

# TopDog

# 7 SECRETS



# to a Successful Recovery

when it comes to joint health...

# SECRET

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We **EDUCATE** our clients to the max. At TopDog this is a **CORE** fundamental philosophy. We truly believe that the more our clients understand the better they will be able to help their dogs recover safely, and we have a proven track record that this truly works! We give all of our clients the information and tools that they need in the TopDog Home Rehabilitation Guides, even when they are not physically coming to our rehab facility.



\*Statistics say that clients retain only 10-15% of what their doctors tell them during an office visit\*  
Therefore, we **REPEAT, REPEAT & REPEAT.**  
Repetition is the key to most of our learning.

# SECRET #2



We have a fundamental **CONSERVATIVE** approach. There are times when you need to be really aggressive during therapy, but 95% of the time being conservative is always the best option, as well as, the safe and sure option.



when it comes to joint health...

# SECRET #3



The power of **GlycanAid-HA** our proprietary joint formula developed alongside one of the brightest leaders in the world of animal nutraceuticals.

In 2008 we embarked on a journey to develop a joint supplement that meet our needs. Why? The reason was because we expect only the best for our patients and the products that our clients giving to their dogs simply did not meet our standards. After numerous in-house trials and testing, the GlycanAid family was born and we haven't looked back since. Every client who comes to TopDog Rehabilitation, whether for post-surgery therapy or management of joint disease is immediately placed on a loading dose regiment of GlycanAid-HA and the results speak for themselves. The formula is based on a balanced approach to joint health, incorporating only the best ingredients in the world of powerful chondroprotectants and natural anti-inflammatories.

**You will not find a product anywhere on the market like it.**



when it comes to joint health...

# SECRET

# #4



Infusing **PATIENCE** into our clients.

We all want the best for our dogs, but at the same time we want them to be back to normal - yesterday. There are a few things to blame for our impatience in the recovery process.

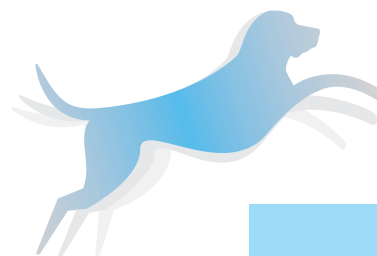
The first is that we just invested a tremendous amount of money for the surgery and in the surgery world “to cut is to cure”. The problem is that there is much more going on than just the orthopedic component of the injury. There is a ripple effect on the rest of the body that creates a number of compensation issues over time. Therefore, yes the bone has to heal and that takes a minimum of 8 weeks, but then there are all of the soft tissue issues (i.e., muscles, ligaments) and damage to the joint itself that have occurred.

## **Things take time....Healing takes time.**

Along with having PATIENCE is also having a **REALISTIC TIME FRAME** in mind for FULL recovery is imperative. Depending on the surgery and injury, FULL recovery can take anywhere from a minimum of 3 months up to 6 months.

## **WOW! That seems like a long time, right?**

This is not true in all cases, and this does not mean that your dog will be unable to run off leash after 4 months or even 3 months. All we are saying is that we still recommend that our clients be careful and to get back to **Secret #1**, learn how to properly evaluate your dog so that you will know exactly where they are in the recovery process.



when it comes to joint health...

SECRET

#5



## WEIGHT MANAGEMENT

Clients that are fortunate enough to come to TopDog Rehabilitation know that as director of the facility I am a HUGE stickler on Weight Management. Most every dog I evaluate is overweight by some degree. Most people are totally unaware of how to tell their dogs IDEAL body condition. In fact, many of my dear colleagues also do not put enough emphasis on this or in many cases just let it slide! The Purina Life Span Study was a ground breaking 14 year long study (the longest study in veterinary history) during which they found that dogs who were in ideal body condition lived on average 2 years longer and maintained an overall healthier life, than dogs who were overweight. These results are nothing short of staggering. Just keeping your dogs weight down makes them live longer. How do you like that? Therefore, learn what your dogs ideal weight should be and get there, now! You can understand why this is such a passion for me personally, let alone the long term and short term implications to joint health. More weight equal more stress on your dogs joints, it is as simple as that.

So here is one of my quick philosophies on this topic.....I hear this every day from clients.

*"I don't feed my dog that much food or my dog always seems hungry or even better they always blame their spouse."*

Fact: Some dogs always seem hungry. I know my dogs are this way. Always, always looking for food. So you have to understand that, HUNGRY dogs are simply HUNGRY dogs, PERIOD! Whether they are in perfect body condition or obese, it doesn't make a difference to them, they are always HUNGRY either way. Therefore it is up to YOU to choose if you want a HUNGRY IDEAL dog or a HUNGRY OBESE dog.



# SECRET #6



## The power of **PAIN MANAGEMENT**.

Currently this is one of the hottest topics in veterinary medicine. Believe it or not there is a HUGE diversity when it comes down to what veterinarians across the country consider GOOD pain management. The problem is the overwhelming MISCONCEPTION by humans, whether it is pet owners or even veterinarians, on whether or not a dog is in pain.

I personally ask almost every client that I see if they think their dog is in pain and honestly 9 times out of 10 people will say... NO! Their most common responses are... "well he/she does not cry or whimper." Another one is, "well my dog is still walking on the leg, even though they are just toe touching, so they must not be in pain."

This is simply NOT THE CASE. Actually 9 times out of 10 the dogs are very much in pain. Therefore give them the benefit of the doubt and speak with your veterinarian about comprehensive pain management. There are a ton of really safe drugs that are available for pain management. Here are a few: (Tramadol, Gabapentin, Amantidine, etc.) The list can go on and on but these are some of the few that we use most frequently.

It is also important to understand that Non-Steroidals (NSAIDs) such as Rimadyl, Deramaxx, Metacam and Previcox are really not pain medications per say. They are anti-inflammatories and therefore relieve the discomfort related to inflammation only.

Most of the time these medications are used in conjunction with the other medications mentioned above.



# SECRET #



Last but not least is the importance of having a **LONG TERM JOINT HEALTH PLAN.**

At TopDog we are fanatics when it comes to educating owners about having a long-term joint health plan. This plan most of the time does not include drugs for long-term management unless they are truly needed. We believe that through the years the veterinary community has grown far to liberal and comfortable in its use of the potentially dangerous class of drugs referred to as NSAIDS (non-steroidal anti-inflammatories). Don't get me wrong, these prescription medications have a time and place.

Yet there are far too many powerful natural anti-inflammatories and chondroprotectants found in nature that are safer and equally as effective when it comes to promoting a lifetime of healthy joints.

Because your dog has had a significant joint injury the ramifications are lifelong, therefore it is imperative that you have a lifelong plan.

TopDog's family of joint health products will meet your dogs needs throughout all stages of their life and embodies this natural approach.



GlycanAid-HA as mentioned previously was created solely for two patients in mind:

- 1) The Post-Surgical Patient and
- 2) The Older Arthritic Patient.

On the other hand, the GlycanAid Original Maintenance Formula is often times powerful enough and is our #1 seller for long term maintenance. It has all the key ingredients that our HA formula has, just not the HA.



when it comes to joint health...

# SECRET #



Finally in January of 2010 we introduced our newest product and one we are extremely excited to offer you. This product is called **Flexerna** and is a proprietary patented product formulated from purified extracted oil of the coveted New Zealand Green Lipped Mussel. The power behind Flexerna is in its unparalleled richness of the Omega-3 Fatty Acid called ETA (eicosatetraenoic acids). In research studies this omega-3 has been shown to be 10x more powerful than other omega-3's when it comes to reducing joint inflammation.

At the end of the day, choose a product that you can trust and you know works and then stick with it and your dog too can experience a lifetime of healthy joints.



So there you have it, the 7 secrets to our patient successful recoveries and long-term joint health. I hope that you printed this out and take the time to read it. The information is invaluable and your education is our passion.

**Talk to you soon, Dr.J**

when it comes to joint health...