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EMAIL TEMPLATE

Suggested subject line: Common household poisons to watch out for 🐱🐶🦜

Dear [Name],

As we observe Poison Awareness Month this March, it’s important to be aware of common household poisons that can be dangerous to your pets. We wanted to share some of the most common poisons and what to do if your pet has ingested them.

❄️ **Antifreeze (ethylene glycol):** Highly toxic and deadly for pets, even in small doses. Symptoms include incoordination, thirst, drooling, vomiting, drowsiness, lethargy, excessive urination, progressing to seizures, coma, and death.

🍬 **Sweeteners (xylitol):** Found in many human sweets, xylitol can cause low blood sugar and permanent liver damage in pets. Symptoms include vomiting, weakness, incoordination, lethargy, tremors, and seizures.

💊 **Household Medicines:** Over-the-counter medications like Ibuprofen or Paracetamol can be deadly to pets, causing liver and kidney damage. Keep them locked away and contact your veterinarian immediately if you think your pet has ingested them.

🐀 **Rat Poison (anticoagulants):** Symptoms may include lethargy, weakness, pale gums, breathing difficulties, lameness, black or tarry stools, blood in the urine, bruising, and bleeding. Contact your veterinarian for advice even if your pet seems fine.

💐 **Lily (flower):** Deadly for cats, lilies can cause vomiting, reduced appetite, drooling, lethargy, weakness, and kidney failure.

🪰 **Insecticide (Permethrin):** Used in dog-only flea treatments, permethrin can cause vomiting, fevers, seizures, and tremors in cats. Never use dog-only medicines on cats.

🫧 **Cleaning products (Benzalkonium chloride):** Common in disinfectants, benzalkonium chloride can be irritating to pets. Use diluted soap or bleach instead.

🧴 **Bleach:** Industrial bleach can cause chemical burns in pets, while household bleach can cause drooling and mouth irritation. Dilute with water and call your vet if your pet is showing symptoms.

🥑 **Certain foods:** Many people are aware that chocolate is toxic to dogs - but you should also beware of grapes and raisins, macadamia nuts, rhubarb, onion, garlic, chives and avocado too.

Common poisoning symptoms include: vomiting, drooling, incoordination, swelling of the mouth, abnormal body temperature, twitches and tremors, breathing difficulty, seizures, and passing out.

What to do if your pet has been poisoned:

- Immediately remove your pet from the source of the poison.
- Call us on +44 1234 123 123 for advice, even if your pet seems fine.
- If you can safely do so, collect a sample of the poison to bring with you to the vet, along with any packaging.

It's essential to keep your pets safe from these common household poisons. We hope you found these tips helpful this Poison Prevention Awareness Month! If you have any questions, please don't hesitate to respond to this email or give us a call.

Let's make sure we keep our furry friends safe and healthy!

Best regards,

[Your Name]
[Your Clinic]
Sincerely,

Your friends at [Vet clinic name].

Book an appointment online
Call in an emergency: +44 1234 123 123

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