



NEWSLETTER

NOVEMBER 2004

COME IN AND SEE OUR "NEW" STORE

We've made some changes to our store to make it more "user friendly" and to make room for some great new products – a new food, new biscuits (9 flavours!) and varied other items. If you haven't been in the last week, we think you'll like our new look!

CHRISTMAS IS JUST AROUND THE CORNER!!!

Can you believe that Christmas is almost here again! We have some great treats and gift items for your cats and dogs as well as some healthy gift ideas for pet owners. More is coming in the next few weeks.

OUR RECENT PET NUTRITION CONFERENCE

As most of you are aware, we were recently away at a conference sponsored by the Natural Pet Food company – makers of Innova, California Natural and Healthwise foods.

The company has a very strong philosophy. When Ann & John Rademakers came from Holland, they diligently worked themselves to where they are today. They became interested in pet nutrition many years ago and began working with a holistic veterinarian, Dr. Wendell Belfield. He told them that if they were going to make just another pet food, not to bother because there were many pet foods on the market. He told them that they needed to make "the healthiest pet food in the world" and that was their goal and has become their motto.

We know, you're thinking that every company says their product is the best, right? But, can they prove it? Well, Natura can, and did, prove it at the conference. All of their ingredients are human grade – chicken, turkey, vegetable, fruits, cottage cheese, etc. just like you and I would buy to eat ourselves. Their new manufacturing facility is state of the art like no other plant in the world. No human hands touch any of the ingredients – it is all done by computerized robotics. The facility was recently inspected by a U.S.D.A. human food inspector as well as a veterinary inspector. The human food inspector said that he has never seen a "human facility" so clean as the Natura plant!! The American Institute of Baking recently awarded the Fremont, Nebraska facility with a "Superior" rating. This is the highest rating possible.

We had the honour of meeting Dr. Wendell Belfield at the conference. We have been following his writings and philosophy for many years, so this was an exciting experience for us.

So, the final line is that if we were giving glowing reports about the Natura products before, we are raving about them now!! We are confident that they truly are the "healthiest pet products in the world".

NATURA INTRODUCES NEW “EVO” FOOD

As well as two new lines of biscuits and more food in the works, Natura presented “EVO” at the conference. This is the next best thing for those who want to feed raw diets but don’t want the time commitment. EVO

Is a dry dog with the highest meat content of any pet food on the market. It is also grain free for those dogs who are sensitive to grains, or for those who want to apply the “Atkins diet” principle to their animal’s diets. It comes in 3.3 lb, 13.2 lb and 28.6 lb bags.

Natura has done a lot of research into the rumoured connection between high protein diets and kidney disease. There is no scientific evidence or proof that high meat/high protein diets cause kidney disease. However, they do recommend that if your dog has kidney disease, that one of their other products would be a better choice than the EVO.

PROTECTION FOR YOUR DOG’S PAWS

It’s that time of year again. The snow, ice and salt can be very hard on your dog’s paws. Soreness, cracking and accumulation of snow between their pads can be prevented by using “Invisible Boot” – a natural protective barrier that is “lickable” and completely non-toxic. See our special this month for a great deal.

ECO-SAVE LAUNDRY DISCS

Re-usable for up to 2 years or 700 loads! These discs reduce the amount of laundry detergent you use (whites require 1 tsp, other clothing none!!). They are beneficial for allergy sufferers, are non-polluting, they reduce static cling and release ions for softer, cleaner clothes.

We decided to start using these for our laundry and thought our customers might like to save money and protect the environment. Package of 3 discs are \$49.99. These would make a great Christmas gift for the environmentally conscious person who has everything!

WORLD’S BEST CAT LITTER™

As you know, we have been warning cat owners about the dangers of clay clumping litters. We introduced a wheat litter which we have been using and really like. Our newest addition to the store is a corn litter called “World’s Best Cat Litter”. It is natural, clumpable, scoopable, flushable and earth friendly. It really does control odour and is the closest to dust free litter that we have found. It also does not seem to stick to the bottom of the box when it gets wet. We like it even better than the Swheat Scoop. It comes in 7 lb. and 17 lb bags.

World’s Best offers a “frequent buyer” program. Ask us for a form, save your bar codes and get rewards for every 9 bags you buy!

CHANGING CAT LITTERS

We all know what creatures of habit cats can be! Many of them do not like changes – in the location of furniture, in their daily routine, changing the location of their litter box or their litter.

If you are changing to a new brand of litter, please mix them slowly for awhile – 2 weeks or longer depending on your cat. Some cats will refuse to use a new litter at first and may start peeing elsewhere in your home. Sprinkle a little of the new litter over the top of the old litter to allow your cat to smell it and get used to the new texture. As your cat digs, it will get mixed in and you can continue this procedure while you keep an eye on your cat. If your cat accepts this for a few weeks, then you can change to the new litter entirely. You know your cat best - the amount of time it will take to get used to the new litter varies with each cat.

In good health, MIKE, LEE & JAYNE

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