



Core Beliefs About Pet Health And Nutrition

What is Robbing our Pets of Their Health and Well-Being?

Our years of research, personal experience, and trial and error have firmly established our belief that our companion animals are experiencing a decline in health for the following primary reasons:

- They are undernourished and struggling to process and assimilate foods they are not designed to eat
- Subjected to unnecessary vaccines, and overly aggressive vaccination schedules
- Regularly exposed to chemicals and other toxic substances
- Over medicated and adversely affected by pharmaceuticals
- Lacking focused exercise, and mental and psychological stimulation
- Spending insufficient time in sunshine and fresh air

These factors are contributing to the deteriorating health we are seeing, generation after generation, as millions of companion animals develop chronic and acute health issues.

Many veterinarians are beginning to realize the implications and are working to spread the word and share their knowledge with companion animal guardians, as well as other willing professional associates. Some of these pioneer doctors came to this conclusion only after the painful loss of their own beloved pet or after years of seeing their patients appear to get well only to have them fall sick again.

Our research has led us to the conclusion that no matter how much we have domesticated them, the canine and feline are physiologically the same as their ancestors. The biological needs of your sweet (or not so sweet) little house cat are no different than that of a wild cat and the biological needs of your happy pup are no different than that of the wolf he descended from. Dogs and cats are carnivores and require raw animal protein to meet their daily nutritional needs. There is ample evidence that most commercial dry (kibble) and canned pet foods do not meet these essential requirements. In addition, these packaged goods contain chemicals, artificial foods, preservatives and other questionable ingredients.



"The sad truth is that prepared pet foods help provide patients for vets." Dr. Ian Billinghurst, Give Your Dog a Bone (1993)

We also concluded that although veterinary medicine has come a long way, it has evolved into an over zealous practice of excessive vaccinations and treating symptoms with drugs that trigger adverse affects.

Inadequate nutrition combined with toxic chemical overload is a recipe for health disaster.

Despite our love for them and all of the medical advances, we appear to be losing the battle of health and wellness for our pets.

What health issues are your pets suffering?

Addison's Disease – adrenal insufficiency – low steroid hormone production

Allergies – skin, ears, eyes, paws, etc.

ACL (ligament) Tears, Luxating Patella's, etc.—

Arthritis – hip dysplasia, other Joint problems

Cancer – (1 in every 5 dogs develop some form)

Chronic Vomiting and Diarrhea

Cystitis

Cushing's Syndrome – high cortisol

Dementia and Senility

Dental Disease

Dermatological problems

Diabetes

Fatty Tumors

Hyperthyroidism and Hypothyroidism

Inflammatory Bowl Disease (IBS)

Immune Disorders

Kidney Disease and Failure

Liver Disease and Failure

Pancreatitis

Premature death

Seizures

Staph Infections

Urinary Infections and Crystals

And the list of illnesses and "dis-eases" goes on and on... Why? →

Our hearts go out to all families who have experienced the pain of watching their loving friend's health deteriorate and having to say goodbye all too soon. But there is hope, and there is nothing complex about it. This list of ailments is not so different from our own human health crisis, which research has proven is primarily a direct result of

inadequate nutrition and an accumulation of harmful chemicals and additives. It is remarkable how the body heals and maintains itself when we simply provide it with exactly what it was designed to ingest, and limit its exposure to toxins.

"Over the past 40 years and 17 generations of dogs and cats, we are seeing tremendous increase in chronic ill health in our pets that was rare back in the 1960's. Most of these illnesses revolve around breakdown in our pet's immune system, and include chronic skin/ear allergies, digestive upset, thyroid-adrenal-pancreatic disorders, seizures, gum-teeth problems, degenerative arthritis, kidney-liver failure, and cancer across all ages and breeds. We are also seeing a record number of behavioral and emotional disorders including alarming and unexplained fears-aggression, as well as difficulty focusing/training and paying attention. The analogy of these compared with escalating immune and behavioral diseases in children are quite disturbing. The two biggest factors in our pet population health decline over these generations has been a severe overuse of multiple vaccines and nutrient poor and toxin filled commercial pet foods. We have also failed to address the underlying cause of disease by only suppressing symptoms with antibiotics, cortisone and related drugs, so disease progresses and goes deeper..." Michael Dym, VMD, Presidential Scholar, Cornell University.

These ten simple actions will rapidly improve your pet's overall health:

- Feed nutrient rich whole raw foods, including meaty & recreational bones
- Provide pure water – free of chlorine and fluoride
- Limit and schedule puppy vaccinations to a sensible protocol
- Eliminate *multiple annual* booster vaccinations
- Replace toxic flea and tick chemicals with natural preventative measures
- Use alternative natural home cleaners and pet grooming products
- Take daily walks – two a day (structured exercise and fresh air)
- Let them sit in the sunshine – minimum 20 minutes a day (Vitamin D)
- Make possible stimulating fun, and socialization with like species
- Continue to give lots of love and praise

The benefits of these simple life style changes will also make a dramatic positive impact on your own health. You will make the correlation as to what foods are healthy for them (the carnivore) and what foods are healthy for you (the omnivore). You and your pet will enjoy the increase of energy that comes with biologically appropriate nutrition, toxic cleansing, activity, fresh air and sunshine.

"A dog is the only thing on earth that loves you more than he loves himself." Josh Billings

We are dedicated to provide insight and facts to animal parents and health care professionals alike, so they might re-think the status-quo and hopefully make healthier decisions for these devoted, loving four-legged creatures.

We trust that our information and product offerings will make it safe, affordable, and convenient for you to easily provide your pet with the nutrients they need to thrive, and arm you with facts that will significantly benefit your loved one's health and well being.



"We give our dogs [and cats] time we can spare, space we can spare and love we can spare. And in return, dogs [pets] give us their all. It's the best deal man has ever made."
- M. Facklam [Emphasis added]

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