Have you heard about Canine Massage Therapy?

Canine massage therapy is one of the fastest growing fields in complementary animal healthcare. It affects everything from your dog's muscles to their state of mind. Massage therapy offers owners a tool in which to aid in the care and well-being of their pets. How can you tell if your dog could benefit from this exciting new field of massage therapy?

Socialization

- Does my dog have difficulty interacting with other dogs or people?
- Does my dog run and hide every time someone comes to visit?

Transition

- Did I just adopt a new puppy/dog?
- Have I recently moved?
- Has there been a new addition or loss in the family?
- Has my schedule or routine recently changed?
- Does my dog spend a lot of time home alone?

Elderly

- Is it getting difficult for my dog to go up and down the stairs? To get in and out of the car?
- Does my dog have trouble keeping up on our daily walks?
- Has my dog's activity level decreased significantly in the last couple of years?
- Do I want to give my dog the best quality of life I can as they age?

Post Surgery/Injury

- Did my dog just undergo surgery?
- Does my dog have a chronic condition that causes pain and soreness?

Your dog can benefit from massage therapy. Massage is the manipulation of soft tissue for the benefit of stimulation,
relaxation, drainage and increased flexibility. The goal of massage is to maximize efficiency and improve the overall well-being of the animal. There are many different styles and techniques of massage therapy which address various problems and situations. The conditions that benefit most from massage therapy are:

WHAT CONDITIONS BENEFIT MOST FROM MASSAGE?

- Muscular Ailments as a result of stress or over/under use
- Limited Range of Motion in Joints
- Nervousness & Hyperactivity
- Degenerative & Chronic Conditions
- Poor Circulation
- Limited Flexibility

Massage therapy is best viewed as part of a comprehensive healthcare plan for your dog which includes traditional veterinary medicine. While humans have been enjoying many complementary therapies for hundreds of years we are now just discovering that animals can experience many of the same benefits from these complementary therapies. Today, alternative therapies such as massage, chiropractic and hydrotherapy are making tremendous improvements in the daily lives of animals. For example: massage combined with chiropractic therapy has helped injured agility dogs regain their previous level of performance while massage combined with hydrotherapy has helped partially paralyzed dogs recover some of their mobility. Complementary therapies give owners additional tools in which to help their pets' live longer, healthier and more comfortable lives. Here are some examples of how massage in particular can help your dog.
HOW MASSAGE THERAPY CAN HELP YOUR DOG:

❖ **Animals in need of Socialization**
Massage can help familiarize dogs with human contact and touch as well as improve their socialization skills.

❖ **Animals in Transition**
Massage can reduce the stress and anxiety often experienced by animals adjusting to new homes, extended travel or recent life changes.

❖ **Elderly Animals**
Massage can help convalescing animals reduce pain and tension from hip dysplasia, arthritis, skin conditions, stiffness, inactivity, boredom or other degenerative or chronic conditions.

❖ **Post Injury & Surgery Animals**
Massage administered in collaboration with a veterinarian can reduce recovery time; address muscle atrophy, adhesions and scar tissue; alleviate tension, boredom and ease the transition back to normal levels of activity.

**Massage therapy is far more than “petting” and should be performed by a certified animal massage therapist, veterinarian or veterinary technician that has been trained in massage techniques. The most effective massage will be administered by someone with knowledge of canine anatomy, behavior and physiology so that the massage can be tailored to the individual dog’s needs, activity level and current health. Below is just a small sample of some of the physiological benefits of massage therapy.**

**A SAMPLE OF PHYSIOLOGICAL BENEFITS OF MASSAGE THERAPY:**

❖ **Muscular System**
   ❖ Relaxes and stimulates muscles to relieve soreness, tension and stiffness

❖ **Circulatory System**
   ❖ Improves elimination of metabolic wastes

❖ **Nervous System**
   ❖ Decreases stress and anxiety

❖ **Digestive System**
   ❖ Stimulates liver and kidney
➢ **Lymph System**  
  ❖ Improves the body’s immune function

➢ **Integumentary System (Skin)**  
  ❖ Helps prevent chronic conditions through regular monitoring and early detection

➢ **Skeletal System**  
  ❖ Helps maintain and improve balance and coordination

➢ **Respiratory System**  
  ❖ Improves inspiration

If you have a dog that is recovering from surgery, dealing with a chronic condition or you simply want to increase their health and well-being I would encourage you to consider canine massage therapy.

If you are interested in learning more about this exciting new field please stop by Happy Hound Play & Daycare on:

- **Monday, April 4th** from 4:00 pm - 7:00 pm
- **OR**
- **Saturday, April 9th** from 10:00 am - 1:00 pm

To meet Jamie Kennedy our resident certified Small and Large Animal Massage Therapist. Jamie will be available to talk with you in detail regarding animal massage, answer any questions you may have and offer you a free consultation for your dog. She will also be giving all Happy Hound Boarders a 20% discount on canine massages during the month of April. Please contact Happy Hound to schedule an appointment.