



# Pet Health Direct



PREVENTATIVE, RESTORATIVE  
& CURATIVE TREATMENTS  
FOR CATS AND DOGS



## Pet Health Direct

[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)



# A VERY WARM WELCOME TO YOU & YOUR BEST FRIENDS

**Cats and dogs are more than just pets to most owners, they are reliable friends and companions and you will naturally wish for them to lead a long and healthy life.**

Just as humans need supplements and medication at times, so do our pets, if they are to enjoy long-term active health.

Although pets cannot tell you what is wrong, they do give out signals when they are feeling unwell. Not eating properly, warm dry nose, poor coat condition are all examples of symptoms, as is a lack of joint mobility and stiffness.

Labradors, Retrievers, German Shepherds are amongst breeds that commonly suffer mobility problems as they get older. It is always preferable to use preventative treatment rather than wait for these symptoms to develop.

All of our products are exclusive and are manufactured to the same exacting standards that we use for the production of human medication. They are only available through licensed veterinary surgeons or directly from ourselves at PHD by mail order.

We will record you as the customer but your pet as the patient. Please let us know name/names, breed, date-of-birth and any other relevant details as we will establish a patient record for each of your pets when you first order. This allows us to build up a medical profile of each pet patient and recommend appropriate treatments as they progress through their life cycle.

Our service is designed to allow you to administer the medication yourself – all treatments are supplied in measured dosage capsules which are simple to pull apart allowing you to mix in the powder with your pets normal meal. Some larger dogs will swallow the capsules but it is far easier to pull the capsule apart and mix the measured dose into food.

A chart on page 4 indicates the dosage required for dogs which is related to their breed and weight. Cats are catered for with dedicated products.

We look forward to being of service to you and your best friends.

*Diane Greenhalgh*

Diane Greenhalgh  
Head of Patient Care - Pet Health Direct



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# FEEDING YOUR PETS

**NEVER** buy cheap dog or cat food, **ALWAYS** choose a premium brand. Dogs and cats need quality protein and a mix of carbohydrates, vitamins, minerals, grains, fats and oil. Cats and dogs are not vegetarians, so please even if you are vegetarian yourself please feed your pet meat, they absolutely need it.

**ALL** dogs and cats should have access to good clean water at **ALL** times.

It is best to feed both cats and dogs a mixture of tinned food and dry food, this gives them a variety.

Treats of raw fresh meat, are beneficial, but never leave it out for more than 30 minutes. If you give a dog a bone please ensure it is a large raw marrowbone. **NEVER** feed your cat or dog chop or poultry bones or cooked bones as they are liable to splinter.

Premium brand pet food such as Pedigree Chum, Whiskas, Iams etc. use good quality ingredients. Cheaper brands often use ground up claws, ears and even meat condemned as unsuitable for human consumption. Simple rule is if it does not smell good to you, do not feed it to your pet.

Even using the best brands your pets may still need supplements as the cooking process (all tinned pet food is cooked) destroys many of the trace elements, enzymes and vitamins that your pet needs in order to lead a long healthy and active life. We have made all of our medications easy to use, either hide the capsule in the meat portion of the meal or much more easily pull the capsule(s) apart and mix the ingredients into your pet's meal.

We seek to give you as much information and guidance as possible, but obviously space in this catalogue is limited. If there are specific questions relative to your pet you wish to ask please e-mail [vet@pethealthdirect.co.uk](mailto:vet@pethealthdirect.co.uk) or write in with full details of your pet including breed, age and symptoms. You may also wish to refer to the large amount of reference material by please visiting our website - [www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)



## MEDICINAL PRODUCTS FOR CATS & DOGS

FOR EASE OF USE THE PRODUCT SECTIONS  
OF THIS CATALOGUE HAVE  
BEEN DIVIDED INTO SECTIONS CATERING  
SEPARATELY FOR CATS & DOGS

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# MEDICATION for your DOG

Small Breeds	(up to 19 kg)	1 capsule	daily with the main meal
Medium Breeds	(20kg & 40kg)	2 capsules	daily with the main meal
Large Breeds	(over 40kg)	3 capsules	daily with the main meal

## Small Breeds

Affenpinscher	4kg
American Cocker	12kg
Australian Cattle Dog	16kg
Australian Silky Terrier	4kg
Basenji	10kg
Beagle	12kg
Bedlington Terrier	10kg
Bichon Frise	5kg
Border Terrier	7kg
Boston Terrier	8kg
Brittany Spaniel	15kg
Bull Terrier Miniature	9kg
Cairn Terrier	7kg
Cavalier King Charles	8kg
Chihuahua	3kg
Chinese Crested Dog	5kg
Cocker Spaniel	15kg
Dachshund (miniature)	5kg
Dachshund (standard)	9kg
Dandie Dinmont Terrier	11kg
English Toy Terrier	3.6kg
Finnish Spitz	16kg
French Bulldog	13kg
Geln of Imaal terrier	16kg
Griffon Buxellois	5kg
Irish Terrier	12kg
Italian Greyhound	4.5kg
Jack Russell	6.4kg
Kerry Blur Terrier	17kg
Kleine Spitz	3.4kg
King Charles Spaniel	6kg
Lakeland Terrier	8kg
Lancashire Heeler	6 kg
Lhaso Apso	7kg
Lowchen	8kg
Manchester Terrier	10kg
Miniature Pinscher	5kg
Norfolk Terrier	6kg
Norwich Terrier	5kg
Otterhound	5kg
Papillion	5kg
Pekinese	6kg
Petit Bassett Griffon	
Vendeen	19kg
Pomeranian	3kg
Poodle (miniture)	6.2kg
Poodle (toy)	4.5kg
Pug	8kg
Puli	12.7kg
Scipperke	7.5kg
Scnauzer (miniture)	7kg
Schnauzer (standard)	18.2kg
Scottich Terrier	10kg
Sealham Terrier	9kg
Shetland Sheepdog	7kg
Shih Tzu	7kg
Skye Terrier	10kg
Sweddish Vallhund	15kg
Tibetan Spaniel	7kg
Tibetan Terrier	14kg
Welsh Corgi (Cardigan)	17kg
Welsh Corgi(Pembroke)	12kg
Welsh Terrier	10kg
West Highland White	10kg
Whippet	13kg
Yorkshire Terrier	3kg

(multiply by 2.2 to convert to lbs)  
NB. this is intended as a guide only

## Medium Breeds

Afghan Hound	27kg
Airdale terrier	21kg
Alaskan malamute	40kg
Basset Hound	22kg
Bay Retriever	
Chesapeake	34kg
Bearded Collie	23kg
Belgian Shepard	28kg
Border Collie	20kg
Bouvier Les Flandres	40kg
Boxer	32kg
Briard	34kg
Bulldog	25kg
Bull Terrier	30kg
Canaan Dog	25kg
Chow Chow	32kg
Clumber Spaniel	36kg
Collie (Rough)	30kg
Collie (Smooth)	27.3kg
Curly Coated Retriever	36kg
Dalmatian	25kg
Dobermann	40kg
Elkhound	23kg
English Setter	30kg
English Springer Spaniel	24kg
Field Spanie	25kg
Flat-Coated Retriever	32kg
Foxhound	34kg
German Shorthaired	
Pointer	28.4kg
Golden Retriever	36kg
Gordon Setter	30kg
Greyhound	32kg
Irish Setter	32kg
Irish Setter (red & white)	32kg
Irish Water Spaniel	29kg
Keeshond	30kg
Labrador Retriever	34kg
Large Munsterlander	29kg
Lurcher	27.3kg
Old English Sheepdog	30kg
Pharoah Hound	25kg
Pointer	30kg
Portuguese Water Dog	25kg
Rhodesian Ridgeback	39kg
Saluki	30kg
Samoyed	29kg
Senauzer (giant)	35kg
Siberian Husky	27kg
Softcoat Wheaten	
Terrier	20kg
Staff. Bull Terrier	20kg
Sussex Spaniel	23kg
Weimeraner	27kg
Welsh Springer	20kg

## Large Breeds

Anatolian Shepard Dog	61kg
Bernese Mountain Dog	44kg
Bloodhound	41kg
Borzoi	48kg
Bullmastiff	59kg
Deerhound	45kg
Eskimo Dog (Husky)	48kg
German Shepard	43kg
Great Dane	55kg
Irish Wolfhound	55kg
Japanese Akita	50kg
Komondor	61kg
Maremma Sheepdog	45kg
Mastiff	86kg
Neopolitan Mastiff	68kg
Nrefoundland	68kg
Pyrrenean Mountain Dog	57kg
Rottweiler	50kg
St Bernard	91kg
Tibetan Mastiff	82kg





# MEDICATION for your DOG

## JOINT AND MOBILITY SUPPORT

*From about the age of 7 (or approximately two-thirds of the way through their life expectancy), many dogs start to suffer mobility problems more than often in the hind legs. This is especially common in breeds such as Labradors, German Shepherds and other large breeds.*



## JOINT MAINTENANCE FORMULA

(1 year to 7 years of age)

The most effective treatment for joints is preventative medication and we recommend that you add this specialised formula from the age of 12 months. Containing glucosamine sulphate derived from the shells of crustaceans, plus collagen this supplement will maintain healthy joints and ligaments.

Joint Maintenance Formula	30 capsules	Code PHD 001	£7.95
Joint Maintenance Formula	90 capsules	Code PHD 002	£17.50
Joint Maintenance Formula	180 capsules	Code PHD 003	£29.95



## JOINT AND MOBILITY SUPPORT

(7 years and over or before if problems are evident)

This powerful formula is proven to reduce inflammation and stiffness, alleviate aching joints, improve connective tissue in joints and aid mobility. Contains high levels of glucosamine, chondroitin, bromelain, msm, & harpagosides. Improvement is normally seen within a month of starting treatment.

Joint & Mobility Support	30 capsules	Code PHD 004	£9.75
Joint & Mobility Support	90 capsules	Code PHD 005	£19.75
Joint & Mobility Support	180 capsules	Code PHD 006	£32.00



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# MEDICATION for your DOG

The skin forms the primary barrier protecting a dog's body. It keeps water out and moisture in as well as preventing micro-organisms gaining access. The skin also has the follicles for growing all 3 types of essential hair that a dog needs. First there are the outer 'guard hairs' that form a dog's outer visible coat, then below these are their 'wool hairs' that form their insulating layer. Thirdly there are the hairs we call 'whiskers' which provide very sensitive tactile detectors.

## ANTI-LICK MEDICATED CREAM



Licking to clean their coat is a very natural and essential part of a dog's life but occasionally this becomes obsessive or habitual and can result in the loss of fur or a running open sore or ulcer, often on their forelegs. The breeds most likely to develop this problem are Labradors, Retrievers, Alsatians, Great Danes, Dobermans and Setters.

This medicated cream both is a healing agent and contains non-toxic ingredients. These safe ingredients are repulsive to a dog's taste thereby deterring continued licking, whilst at the same time helping the healing process and preventing infection.

If the cause is boredom or stress then we suggest using this cream in conjunction with our natural sedative detailed on page 10.

### Vet's Tip

- Adding an egg to your dog's meal with provide an appetising supplement.

100ml of Anti-lick Medicated Cream PHD 007 £9.95



## PET COAT MEDICATED CONDITIONER

It is a myth that bathing a dog dries out its coat, in fact the opposite is true as it stimulates the glands that generate a glossy coat. Bathing should be done on a monthly basis.

Formulated to treat most skin and coat conditions provided the cause is not food allergy based. Use for dry skin, itchy skin, irritation, infestation, dandruff, poor coat etc. Apply with warm water and work up into a good lather, repeat but leave on for 5 minutes for this second application, then rinse and dry.



1250 ml Plastic Pump Dispenser Bottle PHD 008 £9.95



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# MEDICATION for your DOG

## IMMUNE SYSTEM SUPPORT FORMULA

Assuming that you are feeding your dog on a good quality pet food, then all you need to do is compensate for the loss of essential nutrients, vitamins, minerals and enzymes that are lost in the cooking process of tinned dog food.

Our nutritional daily capsule (see chart on page 4 for dosage guide) contains all that is lost or depleted during the food manufacturing process ensuring a complete balanced daily intake.

- **Vitamin A** - is a powerful antioxidant vital for healthy eyes, teeth & gums.
- **Vitamins covering the B spectrum** are essential for healthy organs, nervous system support and red blood formation.
- **Vitamin C** protects against infection and is a detoxifier.
- **Vitamin D** enables the body to absorb calcium & phosphorus essential to bone structure.
- **Vitamin E** is a powerful antioxidant and helps to maintain a healthy heart and good circulation.
- **Minerals** a range of trace minerals such as selenium, magnesium, potassium, iron, copper, sodium, calcium, zinc folic acid, etc are essential for development.
- **Enzymes** – aid food digestion especially important as your pet ages.



Containing all the above and more, this is a once a day additive that will ensure that your dog enjoys a balanced nutritional intake that will prolong a long and active life.

Complete Immune Support	30 capsules	Code PHD 009	£7.95
Complete Immune Support	90 capsules	Code PHD 010	£17.50
Complete Immune Support	180 capsules	Code PHD 011	£29.95

### Vet's Tips

- *Always ensure that your pet has clean fresh water available*
- *Always feed at the same time – pets love a routine*
- *Pet's love to be stroked, it is an essential part of the bonding process*
- *Do not regularly give dogs treats in-between meals*





# MEDICATION for your DOG

## WEIGHT CONTROL FOR DOGS

*It is vital to control the weight of your pet. Being overweight places a big strain on a dog's heart and legs and can significantly reduce active life expectancy. Your eyes are the best guide, too thin and their ribs will become prominent. Too fat and you will feel a thick layer of fat covering the ribs and notice difficulties in getting up from a prone position and also breathlessness when they exercise.*

*The general guide to your dogs correct weight is shown on page 4, but remember that for many breeds, bitches weigh up to 10% less than their male equivalents.*

*The following formulas will help obtain and maintain the optimum weight for your breed of dog.*

### WEIGHT LOSS FORMULA

As in humans, weight gain is normally caused by too much food and not enough exercise. This treatment uses all 3 proven weight loss methods combined into a single capsule. It will reduce your dogs appetite for food, ensures he or she feels full after consuming smaller amounts of food and also will speed up your pet's metabolism resulting in a higher calorie burn. It is licensed for use for up to a maximum 3-month continuous course. Do not try 'crash dieting' as this will impair your dogs health, rather gradually reduce the protein and fat levels in the main meal compensating with added fibre and slow release carbohydrates such as barley whilst ensuring a supply of fresh water.



90 Capsules for a one-a-day 3-month course for small breeds	PHD 012	£9.95
2 x 90 Capsules for a two-a-day 3-month course for medium breeds	PHD 012	£17.50
3 x 90 Capsules for a three-a-day 3-month course for large breeds	PHD 012	£32.50

### CONVALESCENCE FORMULA

After illness or injury your dogs appetite may be adversely affected with resultant lack of energy and weight loss. This formula not only encourages weight gain but has high energy stimulants. During convalescence you should feed your dog little and often and increase the proportion of dietary protein and fats in every meal.



30 capsules for a 1 month course for small breeds	PHD 013	£7.90
60 capsules for a 1 month course for medium breeds	PHD 014	£14.50
90 capsules for a 1 month course for large breeds	PHD 015	£19.99



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# MEDICATION for your DOG

## LONGEVITY FORMULA

Your dogs immune system will be attacked continuously, as are our own, so it is essential that you have your dog inoculated by a qualified vet against the deadliest diseases including hardpad, distemper, hepatitis, leptospirosis etc (plus an annual booster).

Just like humans, as a dog ages, sight, hearing, digestion are impaired, as also is their immune system which may start to fail to recognise and react to bacteria and viruses leading to an increase in infections and tumours.

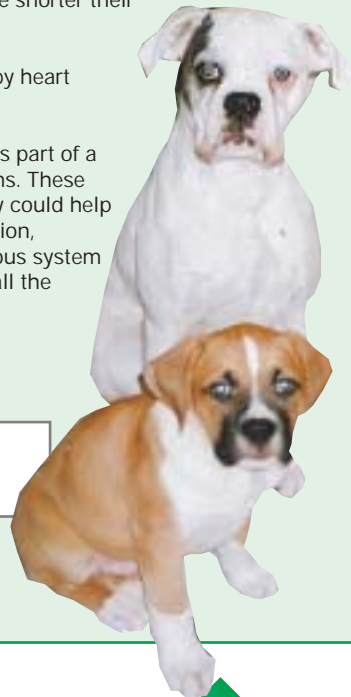
Older dogs sleep more and are more susceptible to changes in the weather and changes to their routine may well confuse and upset them.

Dependant on the breed, life expectancy of a dog is between 9 years and 14 years (the average in the UK is 12.2 years). As a general rule the larger the dog the shorter their life-span.

Cancer is the biggest killer affecting 42% of all dogs followed by heart disease, which is the cause of death in 23% of cases.

This specific complex formula also incorporates linoleic acid as part of a range of EFA's combining the Omega 6 and Omega 3 spectrums. These groups of essential fatty acids proved in a large study that they could help in a wide spectrum of conditions covering allergies, inflammation, auto-immune diseases, heart disease, kidney conditions, nervous system and even cancer by destroying 'free radicals' which becomes all the more important as a dog ages.

Please see dosage guidelines on page 4



30 capsules	PHD 016	£8.75
90 capsules	PHD 017	£18.50
180 capsules	PHD 018	£29.95

***"THE REASON A DOG HAS  
SO MANY FRIENDS IS THAT HE WAGS  
HIS TAIL INSTEAD OF HIS TONGUE"***

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# MEDICATION for your DOG

## BURPING AND FLATULENCE

A diet high in foods that ferment, such as raw vegetables, or difficult to digest carbohydrates are the normal source of the trouble. Another cause of burping (via the mouth) is that dogs gulp down their food too quickly, swallowing air at the same time.

Flatulence (from the anus) smells awful due to the presence of hydrogen sulphide and eating vegetables and/or nuts can exacerbate this problem.

To reduce, or in some cases, completely eliminate this problem, simply add this special formula to your dog's main meal and reduce the fibre content of their meal.

All ingredients are plant and herbal based and are safe to be used on a long term basis.

30 capsules	PHD 019	£6.75
90 capsules	PHD 020	£14.50
180 capsules	PHD 021	£25.00



## NATURAL SEDATIVE FOR DOGS

This sedative is designed to calm your dog down no matter what the cause of over exuberance.

Some dogs, especially smaller breeds, suffer from excess nervous energy, others are simply frightened by loud noises (bonfire night) or are excitable because they are left at home alone.

This proven herbal based formula can be used as required and will simply calm your dog down. It is not a sleeping pill, but can be used to calm an over excited dog down prior to bedtime.

Smaller breeds need the contents of just one capsule, medium breed 2 capsules and large breeds, (over 40kg), 3 capsules.

30 capsules	PHD 022	£4.95
90 capsules	PHD 023	£12.95
180 capsules	PHD 024	£22.50



### Vet's Tip

- Never feed your dog human chocolate. It contains theobromine which is harmful to dogs – just 4oz of cooking chocolate can kill a small breed of dog.



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# MEDICATION for your DOG

## CARDIOVASCULAR SUPPORT

*Includes heart, blood, circulation & lymphatic systems*

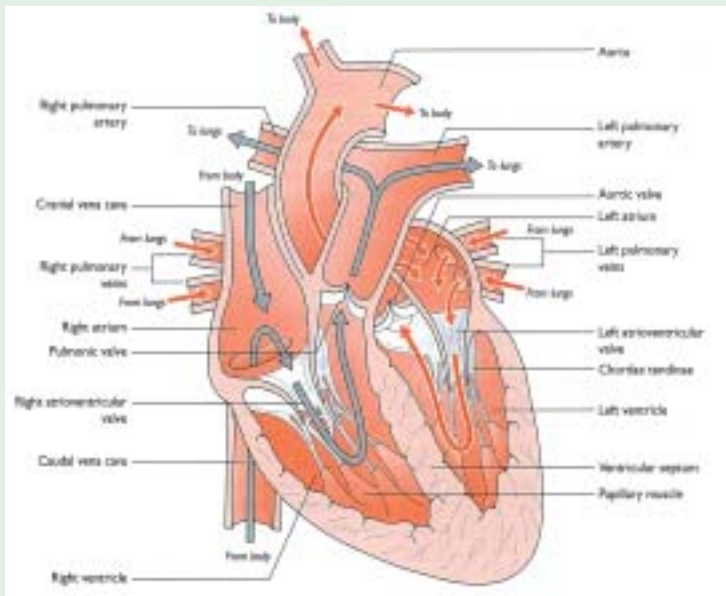
Heart disease is second only to cancer as the cause of death in dogs and it therefore follows that ensuring a healthy heart is vitally important.

Blood carries oxygen and nutrients to tissues and transports waste products for disposal. The blood is pumped around your dog by means of a 4-chambered heart, to all parts of the body via arteries, capillaries and veins.

Like all mammals the blood passes through the heart twice during one complete circuit of the body (known as systemic and pulmonary circulation)

Blood also carries clotting agents, regulates body temperature, controls the body's pH balance, and carries those all important white blood cells, antibodies and antitoxins that play such an important part in fighting off infection.

Overweight, under-exercised dogs are at the greatest risk, as are those on poor diets, which can lead to narrowed arteries and raised levels of cholesterol. Just as in humans, heart problems in dogs grow more common as they advance in age.



As always, prevention is more successful than cure. This complex capsule contains all of the primary ingredients that are either known to or are thought to protect all four aspects of cardiovascular health.

30 capsules  
PHD 025  
£9.95

90 capsules  
PHD 026  
£17.50

180 capsules  
PHD 027  
£32.50

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# MEDICATION for your DOG

## PET MSM-PLUS TONIC FORMULA

After injury, illness or giving birth your pet needs additional nourishment to recuperate.

If you see any signs of listlessness, dull coat, loss of appetite then it is wise to administer this powerful tonic, which will boost the immune system and reinvigorate the appetite and digestive tract.

Containing MSM as it's principal constituent it is an odourless and tasteless formula that is easily ingested and normally leads to quick visible results.



MSM-PLUS Tonic Formula	30 capsules	Code PHD 028	£9.25
MSM-PLUS Tonic Formula	90 capsules	Code PHD 029	£16.95
MSM-PLUS Tonic Formula	180 capsules	Code PHD 030	£27.50

## THE HEARTWARMING STORY OF CO-CO

*"Here are some photos of our 14-year old 3-legged Labrador, named Co-Co, many thanks for your products that have ensured her health and long-life against all the odds"*

*Mike & Athene Forge*



*Co-Co is a 14-year old 3-legged Labrador bought as a puppy by Mike and Athene. She lost her leg in a road traffic accident when she was only 1 year old, but has not only survived to live longer than most of her*



*contemporaries but is still alert, enjoys her food and human interaction.*

*We thank Mike and Athene for their testimonials and accompanying photographs.*



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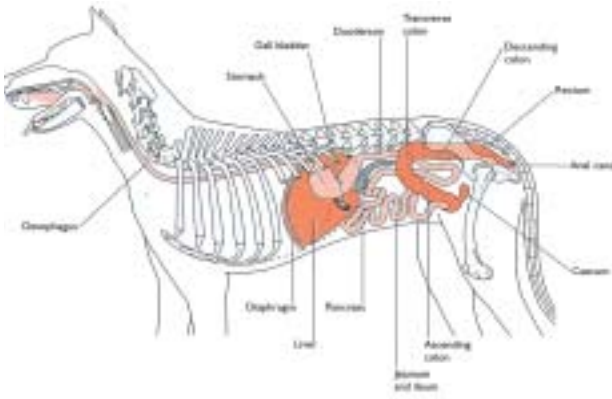
# MEDICATION for your DOG

*A healthy digestive system that can absorb all of the goodness from food and supplements will help your dog fight off pathogens and infections as well as maintain the coat in a good condition.*

*All food a dog consumes has to be broken down by their digestive system to allow the beneficial amino acids, vitamins, minerals, antioxidants, etc, to enter their blood stream.*

*To do this, the mixture of proteins, carbohydrates and fats that you feed your dog*

*have to be dissolved by a range of enzymes into soluble molecules until they are small enough to penetrate the wall of their small intestine and enter their blood capillaries.*



*Illness, surgery, injections, taking antibiotics or just ageing compromises the level of digestive enzymes in the gut. To a dog this is a real problem due to their habit of swallowing food without chewing. Without additional support they will not be able to obtain the goodness, essential to their continued good health despite how healthy a diet you feed your pet.*

## PROBIOTIC AND ENZYME DIGESTION FORMULA

Designed as a one-month course to be administered following illness, surgery, injections, or a course of antibiotics, these capsules will restore levels of probiotics and the full spectrum of precursor and active enzymes to restore the ideal conditions for nutrient absorption.

In older pets, nearing the end of their life, it can be used on a continuous basis but on a one capsule a day basis only regardless of breed.



30 capsules – 1 month course for ALL breed sizes

Code PHD 031

£8.75

90 capsules – 3 month course for elderly dogs of ALL breed sizes

Code PHD 032

£17.95

180 capsules – 6 month supply for long term use for elderly dogs.

Code PHD 033

£29.90

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# MEDICATION for your CAT

## HEALTH CARE FOR CATS

Cats are natural carnivores, with very specialised nutritional requirements. Cats absolutely need meat in their diet so please do not try vegetarian diets – it will compromise their health and shorten their lives.

NEVER feed you cat, dog food it is totally unsuitable and far too low in protein levels to maintain good health in cats.

Cats have evolved over millions of years but have been domesticated pets for at least 4,000 years since when they were much prized by the Egyptians, as they are now with over 9.2 million cats in the UK alone.

Cats are totally adaptable, content to clean and exercise themselves. They can live peacefully with dogs and other pets and are happy to live their entire life indoors. This makes them the ideal pet for modern busy owners.

If living their lives totally indoors then grow some grass, catnip, thyme sage or parsley in a flowerpot for their use as they enjoy chewing on these.

Cats are ideal companions, they are clean, inexpensive and make affectionate and devoted pets, especially for people living on their own, although unlike dogs you cannot command respect, you have to earn this along with their trust.

Cats hearing, sight, touch and smell are far superior to humans. They have natural in-built stalking skills just like their larger cousins, lions and tigers, and can see in the dimmest of lighting conditions.

Cats do not like young boisterous children or sudden loud noises or movements and should always be given their own space where they can be on their own in quiet surroundings.

Unlike dogs, cats do not vary greatly in size with an adult weighing approximately between 2.5kg and 5.5kg for most breeds.

There is a huge variety of cat breeds but when choosing a pet remember that longhaired breeds require daily grooming whereas a shorthaired variety will do all the grooming themselves. If you decide to have 2 cats in is worth-while getting a male and a female to avoid competitive behaviour.

Unless you wish to become a breeder then you should have both male and female cats neutered between 4 and 6 months of age. They will be happier and much more contented after this procedure, it is a straightforward procedure carried out under a general anaesthetic by a qualified vet.

Heart, brain, kidney and liver problems are the most common ailments as a cat ages but you can keep a simple health check on elderly cats by looking out for any unusual behaviour, and regularly examining their eyes, ears, mouth and their coat.

Never trim a cat's whiskers these grow from special hair follicles with very sensitive nerve-endings and are exactly the same width tip-to-tip as the maximum width of their bodies, allowing them to judge precisely whether or not to attempt squeezing through any restricted space.

The rear legs and associated muscles allow a mature cat to jump to an incredible five times it's own height. The equivalent of about a 30-foot jump from a standing start for a human.

Cats have a superbly engineered body, it is worth ensuring their long-term health and agility, including the incredible mobility of its all-important backbone. They use their tails as part of their unique ability to balance. Ensure that your kitten is inoculated against 'cat flu' and infectious feline enteritis at around 12-weeks old by a qualified vet and has annual boosters thereafter.



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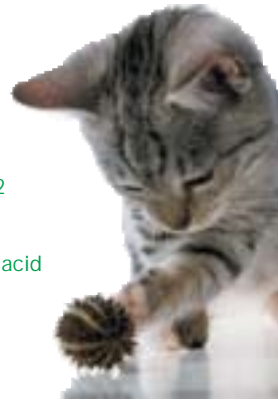


# MEDICATION for your CAT

*This is what an adult cat needs between 300 – 550 calories a day of tinned premium cat plus supplements to provide the full spectrum of your cats complete daily nutritional requirements:*

28% protein as a minimum  
 9% fat as a minimum  
 39% MAXIMUM carbohydrate content  
 1.0 grams of calcium  
 0.8 grams of phosphorous  
 0.2 grams of sodium  
 0.4 grams of potassium  
 0.05 grams of magnesium  
 10 milligrams of iron  
 0.5 milligrams of copper  
 1.0 milligrams of manganese  
 4.0 milligrams of zinc  
 0.1 milligrams of iodine  
 550 units of vitamin A

0.5 milligrams of vitamin B1  
 0.5 milligrams of vitamin B2  
 0.4 milligrams of vitamin B6  
 0.02 milligrams of vitamin B12  
 4.5 milligrams of niacin  
 0.1 milligrams of folic acid  
 1.0 milligrams of pantothenic acid  
 200 milligrams of choline  
 100 milligrams of taurine  
 No vitamin C required  
 100 units of vitamin D  
 8.0 milligrams of vitamin E  
 No vitamin K required  
 Access to clean fresh water at all times



**SOUNDS COMPLICATED? WE HAVE PUT IT ALL IN A ONE-A-DAY CAPSULE - SEE BELOW**

## TOTAL NUTRITIONAL DAILY SUPPLEMENT

Cats need protein more than they need any other ingredient, but for a healthy, long and active life they also need a spectrum of nutrients that are destroyed by the cooking process needed to prepare pet foods

Essential fatty acids, vitamin A, calcium, vitamin D are just a few of the complex range of vitamins, minerals and digestive probiotic enzymes that a cat needs to have healthy eyes, bones, teeth, energy and a glossy coat.

Mixing the contents of just one capsule a day into your cat's meal is all that it takes to ensure that your pet receives perfect balanced nutrition.

One months supply	30 capsules	PHD 040	£7.95
Three months supply	90 capsules	PHD 041	£16.99



*"We cannot thank you enough for supplying just one tablet for all the nutrients our cats need, we have four, Smudge, Buster, Otis and Puskas, and they look so healthy and have shiny coats" Alyson Clancy*

[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)





# MEDICATION for your CAT

## FEEDING GUIDELINES FOR CATS

Cats have unique nutritional needs and will quickly reject food that is sub-standard or not served correctly, therefore the following rules are important.

- Cats need a high protein meat and fish diet. Choose any premium tinned or packaged proprietary cat food from a reputable manufacturer . (NEVER feed your cat dog food).
- Do not feed your cat on a diet of solely dry cat food.
- Always ensure their dishes are scrupulously clean.
- Never serve food straight from the fridge – cats like their food warm or at least at room temperature.
- Do not leave fresh fish or meat out for your cat for more than 30 minutes. Dispose of all uneaten food.
- Ensure that all bones are removed from meat or fish treats.
- Cats should be fed small meals 2 or 3 times daily, sticking to an established time schedule.
- Ensure that a cat has access to clean fresh water at all times.
- It is not a good idea to feed cows milk to cats as many develop allergies as a result.
- Ensure that a cat even if it lives indoors, has access to grass to chew.



Whatever medication your cat needs is simple to administer. Simply pull one capsule apart and add to your cats meal, some treatments are continuous (such as nutritional supplements) and others only as needed to treat a condition that arises.

Please remember we offer a free advice service which you can access at : [vet@pethealthdirect.co.uk](mailto:vet@pethealthdirect.co.uk) or you can write to us. If we consider the condition is serious or difficult for you to treat we will refer you to your local vet.

### *Vet's Tips*

- *Do not let your cat stay out overnight, as this is the most common time for cats to be involved in road traffic accidents.*
- *Always pick up a cat using both hands to support it's total weight with one hand under the chest and the other under it's rear end.*
- *Never let anyone (especially young children) hold a cat against it's will.*
- *Play with your cat to provide mental stimulus, a ping-pong ball, feather on a string, ball of wool will provide hours of fun (never leave these objects with your cat when alone).*
- *Ensure that your cat has a dedicated scratching post (sold in all pet stores) and rub in some catnip. This will protect your furniture.*
- *Ensure that your cat if it goes outside, is fitted with a flea collar or apply drops to protect against ticks, which can transmit Lymes disease, a serious illness, to both cats & humans.*



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# MEDICATION for your CAT

## SUPPLEMENT FOR BONE, MUSCLE & JOINT SUPPORT

Unlike dogs, cats are far less likely to develop joint disorders for most of their life, but as they age, they can suffer from inflammation of the joints, arthritis, lameness or loss of agility.

In such cases, firstly ensure that your cat is not overweight as this places an extra strain on the joints, then increase the proportion of fish, chicken, turkey and eggs at the expense of meat in their diet.

This supplement contains MSM, glucosamine sulphate plus a variety of herbs and amino acids to reduce inflammation, relieve pain, improve mobility and repair damaged tissue.



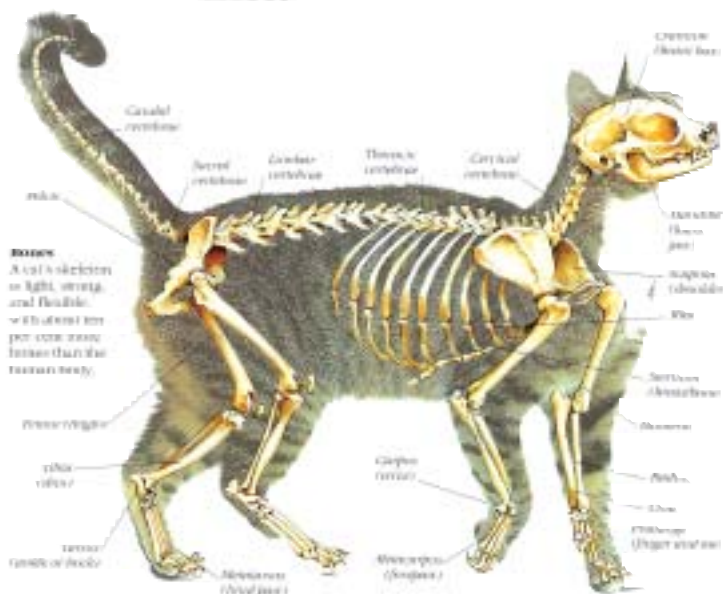
One months supply  
Three months supply

30 capsules  
90 capsules

PHD 042  
PHD 043

£6.95  
£14.95

### THE FELINE SKELETON



*" I thought I was going to lose my old faithful companion as he had really declined in health but I thought I would use your products as a last resort and he now looks better than anytime in the last 18 months. Thank you for giving us more time together"*  
Mrs. Elsie Turner

[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)





# MEDICATION for your CAT

## SIGNS OF ILL HEALTH

Although your cat cannot tell you verbally when it feels poorly, your pet will display signs that an observant owner can easily detect. These are the main signs associated with illness and the ageing process.

- Persistent sneezing or coughing indicates a respiratory problem.
- Scratching at their ears or shaking their head indicates ear mites.
- Drooling, pawing at mouth, difficulty eating indicate mouth or teeth problems or a bite from a wasp or bee.
- Persistent scratching, and/or loss of hair indicates skin parasites.
- Repeated vomiting or diarrhoea that last for 24 hours indicates a digestive problem.
- Straining to pass urine, sharp increase in thirst indicates a urinary/kidney problem.
- Lameness, limping, reluctance to jump indicates a joint disorder or problems with skeletal bones muscular wastage, cartilage damage from arthritis or just from ageing.
- Loss of weight and constant licking on anus area indicates internal worms.
- Breathing difficulties indicate a cardiovascular problem.
- Discharge from eyes and ears indicate an infection.

## PREVENTION IS ALWAYS BETTER THAN CURE

The majority of cats will enjoy good health providing that they receive the correct balance of nutritional requirements, vitamins, minerals, amino acids and enzymes. (see our one-a-day nutritional supplement detailed on page 15).



Like us, the longer they live, the more likely it is that they will start to suffer some conditions normally associated with ageing. Getting old is not an illness, but all of us need more support for the immune system as we age and usually also supplements for mobility, as will your cat.

Most of our products are designed to prevent conditions arising although some (such as for sickness & diarrhoea) are for short-term remedial use.

If you have any questions then you can obtain free advice from our vets by e-mailing [vet@pethealthdirect.co.uk](mailto:vet@pethealthdirect.co.uk) or writing to us.

### *Vet's Tips*

- *Do not buy proprietary constipation remedies. Medicinal liquid paraffin is still the best and cheapest solution for constipation (available from any chemist) just add a few drops in the meal.*
- *Cats and dogs have differing protein needs – do not feed cat food to dogs.*



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# MEDICATION for your CAT

## ONE MONTH CONVALESCENCE COURSE

A sick or convalescing cat, needs to be kept quiet, warm and dry away from draughts and children. Placing a warm hot water bottle and a ticking clock underneath their bedding provides added comfort.

All food should be served warm at blood heat in small regular amounts. Although tinned premium cat food should be their staple diet, some odd treats to tempt them in recovery are a good idea. These can include scrambled egg (never feed raw eggs), cooked white fish, tinned tuna or sardines, porridge or baby cereal (do not add sugar and use a non-cow milk alternative (soya, rice milk, goat's milk etc).

Designed as a 30-day course following illness, surgery, injections, or a course of antibiotics, this formula is designed to restore the levels of probiotics and the full spectrum of precursor and active enzymes to restore the ideal conditions for full nutriment absorption.



One month treatment course 30 capsules PHD 044 £7.50

## SEDATIVE FOR USE AS REQUIRED

This natural herb based sedative is perfectly safe to use whenever your cat requires it. Cats love routine and familiar surroundings, they dislike going into catteries, moving home, young boisterous children, sudden movements or loud noises (e.g. fireworks).

To cope with any unwelcome change, this sedative will help your cat to cope with conditions until they are re-settled in familiar surroundings or re-united with their devoted owner.

Just pull one capsule apart and mix the pre-measured dose with their meal just once a day whilst the calming effect is required.



30 capsules for use as required	PHD 045	£4.95
90 capsules for use as required	PHD 046	£12.50

*"Your medicine has had remarkable results in just 10 days with Bobby eating properly again and having much more energy"  
Miss Ethel Simpson*

[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)





# MEDICATION for your CAT

## DIGESTION, APPETITE & WEIGHT CONTROL

Cats are far less likely to be overweight than dogs, but they are more likely to be underweight due to a poor diet, hairballs, failure to extract the full goodness of the food that they eat, or decreasing appetite due to age.

Cats are very fussy, so ensure that their dishes are scrupulously clean, that food is fresh and served at room temperature (never straight from the fridge). Do not feed treats between meals but stick to a 2 or 3 times daily meal at the same times.

This supplement increases your cat's metabolism and stimulates their appetite ensuring that they gain or maintain weight and absorb the necessary nutrients from the food they ingest.



One month course	30 capsules	PHD 047	£8.75
Three month course	90 capsules	PHD 048	£19.75

## DANGERS IN THE HOME

- \* Cats love warm cosy spaces and this can lead them in to dangerous situations. Never leave your washing machine or tumble dryer door open as the warm confined space will tempt them to climb in.
- \* If you have flat electric hobs, ensure that your cat is not allowed on the kitchen worktops whilst in use or still hot, as they can seriously burn their paws.
- \* Keep items such as elastic bands out of reach as these are often the cause of breathing obstruction.
- \* Keep electrical wiring securely fastened so that your cats are not tempted to chew or paw.
- \* Electric, gas and open coal fires are all a danger – ensure you always have a fire guard in place even with an unlit fire as they love chimneys too.
- \* Do not leave olives (cats love them but can choke on the stones), cling film or cotton wool where a cat can access them.
- \* Cats love to curl up under a recently used warm car, so always double-check before driving away.



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# MEDICATION for your CAT

## LONGEVITY IMMUNE SUPPORT

There has been a tremendous improvement in the prevention and treatment of all cats related conditions during the past 30 years.

A cat will usually live longer if it is neutered, mixed breed and female. The average life of a cat is between 14 and 16 years, but 20 is not



uncommon and the record is 36! (31 the record for a pedigree breed).

From about the age of ten to twelve years, your cat will start to show the signs of ageing. Loss of mobility, in the form of stiffening joints becomes more problematic with age, as does effective digestion.

A cat's immune system becomes less effective at fighting diseases and infections and kidney and liver functions also come under pressure. Remember that a cat is a very proud animal that values its dignity and will come to depend increasingly on you as it's respected owner as it ages.

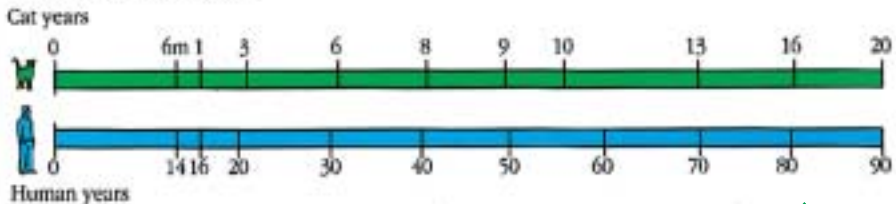
This complex formula is designed to address all of these age-related conditions with a once-a-day supplement. Simply add the contents of one capsule to your cat's meal.

The specific formula incorporates linoleic acid as part of a range of EFA's combining the Omega 3, 6 and 9 spectrums and digestive enzymes necessary to absorb the nutrients from food. These groups of essential fatty acids proved in a large study that they could help in a wide spectrum of conditions covering allergies, inflammation, auto-immune diseases, heart disease, kidney conditions, nervous system and even cancer by destroying "free radicals" which becomes all the more important with ageing.



One month course	30 capsules	PHD 049	£8.75
Three month course	90 capsules	PHD 050	£19.75

### FELINE LIFESPANS



[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)





# MEDICATION for your CAT

## CARDIOVASCULAR SUPPORT

Blood carries oxygen and nutrients to tissues and transports waste products for disposal. The blood is pumped around your cat to all parts of the body via arteries, capillaries and veins.

Blood also carries clotting agents, regulates body temperature, controls the body's ph balance, and carries those all important white blood cells, antibodies and antitoxins that play such an important part in fighting off infection.

Older cats are at greatest risk as also are those on poor diets, which lead to narrowed arteries or those who have raised levels of cholesterol. Just as in humans, heart problems in cats grow more common as they advance in age.

As always, prevention is more successful than cure. This complex capsule contains all of the primary ingredients that are either known, or are thought, to protect all four aspects of cardiovascular health.



30 capsules  
90 capsules

PHD 051  
PHD 052

£7.50  
£17.50

### Vet's Tips

- *Cats sleep up to 16 hours a day so ensure that they have a quiet, warm place to retreat to, especially when you have visitors or have young children.*
- *Ensure that your cat has access to fresh clean water at all times and only feed your cat on premium brand tinned food with an added nutritional supplement.*
- *If you fit any type of collar to your cat, ensure that it is of the elasticised variety so that if and when it snags, the collar will come off rather than strangle your cat.*
- *A purring cat is a happy and stress free cat. Stroking a purring cat will help both of you to live longer.*



*"My husband cannot believe that all the help and advice I that I received from yourselves was free!! Puskins is now so much better and I cannot thank you enough"*

*Mrs. Sheila Cartwright*



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# MEDICATION for your CAT

## KIDNEY & URINARY SUPPORT FORMULA

Good urinary health is vital for your cat's health, as it is the system that ensures the removal of toxic chemicals from the body.

The basic rules are to ensure that your cat has access to clean fresh water at all times. Do not feed your cat continuously on dry food as this will soak up copious bodily fluids leading to unhealthy concentrated urine.

The kidneys deteriorate with age, so keep an eye out to ensure that your cat continues to drink water normally (excessive thirst is a symptom of kidney problems) and shows no discomfort when urinating.

30 capsules for use as necessary PHD053      £7.50



*"Your medicine has had remarkable results in just 10 days with Bobby eating properly again and having much more energy"*

*Miss Ethel Simpson*

## GUARDING AGAINST POISONING

Poisoning of cats is not that common as cats are very fussy about what they ingest and will vomit readily if they have consumed an unsuitable or possible poisonous substance.

That said, there are common items that can prove fatal to your cat. These exist both in your home and your garden. Aspirin and slug pellets are the two most common sources of cat poisoning.

Other dangerous substances are solvents, insecticides, antifreeze, alcohol, methylated spirits, disinfectants, household cleaners and various plants, which include poinsettias, rhododendrons, lupins, Christmas rose, azaleas, clematis, sweetpeas etc.

Fortunately most cats prefer chewing on grass or herbs so the most important task is to ensure that any grass has not been treated with fertilisers or any form of weedkillers.

**IF A CAT SHOWS SIGNS OF INGESTING POISONS TAKE IT IMMEDIATELY TO YOUR VET ALONG WITH DETAILS OF THE SUBSTANCE INGESTED AND THE CONTAINER OR PACKAGING**



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We like the  
quotation by  
Robert A. Heinlein:

*"Women and cats  
will always do as  
they please and  
men and dogs  
should just relax  
and accept it"*



## 5 SIMPLE WAYS TO ORDER

1 CALL

0161 798 2430

9am to 5pm Monday to Friday

2 FAX

0161 773 6358

anytime

3 POST

Post your order form to  
Pet Health Direct  
413, Bury Old Road, Prestwich,  
Manchester M25 1PS  
in the enclosed pre-addressed envelope

4 EMAIL

[orders@pethealthdirect.co.uk](mailto:orders@pethealthdirect.co.uk)  
anytime

5 WEBSITE

[www.pethealthdirect.co.uk](http://www.pethealthdirect.co.uk)  
Access our website anytime



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