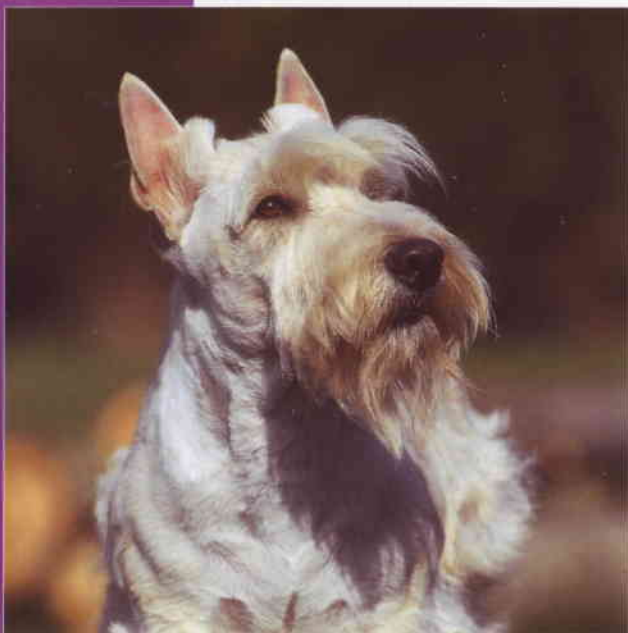




Canine brain ageing



This Brochure
courtesy of

Hollyoak
Veterinary Surgery
IMPINGTON

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What is brain ageing?

Brain ageing is a natural process that is largely the result of damage to cells caused by free radicals. Free radicals are produced by the body's own metabolism, as well as by environmental pollutants and ultra-violet light.

This damage causes biological and physical changes to brain tissue, which in turn can lead to a dog having reduced problem-solving abilities and changes in behaviour. In fact, 50% of dogs aged eight years and over showed one or more clinical signs of brain ageing. However, by recognising the signs of brain ageing as early as possible, there is much that can be done to limit its progression.



Recognising the signs of brain ageing

A decline in brain function may at first result in small changes such as increased sleeping, a lack of energy or mild irritability. These signs are often wrongly believed to be part of the normal ageing process. It is not until the change in behaviour begins to disrupt the relationship between a dog and its owner, that owners may seek veterinary advice.

There are a number of signs that may develop with brain ageing:

Age-related behavioural changes



Disorientation

- D** • Appears lost in familiar surroundings
- Fails to recognise familiar people or places
- Decreased alertness and aimless behaviour



Interacts less

- I** • No longer keen to greet family members
- Does not seek attention or to be petted



Sleep pattern disturbed

- S** • Sleeps more during the day and/or less during the night
- Wanders round the house at night



House training lost

- H** • Doesn't ask to go outside
- Frequent "accidents" occur indoors
- Loss of bladder or bowel control

IMPORTANT

Brain ageing can be indicated by a wide variety of signs. If you are in any doubt about your pet's health, consult your veterinary surgeon.

Diagnosis of brain ageing

The key to the diagnosis of brain ageing is your observations as a pet owner. You should look out for the four signs detailed above. A dog showing one or more of these behavioural changes may be considered as clinically affected, so you should report any changes to your veterinary surgeon.

The investigation of any ailment associated with ageing must also include a thorough physical examination. By doing this, your veterinary surgeon will be able to determine if a medical disorder, rather than brain ageing, is the cause of behavioural changes.



Management and control of dogs with brain ageing

With early diagnosis and appropriate treatment, the undesirable behavioural changes associated with brain ageing can be diminished or even reversed.

New Hill's™ Prescription Diet™ Canine b/d™ is the first and only nutritional product to provide a reliable management aid for signs of brain ageing and age-related behavioural changes in dogs. Prescription Diet Canine b/d contains:

- A unique combination of fruit and vegetable ingredients, rich in carotenoids and flavonoids to combat free radicals
- The highest level of vitamin E, plus additional vitamin C, beta-carotene and selenium, to help protect against damage caused by harmful free radicals
- High levels of L-carnitine and alpha-lipoic acid to help promote healthy cells
- Increased levels of omega-3 fatty acids to support vital cell functions

**Clinically
PROVEN**



Owner's checklist

- ✓ Watch for gradual signs of behavioural changes and don't delay in seeking advice from your vet
- ✓ Feed only the food recommended by your vet
- ✓ Do not feed any extra food scraps or vitamin supplements
- ✓ Ensure that adequate fresh water is always available
- ✓ Monitor your dog's weight, behaviour and general health

FEEDING GUIDE

All Hill's products are extremely palatable foods that are eagerly accepted by most pets. However, if your dog does resist a change of food, the following tips may help:



- Introduce the new food gradually over a 7-day period – mix it with your pet's usual food, adding more of it each day until you have completed the change-over
- If your pet refuses to eat for more than 48 hours, discuss the problem with your vet

Remember our food is 100% Guaranteed – we promise complete satisfaction or we buy it back.

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