have a pet that is horrendously itchy all of the time. Pets with skin conditions are so common that itchiness is the number one reason a pet will visit a veterinary office. If you notice your pet displaying any or all of the symptoms of allergic dermatitis please don't hesitate to contact your regular veterinary office. Those of us in veterinary medicine are here to help!



apoquel
(oclacitinib tablet)

CYTOPOINT

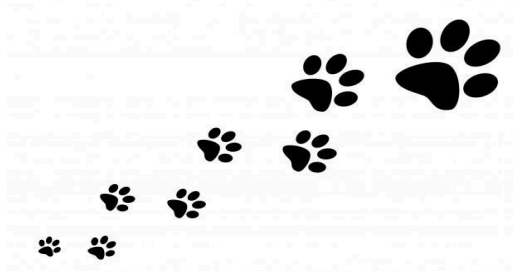
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Friends of Noodle



Hi all! Noodle here. For fun, I wanted to take a moment to introduce you to a friend of mine. If it weren't for the pretty little lady in the photo, I wouldn't have landed this sweet spot of a home. The PVPC practice administrator and my main owner, Amy, bottle fed my cat friend when she was a kitten in 2016. During that time, my friend was getting a little spicy because she didn't have other cats to teach her proper cat etiquette. That's where I came into the picture! My owner, Amy, contacted Amador County Animal Services to ask if they had any spare kittens and there I was waiting for my next adventure. So, I moved into the PVPC family and I began to live my best life with my new friend. Man, oh man, the shenanigans we used to get into. Once my friend was old enough; however, she caught the eyes of a beloved long time client who was in need of a new fur baby. After they took her home and got her all settled in, they chose to name her Amy in honor of our Amy who took the time to raise her. Little Amy is really lucky to have found her people. They will jump through hoops to keep that girl healthy. I know my PVPC people really enjoy seeing her all grown up when she comes in for her general care.

Tune in to meet another friend of mine next month!

