



## NEWSLETTER

OCTOBER 2006

### OUR ANNUAL PET SUPPLY SHOW

We recently attended our annual pet supply trade show in Toronto. Here are some of the new items we found:

#### In stock presently:

EVO 95% meat canned dog food in 2 new flavours – beef and turkey with chicken  
EVO red meat formula dry dog food (contains venison, buffalo, beef & lamb)  
California Natural canned Turkey & Sweet Potato – yummy in both dog & cat formulas  
Evanger's canned food – we have added turkey & butternut squash cat food to the other flavours we presently carry  
Espree new shampoos to add to the existing line – Berry Delight (smells good enough to eat) and Perfect Calm (Lavender & Chamomile)

#### Coming In the near future:

Dog & cat dishes – some great new colours & designs, including something special for the Starbucks coffee lover!  
Coats – 2 new styles, some with zip-out vests  
A new line of leashes, collars & harnesses unique to the Sarnia area

#### Closer to Christmas:

Koko's gourmet bakery biscuits in new sizes and flavours (remember those yummy biscuits from previous years??)  
Cat furniture & condos (come in now and place your order if you have a specific request)  
Miscellaneous treat items  
New cat & dog toys

## SURVEY SHOWS NEED FOR EDUCATION

On Survey conducted a study that revealed pet owners feel they need education regarding pet nutrition. Ninety-eight per cent of pet owners felt their pets nutrition is important, but only 20% felt they had an “excellent understanding” of their pet’s daily nutritional requirements. Less than one third (29%) had a good understanding of what is contained in the food they serve their pet everyday.

Hopefully none of the 29% are our customers or we need to do a better job!!

## UNIQUE BAMBOO PRODUCTS

“Bamboo” prides itself on making not only attractive products, but more functional ones too. The “Quick Control” collar has a padded pull-out handle that is a built-in leash, reflective stitching and an identification card. Jayne uses the Quick Control collar for her dog Max and finds it helpful and easy to use.

The “Quick Control Leash” features a leash with reflective stitching, a zippered pocket and a universal seat belt latch to keep your pet restrained. We use this product for our dog, Ilsa. We leave it hooked up to our seat belt at all times so Ilsa can ride safely in our van. It quickly snaps out when we need to leash her for a walk.

## CUSTOMERS INFLUENCED BY PET PRODUCT PACKAGING

A recent article in “Pet Biz” magazine revealed that customers, when faced with too many decisions regarding pet food or treats, tend to be influenced by the packaging. This is great if that flashy package contains a quality product, but don’t be fooled by pretty colours and cute pictures that hide poor quality ingredients. Make sure you know how to read a label, and if not, just ask and we can help you decipher all that data.

## CANCER & OUR PETS

The number one killer of pets is now cancer. Why the sharp increase in this statistic? There are many suspected links – poor quality food containing pesticides & drugs, vaccinations, flea & heartworm products, environmental pollutants, stress.

Can cancer be prevented ? According to Dr. Shawn Messinger DVM, author of “The Natural Vet’s Guide to Preventing and Treating Cancer in Dogs”, not absolutely, but there are things that can increase your pet’s chances of staying cancer free. A holistic approach to pet care including organic foods containing human grade ingredients with absolutely no chemicals, good vitamin supplements and pure water are the absolute basics. Beyond this, deciding when, or if to vaccinate is a very personal issue. Fleas and other parasites can be prevented and treated naturally using herbal products.

## LEASH & COLLAR BLOW-OUT SALE

In order to make room for a new line of leashes, collars & harnesses, we are selling the existing Aspen line at discounted prices as follows (all sales are final on these items) :

Any leash, collar or harness – 15% off

Any 2 different items (eg. collar & leash, collar & harness, etc.) – 20% off

Buy one each of leash, collar & harness – 25% off

## FREQUENT BUYER CUSTOMER PROGRAMS

We were recently at a pet nutrition seminar and the subject of “buy 9 bags, get the 10<sup>th</sup> bag free” concept came up. A few pet food companies have this promotion and we asked Natura Pet Products why they don’t offer a similar program. The answer is so simple and makes perfect sense.

There is no such thing as a free bag of food. If you are getting the 10<sup>th</sup> bag free, then the other 9 bags contained inferior quality ingredients at an artificially inflated price. Companies that use high quality human grade ingredients don’t rely on advertising or gimmicks to sell their food. They count on the food selling itself with the results that it shows. For every dollar that is spent on advertising a pet food, a dollar’s worth of quality ingredients has been taken out of the food. Simple as that.

We have always been proud of the fact that we offer the best products at a price that they are worth. We feel that word of mouth referrals have brought more people to our store than any “free bag of food” gimmick that we could ever dream up. We promise to continue this practice in order to promote optimum health for your pets.

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](mailto:paws@rivernet.net) and your name will be removed promptly. Healthy Paws can be reached at (519) 344 3443.