**Newsletter Instruction Sheet**

**Contact Person:**

**Names of People who should receive a proof:** Hannah Wagle, Jessica Zemler, Adrienne Wagner

**Mail Date: 3rd Friday each month**

**Subject line A: You’re feeding your pet *what?!***

**Subject line B: Need-to-know nutrition nuggets for the veterinary team**

Mailing #1                 dvm360 Engaged Audience

ECN Group Name:         Fetch dvm360 Brain Food

ECN Filter Name:           Enews Master Filter

Number to Send Type:   Percentage

Number to Send:             30% total (15% to A, 15% to B)

Champion winner determined by:    Open percentage only

Send winner to: Only people who did not receive A or B

Deployment Time:          6:00am CT

\*Set up champion blast to remainder of filter at 1:00 pm CT, based on opens

**PREHEADER SUMMARY**

**This month, we took a deep dive into the world of pet nutrition—the dark spots, bright sides and everything in between. Can pets eat vegan? How closely related are obesity and orthopedic disease? We asked the experts to work out the answers for you. Plus, master five important feline emergency procedures, create a pre-visit pharmaceutical potion and read about what’s new in the world of vet med.**

**LEADERBOARD AD**

Ad tag from HCL

**IN THIS ISSUE**

**The dark side of pet nutrition**

**Emergency feline procedures you need to know**

**Can pets eat vegan?**

**When pet owners put the ‘nut’ in ‘nutrition’**

**SPLASH MODULE**

**The dark side of pet nutrition: Mythmongering, irrationality—and passionate devotion**

Sometimes pet owners can take an idea on pet nutrition and run with it—and run … and run—far into left field and then out into the extreme fringes. From raw food diets to gluten-free kibble, we asked the experts about the top myths when it comes to pet nutrition and how veterinarians can help set the record straight.

 <http://veterinarynews.dvm360.com/dark-side-pet-nutrition-mythmongering-irrationality-and-passionate-devotion>

 **dark-nutrition.jpg**

**What’s happening now**

**The bright side of pet nutrition: Food and the human-animal bond**

Every veterinarian has seen the dachshund that hovers a little close to the ground or the plump cat that’s still working on that summer bod. Owners of these pets often lament their companions’ portliness, but they’re hesitant to say no to the plaintive meows or soft, hopeful eyes of their furry friend. While pet owners generally mean well, it can be too easy to let this bond take over. Thankfully, there are some bright spots.

<http://veterinarynews.dvm360.com/bright-side-pet-nutrition-food-and-human-animal-bond>

 **bright-nutrition.jpg**

**Can pets eat vegan?**

You’re hearing it more and more: “Can my pet eat vegan?” Especially in the case of cats, typically considered obligate carnivores, the answer is a hard “no”—right? Ernie Ward, DVM, who’s spent years thinking about animal nutrition and founded the Association for Pet Obesity Prevention, says, “Not so fast.”

<http://veterinarynews.dvm360.com/can-pets-eat-vegan-definitely-maybe-says-dr-ernie-ward>

 **vegan.jpg**

**Obesity and orthopedic disease: a relationship to remember**

Max walked slowly into the exam room and lay down immediately on the floor. Rising to the exam room scale was a struggle for him. His limbs shook and lameness in both hind limbs was obvious. The dog’s body weight had reached 109 lb (49.5 kg), and his owners were desperate for their 6-year-old Labrador retriever to return to the active and pain-free dog of his youth. According to Fetch dvm360 speaker Martha Cline, DVM, DACVN, obesity and orthopedic disease go hand in hand—often with significant repercussions for both patient health and the human-animal bond.

 <http://veterinarymedicine.dvm360.com/obesity-and-orthopedic-disease-relationship-remember>

 **obesity.jpg**

**The 4 pillars of Fetch dvm360 conference**

**Nurture**

Veterinarians: Learn from your colleagues to avoid nutrition headaches

<http://veterinarymedicine.dvm360.com/biggest-pet-nutrition-headaches-dvms>

**Inspire**

Be the best source of pet food info for your veterinary clients

<http://veterinaryteam.dvm360.com/be-best-source-pet-food-info-your-veterinary-clients>

**Connect**

Vet confessions: Grain-free diets and overweight pets

<http://veterinarymedicine.dvm360.com/vet-confessions-grain-free-diets-and-overweight-pets>

**Equip**

Use Instagram to bust pet food label myths

<http://veterinarybusiness.dvm360.com/use-instagram-bust-pet-food-label-myths>

**Read this now …**

**Have you mastered these five feline emergency procedures?**

When a critically ill patient needs a life-saving procedure, your skills can make all the difference. According to critical care specialist Justine Lee, DVM, DACVECC, DABT, there are five important procedures that every veterinarian should learn to perform in cats. In a presentation at Fetch dvm360conference in Baltimore, Dr. Lee explained why these procedures are critical and offered tips for improving your skills.

<http://veterinarymedicine.dvm360.com/have-you-mastered-these-five-feline-emergency-procedures>

**feline.jpg**

**A truly magic potion: Let’s talk pre-visit pharmaceuticals**

Pre-visit pharmaceuticals (i.e., oral and transmucosal medications and oral supplements) are administered at home before a visit to the veterinary clinic. Every veterinarian wants to know which magical combination will turn their aggressive patient into Sleeping Beauty. And while there isn’t a magic potion, there are some decision-making guidelines that can help make you feel like a knight in shining armor.

 <http://veterinarymedicine.dvm360.com/truly-magic-potion-let-s-talk-pre-visit-pharmaceuticals>

 **magic.jpg**

**Why should you attend Fetch dvm360 conference?**

You’re amazing—you know that, right? We know it, and that’s why we want to equip you with the things you need to be your best. That’s why we offer the best CE from a host of brilliant presenters—and, c’mon, just a *little* bit of fun.

<http://www.fetchdvm360.com/fetch-dvm360-veterinary-conference-experience/>

**Experience.jpg**

**LINKS MODULE**

**News**

**Purina says it’s cracked the (egg) code on feline allergens**

<http://veterinarynews.dvm360.com/purina-says-it-s-cracked-egg-code-feline-allergens>

**Canine diabetes: Potentially pivotal pilot study under way**

<http://veterinarynews.dvm360.com/canine-diabetes-potentially-pivotal-pilot-study-under-way>

**When pet owners put the ‘nut’ in ‘nutrition’**

<http://veterinaryteam.dvm360.com/when-pet-owners-put-nut-nutrition>