MY ITCHY DOG

WHEN IS IT TOO MUCH

Every dog is an individual, with unique behaviours and habits. It's important to remember that what is "normal" for one dog, may not be "normal" for another, and that sometimes, normal behaviours can change depending on external factors like seasons or temperatures.

We also know that while certain breeds of dog are at higher risk of having sensitive skin, every individual has the potential to develop or have sensitive skin.

As a pet owner, you want to do your very best to keep your pet happy and healthy. It can be hard to know when to try to do something simple at home or when a problem is severe enough that you should have your pet examined by a veterinarian.

1: HOW OFTEN IS YOUR DOG LICKING/CHEWING/RUBBING/ROLLING?

- ☐ **A.** I think that I once saw him rubbing in the grass earlier this year
- ☐ **B.** I notice this a couple of times each month
- ☐ **C.** I generally see at least one of these things once a day
- ☐ **D.** He does most of these every, single day
- ☐ **E.** The better question is when isn't he doing these things? He even rubs his face on my legs while watching TV

2: HOW WOULD YOU DESCRIBE YOUR PET'S SKIN?

- ☐ **A.** Smooth and supple with just a hint of pink, just like a baby
- ☐ **B.** Smooth, but sometimes he seems a bit pink and it feels warmer than usual
- ☐ **C.** Most of the time it looks normal, except in the summer and fall when he generally looks a bit sunburned and quite scaly
- ☐ **D.** He is pretty red most of the time and his skin sometimes has sores
- ☐ **E.** He often has sores, in some places it's thick like elephant skin and he smells really bad

3: WHAT DOES YOUR DOG'S COAT LOOK LIKE?

- ☐ **A.** It is shiny, thick, and super soft. I love to rub my hands over it
- ☐ **B.** It is a bit dull and dry feeling, but only for part of the year and there is none missing
- ☐ **C.** It's all there and he never seems to completely "shed out"
- ☐ **D.** It looks very wispy and when I brush him, the hairs just fall off
- ☐ **E.** He has bald patches that never seem to fill in and some parts look really short compared to others

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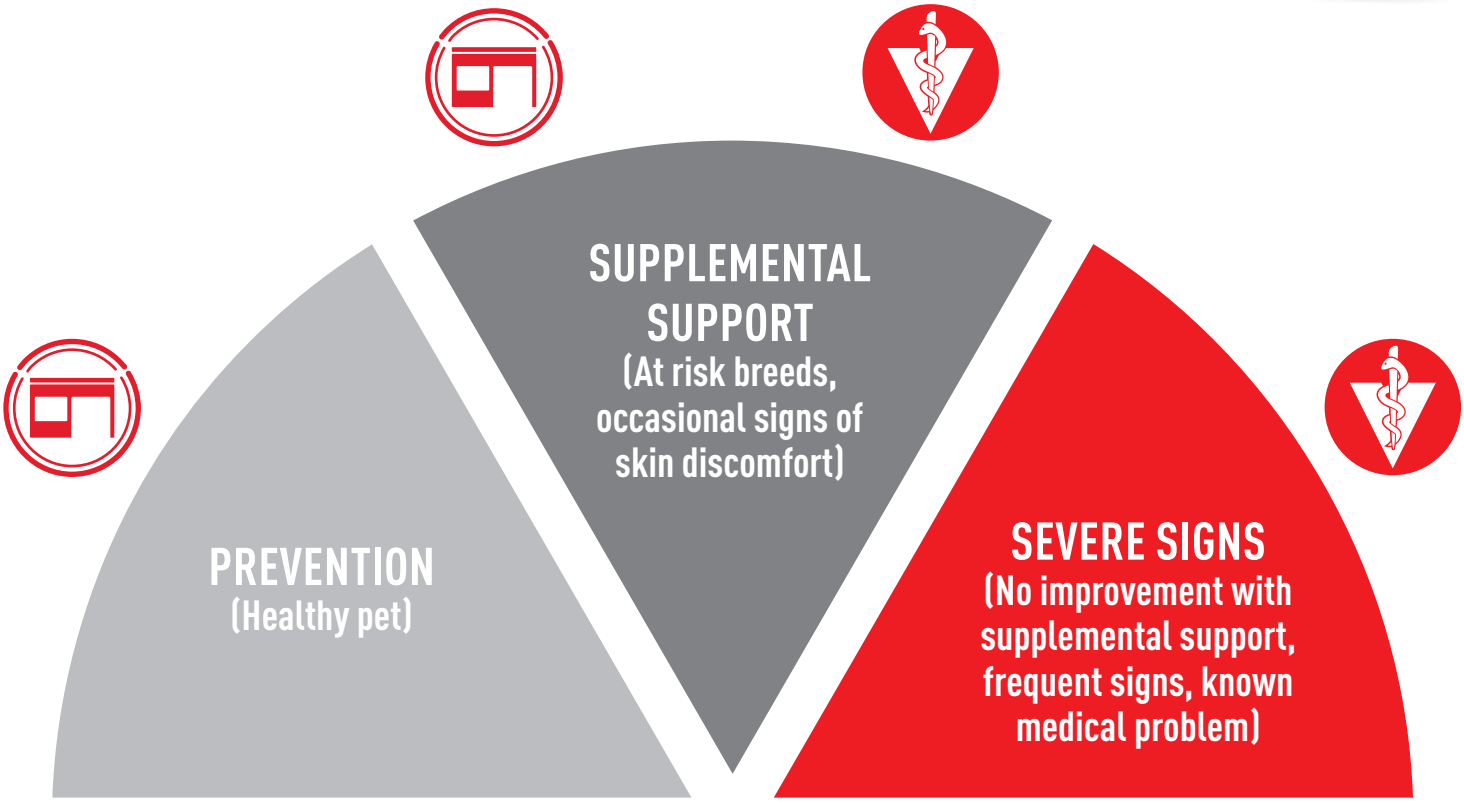
IF YOU ANSWERED ALL A, then your dog likely has very healthy skin and so any diet that is appropriate for their age, size, or breed is just fine.

IF YOU ANSWERED B'S AND C'S then your pet may benefit from a diet that is formulated to support their skin and coat.

IF YOU ANSWERED C'S AND D'S then you could consider a diet that supports the skin and coat, but if after 2 months the skin and haircoat have not improved, then you should consider having your pet's skin evaluated by your veterinarian.

IF YOU ANSWERED D'S AND E'S, your dog should be evaluated by your veterinarian.



NEED HELP?

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