



ON TAPE

TV TAKES

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178 WORDS, 60 SECONDS

PET HEALTH ALERT

THERE'S GROWING CONCERN AMONG RESEARCHERS AND VETERINARIANS THAT MANY PET OWNERS MAY NOT BE DOING ALL THEY CAN TO PROTECT THEIR PET FROM A SERIOUS ILLNESS. RECENT STUDIES CONFIRM THAT THE TRANSMISSION OF DISEASES LINKED TO HEARTWORMS AND PARASITES CONTINUES TO BE A SERIOUS ISSUE NATIONWIDE.

ACCORDING TO DOCTOR DAVID STANSFIELD, HEAD OF PROFESSIONAL RELATIONS FOR NOVARTIS ANIMAL HEALTH U-S, THE LATEST DATA FROM THE AMERICAN ANIMAL HOSPITAL ASSOCIATION SHOWS THAT MOST PET OWNERS ARE ONLY GIVING THEIR DOGS HEARTWORM MEDICINE FOR FIVE MONTHS OUT OF THE YEAR INSTEAD OF TWELVE. THIS CAN HAVE SERIOUS IMPLICATIONS FOR THEIR HEALTH. CATS, TOO, ARE AT RISK AND MAY BE EVEN LESS PROTECTED THAN DOGS.

SEVERAL LEADING SCIENTISTS BELIEVE THAT INCREASED MOBILITY—UNPROTECTED PETS TRAVELING WITH THEIR FAMILIES—AND A GROWING, DISEASE-PREVALENT COYOTE POPULATION ARE LIKELY SOURCES OF HEARTWORM AND INTESTINAL PARASITE TRANSMISSION. PROTECTING YOUR PETS AGAINST HEARTWORM DISEASE AND PARASITES CAN BE EASIER THAN MANY THINK.

ASK YOUR VETERINARIAN ABOUT CONVENIENT MONTHLY PRODUCTS THAT YOU CAN GIVE YOUR PET. FOR MORE INFORMATION, VISIT PET-WELLNESS--DOT--COM.