



HOLISTIC HEALING HELPS PETS

YOU DESERVE A STANDING OVATION

**SERVICE
ABOVE
SELF**
by
JENNIFER
BARKOWITZ

photo courtesy of ROSE DILEVA

Acupuncture, herbs and holistic medicine are not words we generally associate with Veterinarians. But Chadds Ford's Dr. Rose DiLeva VMD is changing the way pet owners think when it comes to effective remedies.

Dr. DiLeva decided she was "tired of the same old treatments" and wanted to learn more about Chinese herbology, a field that has fascinated her for as long as she can remember. That fascination led the 1987 University of Penn grad to her certification from the Traditional Chinese Medicine & Chinese Herbology Institute of Chinese Medicine in Albuquerque, New Mexico in 1997.

"I wanted to integrate conventional veterinary medicine and holistic medicine," she said. It was her way of providing her furry patients with the best possible care.

DiLeva says the most common ailments in cats and dogs are musculoskeletal problems like arthritis and disc injuries. She treats these problems regularly with acupuncture.

DiLeva says the greatest benefit of acupuncture is that there is no placebo effect, which can sometimes cause the mind to play tricks on the bodies of humans. DiLeva shares the case of Rusty, a Dachshund who suffered from a herniated disc. Barely able to walk when he first visited, DiLeva immediately administered acupuncture. Week after week, Rusty continued to improve. "He continues to jump and run around to this very day," she smiled.

Rusty's mom Eileen was so taken by Rusty's response to DiLeva's treatment that she contacted Carol Erickson of CBS 3's *Ask the Vet*. The connection led to a monthly segment on the show where DiLeva discusses alternative treatments for common and not-so-common pet ailments. *Ask the Vet* airs on Sunday mornings at 7 a.m.

How does DiLeva get pets to sit still during treatment? "Believe it or not, it is not very hard to get the animal to sit still." After placing the first needle into the GV20 point of an animal's head, the obstruction of the Qi (pronounced Chi) is removed and the animal immediately relaxes, she explains. "Some animals actually fall asleep during acupuncture," she says.

In addition to her holistic approach to animal care, DiLeva's work with local firehouses – which was publicized nationally – caught the attention of *Standing Ovation Movie* producer Diane Kirman.

DiLeva received an *Official Citation* from Congressman Curt Weldon and *The United States House of Representatives* for her efforts to provide firehouses with properly fitting oxygen masks for pets rescued at fire scenes. The idea to help these four-legged fire victims came from the Delco Kennel Club, which turned to DiLeva for assistance. "Pets can suffer smoke inhalation, too," DiLeva said. That call led to the Kennel Club's purchase of 25 masks, a donation DiLeva matched. Ten years later, those masks have been distributed to firehouses nationwide.

Her concern for animals is an ongoing mission. DiLeva's herbal knowledge led to further research on the benefits of herbal healing. In 2002, she founded *Dr. Rose's Remedies*. Her Healing Salve and Spray product line help combat common skin irritations that can be extremely uncomfortable for animals. The best part? These remedies are *all natural*. "Once the salve is on the affected area, if the animal licks it (or if your kids touch it), it's perfectly safe."

Testimonials on her website speak volumes about the many animals Rose has treated. DiLeva continues to make major strides to help our four-legged friends each day through herbs, traditional and holistic medicine. When asked what she hears most from her patients, she says, "I wish I had known you were here earlier." PRH

To learn more about Dr. Rose DiLeva's treatments and products, visit www.altpetdoc.com or drosesremedies.com

When *Standing Ovation* movie producers Diane Kirman, Dr. William Lewis and James Brolin heard about DiLeva's donation of masks to the four-legged community, they knew that this was the perfect example of someone whose actions make the world a better place. *Philadelphia RowHome Magazine* has teamed up with *Standing Ovation Movie* to give a **Standing Ovation Award** to someone who *Stands Up, Reaches Out & Takes Action* to make this world a better place by improving life on this planet for the people, the animals and all living things.

The movie *Standing Ovation* is about empowering young people to follow their dreams. As the lead character in the film says, "Just do it 'cause it's the right thing to do." If you know someone who should receive a *Standing Ovation Award*, email us their story at info@yourStandingOvation.com. Our panel will pick a winner and their story will appear in *Philadelphia RowHome Magazine*, on their website at gohomephilly.com and on the *Standing Ovation* webpage at StandingOvationMovie.com.