

TAIL BLAZER *Tidbits*

"PETS ADD YEARS TO OUR LIVES,
IT IS NOW TIME THAT WE
ADD YEARS TO THEIRS."

THE POWER TO CREATE CHANGE IN THE WORLD.

Most of us at one point in time have dreamed of having the power to create change in the world. Until recently I believed that this was just dreaming, but now I realize that in today's commercial society, each of us really does have that power. It's called, **The Power of Where You Spend Your Money.**

Every time we spend money on something, we tell the companies we buy products from that we like what they are doing, keep it up, and we will continue to buy your product.

In his latest edition of *Natural Health for Dogs & Cats*, Dr. Pitcairn's first chapter is titled, "We need a new approach to pet health care". I think he is right, and to me that means, we need a new approach to where we spend our money on our pets. The current pattern of dog and cat food purchasing has been to buy the cheapest, best advertised products. This has produced the highest rate of disease and shortest life span in our pets that we have seen in the last 100 years. More pets are on medication for some ailment than ever before. The first major pet food companies were formed around the depression years. They filled the need we had for the cheapest form of food available to feed our pets. They did this by using cheap grains like corn, and waste products from the human food chain that were going to be thrown out. As time has passed, they have added a few multi-vitamins but little else has changed in their philosophy behind the production of their pet food. We asked for it then and we got it. So now we need to exercise this power again and ask for something new.

In his book, Dr. Pitcairn states two things I find interesting. The first is, "Most surprising to

me was the fact that proper nutrition could boost the body's natural resistance to disease. Here was an incredible truth-unique in that it meant the body need not rely on drugs for better health."

Secondly, "I feel certain that many of the chronic and degenerative diseases we see today are caused by or complicated by inadequate diet". Diet is the first and best approach to a healthy pet.

We need to ask companies to produce food that will provide our companion animals with a vibrant healthy life. The good news is there are companies that are already doing this. Now, what we need to do is support these companies by telling them we like what they are doing, keep it up. Okay, but how do we know which companies are doing this and which ones are just great advertisers? There are certain things to look for. So the next time you buy pet food, ask yourself these questions:

Does this company use food made from ingredients suitable for human consumption? This may sound simple, but you would be amazed how many companies use waste material to make up their product. After all, it makes their product cheaper and they then add a multi-vitamin to the mix, so it's not that bad right? Tell them they are wrong.

Does this company use road kill or euthanized pets in their product? Everyone thinks no, but as recent as 2001, testing showed several companies including O'Roy and Pro Plan did this in some formulations. For more information check Ann Martin's book, *Food Pets Die For*.

Does this company do testing on animals, and if so, what kind? In her book, Ann Martin writes about several studies done on *(cont. on page 3)*

Grand Opening!!
See back for details
of our grand
opening
party!



Nature's Premium

Naturally raw for Nature's paws.



Nature's Premium is a family based company in Alberta with a desire to produce a premium quality raw food for dogs and cats.

One key concept that Nature's Premium prides itself on, is our involvement in all aspects of producing, manufacturing and packaging of our products. Nature's Premium uses farm raised, whole carcass elk and beef in our pet food portions. Richard and Dawn Bidlock along with our children Cheanise, Richel and Ryle, take the raw concept one step further by incorporating a totally natural and renewable nutraceutical to our pet products. The 2000-year-old secret that Nature's Premium has incorporated into our products is EVA, which is, an industry acronym for Elk Velvet Antler, and has been used in Asian cultures for medicinal purposes for the past 2000 years. EVA is a beneficial substance that the Bidlocks' have been raising and harvesting from our own herd for over



18 years. EVA is harvested once a year and is from the whole elk antler in the velvet stage of growth.

EVA is known for its preventative and curative strengths resulting in the Canadian Veterinarian Association clinically proving the benefits of EVA for osteoarthritis and dysplasia.

Other benefits experienced are less swelling of joints and decreased stiffness and soreness, faster healing of wounds and breaks, support of the immune system, improvements in hair coat and skin health. Some of the components of EVA are naturally occurring glucosamine and chondroitin sulfates, minerals and micro nutrients, essential fatty acids, insulin growth factors, collagen and pantocrine-just to name a few. With our own experiences and research from various universities and organizations over the past years, Nature's Premium has set a goal to help inform people and pet owners about the benefits of EVA.

Now you can experience the truly amazing results of EVA for yourselves and your loved ones -human to pets, young to old. Benefit from the 2000-year-old secret, the secret of EVA that all people and animals should experience for a healthier lifestyle.



CANCER DIET FOR CANINES



There is an enormous body of research dating back to the middle of last century which clearly demonstrates that cancer victims - human, feline, or canine, should be fed a low carbohydrate diet. This may and often is, taken to the extremes of a no carbohydrate or strict "Atkins type" ketogenic diet.

The reason that ketogenic diets have the ability to combat cancer is because cancer cells, particularly those in the more advanced stages of malignancy, feed preferentially on glucose as a source of energy. Malignant cancer cells have limited or no ability to burn fat for energy and they can only use protein for energy, once it has been processed by the liver, to form glucose. This type of calorie-dense diet can be particularly beneficial, in the extreme situation where cancer cachexia has taken hold.

Having given carbohydrates such poor press, there is an even more overwhelming body of research, which shows that there is only one food type or diet type, which has been consistently successful in the cancer prevention stakes and to some extent in the treatment stakes. This turns out to be the low glycaemic, fruit and vegetable diet. A diet of raw, low glycaemic fruit and vegetables, can be very successful in treating cancer, before cancer cachexia has kicked in and before a state of extreme carcinogenesis has been reached.

There is some evidence to show that some types of fats promote cancer (the omega 6's) and there is no question that obesity can promote cancer. On the other hand, extremely low weight individuals are definitely more prone to develop cancer. There is much evidence to support the view that some types of fats inhibit or actively fight cancer - the so-called Omega 3 group. Saturated fat almost certainly exerts its bad influence in promoting carcinogenesis via obesity, insulin resistance (which follows obesity) and free radical production, which accompanies obesity. There is much anecdotal evidence for particular nutraceuticals and herbs as beneficial and effective anti-cancer agents.

If you consider the above information in relation to canine cancer, it becomes clear that the standard evolutionary diet for dogs, forms the basic recipe for the ideal canine cancer prevention and treatment diet. In other words, a diet of meat, bone, organ meat, crushed vegetables and fruit together with other healthy foods such as eggs (and other healthy protein sources), probiotic sources and various supplements (nutraceuticals and herbs) should be adopted for any dog with cancer.

Having established the basic diet type, the most important questions remaining to be answered are- what proportion of these will best suit each individual, what particular meats, bones, organ meats, fruits and vegetables should be chosen and which nutraceuticals, will best suit the dog in question. Clearly, the overall mix of animal vs plant origin material will depend largely on the on the degree of obesity vs cachexia of the patient and how advanced or malignant the cancer in question happens to be.

As the scale slides towards greater obesity and less malignancy (a general description of the early stages of cancer) the diet should lean towards the high vegetable end of the scale. At the other end of the spectrum, where the patient is underweight with a poor appetite, less bulk (less vegetable material) and more dense nutrition is required, which means the more ketogenic diet is adopted. This balancing act is equally as much an art as a science.

In general, because cancer is a disease of 'inflammation,' the choice of meat type is best described as for any other inflammatory condition. That is, 'white and wild.' In Australia, that means chicken and fish for the white and 'roo and rabbit for the wild. The chicken should preferably be organic and should have been raised with minimum grain and plenty of omega 3's, the fish is better if cold water, deep sea, young, and wild (rather than farmed) and the rabbit should not be farmed - it too should preferably be wild. Similar guidelines can be developed for other countries, depending on sources available.

The most important nutraceuticals or functional foods to be chosen, include Omega 3 essential fatty acids (fish oils), Conjugated linoleic acid, crushed flax seed, branched chain amino acids (as from cottage cheese), the whole range of B vitamins, Coenzyme Q10, Selenium, Zinc, Chromium piccolinate, Arginine, and Carnitine.

High doses of probiotics are beneficial, as are sea vegetables, and liver from newborn pasture fed ruminants. Herbs that are useful are many and varied, but one combination available in Australia and valuable in treating a wide range of cancers is the sheep sorrel combination.

This is only an introduction to what is a vast topic, but if these basic suggestions are followed, they do form the core of a valuable approach to the treatment of cancer using diet.

Dr. Ian Billingham B.V.Sc. [Hons], B.Sc. Agr., Dip. Ed.

The Recovery Discovery

Your pet is part of your family. Rain or shine, through good times and bad, he or she will have given you many hours of pleasure, comfort and unconditional love. Your family pet may have grown up with your children, and provided years of joyful companionship. Just like other members of your household, your pet may suffer from painful conditions due to injury, genetic predisposition, or as the result of aging.

Does your pet have troubles getting up after resting? Is she having problems running around and playing? Remember when your pet used to jump up on your lap to cuddle? We all desire a pain-free high quality life for the pets in our families. Now, you can improve your pet's quality of lifestyle with Recovery® SA.

The Canadian discovery of Recovery® SA offers a powerful message of hope to people with pets suffering from the pain and inflammation associated with arthritis, hip dysplasia, tendonitis, bursitis, back pain, and other chronic conditions.

After 10 years of focused work, a lengthy comparative trial was conducted in 2003, testing the top 18 products on the market designed to halt the inflammation and pain associated with these conditions. Where other products failed to achieve worthy results in the relief of pain and inflammation, Recovery® SA showed 80% to 100% improvement in the trial participants.

What is even more interesting is that the trial participants were elite horses, and the administrators of the trial were veterinarians from the most prestigious journal in the equine industry, <Horse Journal.> You simply cannot fool a horse or induce a placebo effect.

The equine industry is the most competitive industry in regards to natural pain-relief products because show and race horses cannot receive drugs to counteract pain and inflammation. Horse trainers administer natural products-and they must work.

Horse Journal (October 2003) proclaimed Recovery® the "best overall for arthritis." Recovery® is now so popular in the veterinary sector that the Ringling Brothers circus now uses Recovery® for retired elephants on their wilderness reserve.

What does this mean for you?

If you want to improve your pet's quality of life Recovery® SA for small animals, available through Biomedica Labs®, is a broad-spectrum product designed to improve the body's ability to heal and halt damage that precedes inflammation and pain. It also improves the coat, breathing, and digestion.

Biomedica Labs wholeheartedly proclaims Recovery® to be the most powerful pain relieving and anti-inflammation product on the market.



Ask about Recovery® at Tailblazers. Your pet will love you for it.



GREAT PRODUCTS!

AVAILABLE AT TAIL BLAZERS

Cold Water Fish Oil *Urban Carnivore*

Essential Fatty Acids (EFA'S) are very important for our pet's good health. Their bodies are able to produce some of these EFA'S but those that they cannot produce must be obtained from the diet or through supplementation. Anchovy, Mackerel and Sardine oil make up Urban Carnivore's Cold Water Fish Oil which contains two very important, active essential fatty acid components called EPA and DHA. EPA (eicosapentaenoic acid): helps to normalize allergic reactions including atopy which is an allergy to inhaled substances such as pollen and mold. It has also been shown to decrease itching, excessive shedding, helps to relieve inflammation from things like inflammatory bowel disease and arthritis.

DHA (docosahexaenoic acid): is critical for normal eye and vision development. Babies born to mothers who consumed diets deficient in DHA had behavioral problems and abnormal visual acuity.

More benefits of omega 3 fatty acids: improves the immune system, heart health, has been shown to slow down the growth of certain cancers and decrease yeast infections.

Many veterinary dermatologists recommend that these fatty acids be used for 9-12 weeks before concluding that they are not helping.



Solid Gold *New natural dog food lines*

Solid Gold introduced the first natural dog food to the United States in 1974. The newest additions to this popular line are called Wolf Cub (puppy), Wolf King

(large breed adult) and Just a Wee Bit (small breed adult). Each is made up grass fed bison containing no hormones and antibiotics, wild caught Alaskan salmon, pesticide free grains, fruit, veggies and herbs. The existing food varieties are lamb (puppy, adult and cat), beef, and fish and potato. Very soon they will be introducing a grain free turkey/salmon food.

The Power to create change in the world *(continued from first page.)*

animals. Should pet food companies be giving animals' renal failure or cancer to see if they respond to a certain diet? We would never want scientists to give Uncle Billy cancer so we could see how he responded to a new diet.

Does this company produce a diet appropriate for dogs and cats? This means, is this product designed for a cat? Cats are carnivores, yet



most formulas we feed them are full of grains. Yes, grains are cheaper, but they are not going to create a healthy cat. Thus, we need to add numerous vitamins to the food to prevent diseases our pets never would have developed had their food been appropriate to begin with. An example of this is diabetes. Very few cats would get diabetes if they were on a species appropriate diet. Healthy diets are really not that difficult if we start from the main goal of what is a natural diet for this animal. On the contrary, when we start from the goal of what is the least expensive food that will keep our pets alive, it is a very difficult road that requires many sacrifices in the labs and with our best friends at home. In the end, this road is much more expensive and painful.

Are there more pictures of vegetables on the package than in the ingredient list? Where are they on the list? Ingredients are listed by weight before processing. There are many ways to make a label misleading. For more info on this check our web page at www.tailblazerspets.com or read chapter two of *Natural Health for Dogs & Cats*. This chapter is all about how companies can mislead you with today's labeling requirements.

As an example; if a company advertised coffee with sugar in it and you saw them put two granules of sugar in your cup, you would not be happy. It would however, be accurate advertising, and labeling.

Don't let your pet food company do business this way.

Many people think of their companion animals as their children. The only thing is, unlike children who grow up and eventually can make decisions on their own; these animals are depending on you to make choices for them for life. And the choices you make affect the quality of their life.

We want to help you make those educated decisions. Bring in your label and ask us questions. Ask about dry, canned or raw food, we are here to help you make healthy choices no matter what you choose to feed. And here is the part many people want to know. How much more expensive is it? Most of our dry and canned foods are less expensive than most vet brand foods and I would say our products have better quality ingredients.

You do have the power to bring a healthy way of life back to these wonderful companions who give us so much, and we are here to help.

Written by Brent Hauberg,
Owner of Tail Blazers



TAIL BLAZERS COUPONS:



\$1 off A 15lb bag of **Wolf Cub King**
(Expires Feb. 15, 2006)

\$2 off A 33lb bag of **Wolf Cub King**
(Expires Feb. 15, 2006)

\$2 off your Tailblazers purchase!
Spend \$40.00 or more and receive \$2.00 off your purchase. (Expires Feb. 15, 2006)



Respir Solution *Prairie Naturals*

Looking for something to help Kennel cough? Respir Solution is the answer. Respir Solution is an herbal formula developed to help with human bronchial problems. We have tested it on several cases of kennel cough and have had great success with every one.

60ml bottle is \$3.99

To learn how easy it is to get your pet "Back on the road to health" -come visit us!

Whether you are looking for a healthy dry, canned or raw diet, we can help make your decision easier. If you have questions about your pet's current diet please bring us your label. Please come and see us for a list of veterinarians that support a holistic Lifestyle.

*Books references in 'The Power to create change in the world': **Food pets die for** by Shawn Messonnier, Ann N. Martin
Dr. Pitcairn's Complete Guide to Natural Health for Dogs & Cats by Richard H. Pitcairn, Susan Hubble Pitcairn

COME DOWN TO ANY OF OUR GREAT LOCATIONS AND MEET OUR FRIENDLY, KNOWLEDGABLE STAFF.

For more store location informaton and maps, visit our website at www.tailblazerspets.com

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If you are interested in a Tail Blazers franchise, please contact tailblazers@dogdomain.com