



## NEWSLETTER

OCTOBER 2004

**Just a reminder – the store is closed from Saturday, October 9 until Tuesday, October 19<sup>th</sup> at 9 a.m.. Make sure you stock up before we leave so that your pet’s diets aren’t disrupted.**

### **NEW PRODUCTS ARE ARRIVING!!**

We have just attended our annual pet supply show and have some great new products:

Buddy Biscuits – new dog biscuits (Molasses Madness (corn free) and Veggie Madness (corn & wheat free) and cat treats (chicken & liver) of course free of all those things that we disapprove of!!

Buddy Wash – great new shampoos and conditioners for pets in Lavender & Mint and a Flea Formula containing Cedarwood and Neem that provides a deterrent to biting insects. These products smell great and lather and rinse very well.

Buddy Wash Sampler Kit – a small bottle of Lavender & Mint shampoo and conditioner, a small bar of Buddy Wash soap (you can use it too!), two samples of Buddy Biscuits, and a small plastic portable water bowl to keep in your car, all in a clear zipper pouch. These make great Christmas gifts for the pet (and owner) who have everything.

GrazerQueen – grown your own grass for cats, dogs, rabbits, etc. in a re-useable container. Comes with a one year supply of seeds. This saves the environment from all those plastic containers that cat grass used to come in.

More great new products will be arriving in October and November (two new biscuits from the owners of Innova/Healthwise dog food, new toys, Christmas collars, Christmas antlers and Santa hats, etc.)

### **PROTEIN PERCENTAGE VERSUS QUALITY**

Many people come into our store looking for a “low protein” food for pets experiencing kidney disorders. We would like to clarify what you need to look for when purchasing a low protein food.

The number on the label indicating the percentage of protein tells you only that – the percentage. It does not tell you the quality of the protein being used. If the protein is of poor quality, the organs (including the kidneys) have to work harder to break down and eliminate the protein. This places a heavier burden on the kidneys – just what you are trying to avoid when your pet has kidney failure.

In contrast, when the protein is high quality (muscle meat or organ meat), the body can break the protein down much more readily and make use of it. This spares the kidneys. Organic meat, fish, chicken or poultry is best because it also spares the organs from the toxic effects of the pesticides and drugs.

When we were first in the pet food business and trying to learn everything we could about the differences between pet foods, we read a very interesting study. A pet food nutritionist wanted to prove that numbers on a label meant very little. He looked at an average dry dog food having 24% protein, 14% fat, and 3% fibre (carbohydrates). He mixed up a concoction of shoe leather (protein because it is animal hide), crankcase oil (representing fat) and sawdust (fibre or carbohydrates). A laboratory analysis showed exactly the same percentages as the dog food he was comparing it to!!!!

The label on a pet food only tells you the percentages and the listing of ingredients. By law, a manufacturer is not allowed to list any more information than this. For instance, chicken can only be listed as chicken. It cannot be described as organic, free range, chemical and drug free etc. on the label. The manufacturer can give this information in their product literature and on their website but not on the can or bag labels. We have researched our foods very carefully and assure you that the ingredients are all chemical free.

So, to get back to the protein percentage issue – a food containing a higher percentage of easily digestible organic muscle meat will be much easier on your pet's body than one with a lower percentage of protein that is from lesser quality source such as tendon, feathers, etc.

### **NEW HEALTHY CAT TREATS**

Healthy cat treats are few and far between out there, but we have “Whisker Smackers” in stock now. They come in 3 flavours – beef, chicken, and fish. They are just freeze dried beef, chicken, or fish – nothing else!! They are made by the same company that makes the Dr. Harvey's dry pre-mix for making your own cat or dog food.

Moxy absolutely loves the chicken (come into the store and see her perform!) and our cats at home have approved the beef flavour. They come in a resealable foil pouch for \$5.99.

### **WYSONG CAT TREATS ARE BACK!!!**

Wysong cat treats were temporarily unavailable, but are now back at the same price of \$5.99. They sell like crazy and cats love them!

### **TRAVELLING WITH YOUR PETS**

These web-sites might be helpful if you are planning to travel with your pets:

[www.petfriendly.ca](http://www.petfriendly.ca) – travelling in Canada with pets

[www.petsonthego.com](http://www.petsonthego.com) – travelling outside Canada with pets

[www.positivepets.com](http://www.positivepets.com) – travelling tips (pet etiquette, packing list, etc.)

This information is compliments of Well Now Inc. ([www.wellnow.ca](http://www.wellnow.ca)). You can check out the web-site and subscribe to Sue's newsletter through her site.

Another option is to leave your pets at home and have a petsitting service come in one or more times a day while you are gone. This way your pet is looked after in its own familiar environment and your home is being monitored. Some insurance companies require frequent checks of your home while you are away in order to ensure the validity of your policy in case of vandalism, etc.

If you are looking for an in-home petsitter, we would be happy to give you a recommendation.

**QUOTE FOR PONDERING:**

Anonymous quote “If your pet is fat, you aren’t getting enough exercise!!”

In good health, MIKE, LEE & JAYNE

This newsletter is published by Healthy Paws Pet Food in Sarnia, Ontario, Canada at (519) 344 3443. The information is not intended as medical advice. Please consult your animal health practitioner for severe or stubborn problems. If you are receiving this newsletter by e-mail and no longer wish to be on our mailing list, please e-mail us at [newsletter@healthypaws.on.ca](mailto:newsletter@healthypaws.on.ca) and your name will be removed promptly.