



NEWSLETTER

MARCH 2009

DELI-FRESH – FOOD FOR YOUR DOG ... NOT DOG FOOD

This fresh, refrigerated dog food has been gently cooked to preserve the natural goodness of the ingredients. Deli-Fresh is 100% natural with no preservatives. The meat & poultry is free of hormones, antibiotics or any other chemicals. Vegetables, rice, vitamins and minerals round out this very tasty food.

Deli-Fresh is available in turkey or chicken in 4 different sizes and is a great convenience food for those who prefer not to cook for their pets or use raw ingredients. Just slice, heat slightly and serve!!

Introductory offer is \$3.00 off with in-store coupon on purchase of any size.

OBESITY & WATER INTAKE

In a previous newsletter, results of a study done on pet obesity revealed that pets fed canned foods were less likely to be obese than those on a dry diet. Although the reason was not given in that study, Natura Pet Products' veterinary advisor, Dr. Shawn Delaney explained in a recent web seminar that the increased moisture content of canned food (as compared to dry kibble) helps to fill the pet's intestines and create a sense of fullness.

Switching your pet over to a high quality canned food can be of assistance in the gradual loss of extra pounds. In addition, ensuring that your pet always has access to fresh purified water will also be of benefit.

TREND IN ANIMAL WELLNESS GROWING

When we made the changeover in 1994 to become a completely natural pet food store (the first one in Southwestern Ontario), we were very much before our time.

Since then, the trend has been increasing.

Initially, with the growth in natural stores, it was thought that the stores would be very upscale for those who “babied” their pets. But feedback from natural stores has shown that it is any pet owner interested in maintaining their pet’s health and preventing illness who are supporting natural stores.

Although some stores may just be trying to follow the trend without the proper knowledge behind the products, most natural stores are first concerned with their customer’s pet’s needs. Training programs are being held for employees so that they know the right questions to ask and the right products to recommend for the right reasons.

Retailers interviewed said that increase in the availability of knowledge regarding pet health and pet supplements has led to customer awareness and customer demand for “over the counter” products that they do not have to go to a veterinarian for.

Different geographical locations will dictate the needs of each store. For instance, in areas where it is more humid, mold causes different ailments that in areas where it is hot & dry. Areas on water may have more of a call for water safety products – life preservers, etc. for animals. Colder climates may have less of a flea and tick problem than hotter climates.

Despite the geographical area, great customer service and great products are the baseline for a successful holistic pet food store. Treating your pet holistically can save money on medical costs in the long run

CUSHING’S DISEASE & ADDISON’S DISEASE

Symptoms of Cushing’s disease can be a bloated abdomen, thin hair coat and excess drinking and urination. The disease is thought to be from an overactive adrenal gland and is often secondary to an overactive pituitary gland. Cushing’s can progress to affect the liver, lungs and kidneys.

Some veterinarians theorize that Cushing’s disease can also be caused by giving corticosteroids (steroid drugs) for skin problems and other diseases. With repeated steroids, the adrenal gland becomes affected, leading to Cushing’s disease.

The exact opposite disease to Cushing’s is Addison’s disease which is an underfunctioning adrenal gland.

Sometimes treating Addison’s with drugs can cause the adrenal gland to become overactive, leading to Cushing’s syndrome.

TREATING MANGE NATURALLY

Demodectic mange usually occurs in dogs and it is caused by a microscopic mite that lives in the hair follicles. Sarcoptic mange is caused by the scabies mite that burrows into the skin.

Demodectic mange often appears as a small hairless patch near the eye or on the chin. Because it doesn't itch, it often goes unnoticed. It can eventually spread to affect the entire body resulting in widespread hair loss, itching and thickening of the skin.

Mainstream treatment involves the use of very toxic drugs that are usually not effective, according to Dr. Richard Pitcairn, D.V.M. Of those animals who do respond, recurrences later are very common.

Dr. Pitcairn has had good results with good nutrition (wheat can be a contributing factor to many skin problems) and natural remedies. Treatment must be individualized, so it is impossible to recommend a basic treatment. However, some holistic veterinarians are having success using tea tree shampoo and using external applications of diluted tea tree oil (acts as an antifungal and antibacterial).

In good health, Mike, Lee, Jayne & Moxy

This newsletter is published by Healthy Paws in Sarnia. This information is not intended as medical advice. Please consult your animal practitioner for severe or stubborn problems. If you are receiving this newsletter by e-mail and wish to be removed from our list, please e-mail us at paws@rivernet.net and your name will be removed promptly. Healthy Paws can be reached at (519) 344 3443.