

ITCHY PET ACTION PLAN

Your step-by-step guide to heal your
pet's itch



STEP 1



WHY IS MY DOG OR CAT SO ITCHY?!

UNDERSTANDING THE ROOT CAUSE OF YOUR PET'S ITCH

If you want to heal your pet's itch, you have to get to the root cause.

You might be wondering why so many pets are itchy these days.

It's because a lot of our dogs and cats live modern lifestyles that include kibble, vaccines, and antibiotics, all of which negatively impact the microbiome 🦠

(Note: I'm not saying we don't need medication sometimes. We just have to be mindful of potential side effects)

AND often, puppies and kittens aren't born with thriving microbiomes either... 🧑🏻♀️

It depends on the lifestyles of the past 5 generations 🐾

Their mother, their grandmother, their great grandmother, great great grandmother, and their great great great grandmother... 🐾🐾🐾🐾

And a disrupted microbiome is very often the cause of itchy skin issues.

Another leading cause is the buildup of toxins like heavy metals and glyphosate.



A DISRUPTED MICROBIOME + TOXIN BUILD UP LEADS TO



IMMUNE SYSTEM IMBALANCE.



A disrupted microbiome can also be the root cause of allergies—a common cause of itching.

Instead of suppressing symptoms with immunosuppressive drugs (like cytopoint, apoquel, or steroids), we want to address the root cause of the immune system's overreaction.

And if there is an infection, we want to prevent creating antibiotic-resistant bacteria and further damaging the microbiome by using antibiotics (as much as possible! Or choose very wisely!)

There are other options to treat skin infections instead!

Keep reading. We'll get into the details of our Itchy Pet Protocol a bit later on 🐾

BOOK A CALL



If you want a personalized plan created for your pet just book a call with us. We support pet parents around the world.

STEP 2

DO THE TESTS

Here is our list of tests we recommend you do if you have an itchy pet:

- ☐ Skin culture (to check for fungal, bacterial, staph, and yeast infections)
- ☐ Allergy / Intolerance Test (both environmental and food sensitivities)
- ☐ Microbiome Test (both gut and skin)
- ☐ Vitamin Test
- ☐ Minerals and Heavy Metal Test
- ☐ Glyphosate Toxin Test



BOOK A CALL



*Live outside of Los Angeles? No problem! We can send you a kit to easily collect the samples we need to run these tests for you. *Skin Culture and Vitamin test requires skin and blood samples and should be done by your vet.*

STEP 3

THE INTEGRATIVE PET WELLNESS CENTER'S ITCHY PET PROTOCOL

We'll get to our protocol, but first, meet one of my pet patients, Diggie.

If Diggie can heal, your pet can, too 💜

This was Diggie when I first met her 📌



Diggie had had surgery for bladder stones. And after the surgery, she started having ear infections and itchy skin.

Before she came to see me, she was being treated by a conventional vet who'd given her 4 rounds of antibiotics, thinking this would bring her immediate relief.

However, the antibiotics only made Diggie even more itchy, and she started losing her hair.

Antibiotics kill both the good and bad bacteria, and because the root cause of Diggie's skin issues lay in her imbalanced microbiome, it made sense the antibiotics made things worse.

By the time Diggie came to me, she was so crazy itchy, and so desperately miserable that mom thought she didn't even want to live anymore 🥺

The first thing I did was take her off all the antibiotics and medications.

Then, we tested her skin microbiome and her gut microbiome.

I tested her for allergies, vitamins, and minerals—all the baseline tests to see where she was at.

Then we started correcting her deficiencies, and we got her on good natural shampoo 💪

We also started very regular ozone therapy for her, including blood ozone therapy, and we started restoring her microbiome.

Slowly but surely, she started to get better.

It took a few months before we started seeing any progress, but I knew that working on the foundational imbalances that we're causing her skin issues would ultimately be the fastest route.

Diggie made a full recovery and got her coat back of fluffy hair 🥰



And now what you've been waiting for 📌

THE INTEGRATIVE PET WELLNESS CENTER'S ITCHY PET PROTOCOL



1 *Balance the Gut Microbiome*

Depending on what the results of the gut microbiome test are and how severely disrupted your fur baby's microbiome is, we would develop a protocol of restoring the microbiome – for some this means cycling high-quality species-specific prebiotics and probiotics and for others, it may mean rectal infusion of healthy microbiome for faster restoration.

Our favorite brand for pre and probiotics is Adored Beast.

2 *Detox*

If your pet has been on medication, it's important that we support their natural detox pathways. We also want to help them detox if they have been eating processed foods like kibble or canned foods.

If your pet has a severe toxic buildup, then we would use ozone therapy or an IV detox to help flush it out of their system.

3 *Fresh, Whole Food Diet*

We would design a personalized meal plan for your pet that takes their food sensitivities, allergies, and detox needs into consideration.

It's important that every itchy pet is on a fresh food diet with high-quality proteins, and for dogs especially, you want to include veggies.

You also want to buy treats with only the purest ingredients.

Note: Freeze-dried raw is a great option! You can add a fresh topper like a raw egg yolk or fermented veggies.

4

Address Food Sensitivities

We would test your pet for both environmental and food allergies. We might even recommend that you do an elimination diet to pinpoint food sensitivities.

5

Support Skin Health with Natural Shampoo

You want to buy a natural, completely chemical-free shampoo to help restore your pet's skin microbiome.

Look out for ingredients like phthalates (often listed as "perfume"), paraben preservatives, and mineral oil.

Dog's Naturally Magazine has a great list of the 20 Dog Shampoo Ingredients to Avoid. And remember, not every brand that markets itself as natural is 😊

At the Integrative Pet Wellness Center, we love the brand 4 Legger Shampoos!

6

Acupuncture

For some pets, we recommend regular acupuncture.

Acupuncture reduces inflammation and itchiness and helps regulate the immune system.

Nano Light acupuncture is a great option for pets who don't like needles.



7

Ozone Therapy

Ozone therapy is our go-to treatment for severe cases.

Blood ozone therapy played a pivotal role in Diggie's recovery.



8

Microbiome Restorative Therapy

Microbiome Restorative Therapy has been a game changer for the severely itchy pets who've come to see us. They are also called fecal microbiota transplantation (FMT for short - it's also the gold standard for human patients with severe dysbiosis)

How do fecal transplants work? 🤔

This is where we transfer a small amount of healthy beneficial microbiome material (aka 🦠) that has been screened from healthy and vibrant donors to a pet having severe or chronic immune issues

It's made the biggest difference in so many cases that would have been considered "incurable" by conventional veterinary standards.



9

Maintenance

Once your pet is all better, we recommend that they pop in every few weeks (depending on the pet) for microbiome therapy (fecal transplants), acupuncture, or ozone therapy.

This preventative care helps prevent any future flare-ups.

BOOK A CALL



You can book an initial consultation either in person or on the phone if you live outside Los Angeles and we'll create a plan for your pet.



This is NO ordinary vet practice 🦄

The Integrative Pet Wellness Center is basically a functional medicine center for pets.

This is the veterinary medicine of the future.



Hi, I'm Dr. Lily, the founder of the Integrative Pet Wellness Center 🧡👩

I've built an integrative wellness center for pets that feels like a home. I've created a space where pet parents can bring their fur babies and place them on soft pillows instead of cold tables. Our rooms smell of incense, not surgical spirits, and every pet is seen as an individual.

If your furbaby doesn't want to sit still, we'll give them delicious treats to keep them busy. Do they need acupuncture but don't like needles? No problem, we'll use nanolight acupuncture 🧙🐶

Oh, and you get to stay with them the entire time even if they're having an IV treatment. Just sit down on the couch next to them and enjoy our WIFI 📶

My vet team at the practice and I create a unique approach for every individual pet using a variety of integrative modalities, from ozone therapy to acupuncture to laser to thermal imaging to microbiome therapy to energetic medicine, to Chinese herbs, and many more!

That's why I call myself the Unicorn Vet. I'm all about pioneering new spaces and new solutions for pets and their people 🦄

Click [here](https://www.integrativepet.com) to find out more about booking an appointment for your itchy pet.

With love,

Dr. Lily