

TAIL BLAZER *Tidbits*

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

OUR STORY

HOW TAIL BLAZERS CAME TO BE...



A series of happenings brought us to opening Tail Blazers in November 2000. My husband Brent and I have worked in the health food industry for a combined 20 years and we are also both registered massage therapists. Consequently, quite a few years ago we were exposed to the world of natural pet food, treats and supplements through friends and colleagues.

After finishing university, I was looking for a brand new adventure. The idea of opening up a pet bakery was suggested to me by Brent. This captured my interest, but wasn't quite IT! After giving it much thought I realized that there was nothing more appropriate for me to do than to combine my passion for pets and natural health. Four months later Tail Blazers was born!

After doing much research for the store and what we were going to feed our own puppy, Skylla, we both learned A LOT! In addition to our knowledge about supplementation, we became introduced to the amazing benefits of a raw food diet, additive and chemical preservative free foods, and especially shocking was the prevalence of hazardous manufacturing conditions/methods. We became aware of how to spot cut corners and avoid these products. Tail Blazers is a store dedicated to educating our customers about natural pet health and offering only wholesome food and supplement alternatives for pets.

Natural pet health is an endlessly fascinating industry. After making some necessary adjustments, it is so incredibly rewarding to see the dramatic changes and transformations in so many pets on a daily basis. We have the most supportive and enthusiastic customers. Many, many thanks for your continued support and great health to your beloved pets!!!

Healthy Regards,

Tamara Low
Owner, Tail Blazers- Health Food Store for Pets

Tail Tails about Pet Food:

What exactly is your Pet eating?

First and foremost, food is something that everyone can relate to because it is one of the most basic necessities of life. Proper nutrition is the key to preventing disease in pets and ourselves. You may be unknowingly making your beloved pet sick by feeding him/her food that is preserved with chemicals, contains animal "by-products", or unhealthy fillers. As a nation, we spend more than \$20 billion annually on pet foods and treats in North America, yet we rarely read pet food labels. Most of us do not realize that the most popular pet foods contain ingredients that are unfit for human consumption. For example, by-products can include decayed meat, animal digest, feet and internal organs. In other words, your dogs and cats, omnivores and obligate carnivores respectively, may not be eating meat at all. Also, the cooking methods used by pet food manufacturers - such as rendering (melting), extruding (a heat-and-pressure system used to

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Listen to QR 770 on
Sat. April 24 between
4pm and 5pm, to hear
Corinne and Tamara
talk about
holistic pet
health!



"puff" dry foods into nuggets and kibbles), and baking, do not necessarily destroy the hormones used to fatten livestock or increase milk production, or drugs such as antibiotics or the barbiturates used to euthanize animals. There is no governmental agency watching over what goes into pet foods. It is totally up to you, the pet owner, to watch out for the nutritional well being of your pet.

If you choose processed food, the first ingredient should always be a "named meat" followed by another meat or vegetable product. Most popular commercial pet foods today use grains as the primary ingredient, followed by more grains and/or poor-quality proteins. Out pets do not easily digest grains, particularly our carnivorous cats. If you or your pet takes in a substance that your body does not naturally recognize, nor is equipped to handle, the immune system gets involved. This sets off a cascade of events that can eventually lead to disease. Based on the slaughterhouse wastes, mill sweepings and chemicals contained in the most popular pet foods, is it any wonder that there has been such an increase in cancer, degenerative diseases, and allergies in our pets?

Please start reading your food ingredient lists!! Start questioning the companies who make your food, for you and your pets.

In the end, it is up to you to safeguard the nutrition and resulting health of your pet.

By Dr. Corinne Chapman
RockyRidge VetCare Ltd.
Calgary, AB Phone: 813-5826



NASTY SUBSTANCES TO WATCH OUT FOR IN PET FOOD:

(WHAT EXACTLY IS YOUR PET EATING CONT.)



·**Animal Fat:** rendered or extracted fat. Restaurant grease has become a major component of feed-grade animal fat. It is stabilized with powerful antioxidants to retard spoilage, and then sprayed directly onto extruded kibble to increase palatability. Mmmm...Rendering, as defined by Webster's Dictionary, is "to process as for industrial use: to render livestock carcasses and to extract oil from fat, blubber, etc, by melting."

·**Artificial Colouring:** used in pet foods, treats, and rawhide toys. Can be harmful, toxic, and definitely has NO nutritional value. Known allergic reactions in humans to: FD&C Red and Yellow no. 5 & 7 dyes. Do our pets care about the colour of their food?

·**BHA & BHT:** synthetic chemical preservatives that may be potentially toxic to kidneys and have been banned for use in human products. Why use them in pet food?

·**Brewers Rice:** the dried extracted residue of barley malt and rice products resulting from the manufacture of wort or beer.

·**By-Products:** non-rendered, clean parts, other than MEAT, derived from slaughtered animals, produced in the course of making a primary food ingredient. It includes, but is not limited to, lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue, stomachs, intestines freed of their contents. It does not include hair, horns, teeth, and hoofs, except in such amounts as might occur unavoidably in good processing practices. By-product = NO measurable amount of meat/skeletal muscle. Where's the meat? And where's the assurance that they are practicing "good processing"?

·**Corn Gluten meal:** the dried residue from corn after the removal of the larger part of the starch and germ, and the separation of the bran...Where's the nutrition?

·**Corn Syrup:** used as a humectant, which gives food a dampness and flexibility. It is pure processed (ie. SUGAR), which is difficult to digest for our pets, and potentially addictive.

·**Digest:** an animal feed-grade ingredient that must be made soluble with the use of prolonged heat and moisture, or chemicals and enzymes (eg. Poultry feet= "Poultry Digest").

·**Dried Egg Product:** ingredients listed as product may include an unspecified part of the product. Egg product may include eggshells, and may also not include any egg whites. What is the point?

·**Dry Blood Meal:** a rendered product and inexpensive source of animal protein. Why not feed your pets REAL meat, vegetables, and bones?

·**Ethoxyquin:** a powerful synthetic chemical preservative known to be highly carcinogenic. It was originally used as an insecticide and pesticide, as well as a rubber stabilizer. Remember that preservatives extend the shelf life of artificial petfood for months.

·**Gluten:** the sticky substance in wheat or corn starches that gives the starch its tough elastic quality, helping to hold together the pulverized composite of animal feed-grade ingredients (and create KIBBLE!)

·**Meal:** a ground or pulverized composite of rendered animal feed-grade ingredients. Still on the fence here.

·**MSG:** (Mono Sodium Glutamate) a flavour enhancer used to disguise inferior food quality. Known to cause potential brain and eye damage, and allergic reactions in humans.

·**Propyl Gallate:** a synthetic chemical preservative linked to liver damage.

·**Propylene Glycol:** a synthetic chemical preservative and flavour enhancer linked to kidney damage. Also used as a less-toxic version of the sweet-tasting chemical found in anti-freeze and brake fluid solvents.

·**Sodium Nitrate and Nitrite:** synthetic chemical preservatives and colour enhancers both known to be carcinogenic.

Thus over the past 50 years of feeding our pets processed artificial petfood, is it a surprise that there has been an increase in idiopathic (of unknown cause) disease? Why can't we prevent Epilepsy? Or Cystitis, Hypothyroidism, Obesity, Dental Disease? WE CAN!! Just like we would never feed our children Kraft Dinner and weiners as their daily meal, we need to change the way we feed our pets! Please take the steps to start feeding your pets REAL food today. A natural diet is not as difficult as it sounds. And it may save your pet's life.

Tail Blazers

Educational Workshops:

Speaker: Kymythy Schultze, CCN,AHI

Introduction to Natural Nutrition for Dogs and Cats:

Friday, May 7, 2004,

7pm to 8:30pm

Cost: \$20

Natural Nutrition for Dogs and Cats

Saturday, May 8, 2004

9am to 5pm

Cost: Registration before May 1 - \$40

After May 1 - \$60

Bring a lunch. Tea and Coffee provided.

Learn about:

-The Food your Dog/Cat evolved to thrive on,

-How commercial pet food is made,

-Diet and disease prevention with nutrition,

-Homemade and commercial diet nutrient comparison,

-Raw vs cooked food,

-How to make a healthy homemade meal for your pet,

-Vitamins, minerals, supplements and treats, Foods to avoid...and more!

Both workshops are being held at:

Best Western Port o Call Inn

1935 McKnight Blvd. NE

**TO REGISTER FOR
EITHER WORKSHOP,
PLEASE CALL 375-0944**

All profits from the workshops will go to:
Senior Dog Rescue and RASTA (Rescue
and Sanctuary for Threatened Animals)



WHAT ARE "(W)HOLISTIC OR "HEALTHY" PET FOODS?

"Wholistic" in regards to pet foods means that the food is as close to what nature intended the species or the variation of that species to eat. It is a diet in which they get all of the needed nutrients in an easily assimilated form.

Based on our research and personal experiences and the experiences of numerous others, the BARF diet, also known as the bones and raw food diet is one of those "wholistic" diets. We feel that it is the most natural diet that felines and canines would have eaten in the wild. It is full of enzymes which makes digestion a lot easier, trace minerals, amino acids, vitamins and minerals and more!! It takes 1-2 hours for a cat or dog to digest raw food and 8-10 to digest kibble. Kymythy Schultz states that the pancreas has to work extra hard to digest dry kibble in contrast to the enzymes which are already present in the raw food. As pet owners who feed our dogs a raw food diet, I can tell you that they are lean and strong, have shiny, beautiful coats, clean, white teeth and a nice

energy about them. Our dogs are also not too hyperactive. They have firm stool that is very small and tends to turn white and disintegrate. (a lot like wolf feces) and they have no anal gland problems. Both of our dogs do not have breath or body odor in any way, shape or form.

I believe that humans created dry food or "kibble concoctions" out of convenience for them.

Now that being said.....There is an incredible difference among pet foods on the market today. They are not as comparable as some would want you to believe. Fortunately there are incredibly healthy dry dog foods available for those that prefer the convenience of a dry food. Our stores carry a variety of top brand name foods that do not contain any useless fillers, chemical preservatives, dyes, sugars, meat by-products, rendered meats and other unhealthy ingredients. While the healthy oils and acidophilus (good bacteria in the intestines) are generally altered in the food when heated, the brands we carry usually spray cold-pressed oils and acidophilus on after the kibble is cooled. One company that we carry, Nature's Variety, uses freeze-dried salmon oil on the kibble, along with liver and meat for added enzymes and other nutrients. In addition , we recommend adding a whole food supplement to ensure your pet receives maximum digestibility and nutrient value with their dry food..

Written by Tamara Low (references pg. 4)

Workshops cont.

About the speaker:

Kymythy Schultze,
CCN,AHI



Kymythy Schultze has been a trailblazer in the field of animal nutrition for over a decade. Her professional experience with animals includes being a veterinary assistant for multiple doctors, a trainer, a breeder, a groomer, and a wildlife rehabilitator licensed with the federal government. She has studied many holistic and allopathic modalities, including tutorage with Dr. Richard Dahout, and canine nutrition at Cornell University. She has also hosted a popular radio talk show featuring health and community service issues.

Kymythy is a certified Animal health Instructor and Clinical Nutritionist, and teaches classes in Natural Nutrition and Holistic Care for Dogs and Cats at a southern California college, and through workshops worldwide. She is also the author of the book: Natural Nutrition for Dogs and Cats, The Ultimate Diet.

What others are saying about Kymythy's workshops:

"If you ever have a chance to attend one of Kymythy's seminars, do so...whether you drive, fly, dog-sled, whatever. It's excellent. Her information is well researched and tested. Her commitment to holistic care and natural nutrition is inspiring."

- Marlene Froke, Doberman Pinscher Club of America

"I hesitated to feed a raw diet until I attended one of Kymythy's workshops on species-appropriate nutrition. That was my turning point. She made it make all the sense in the world to me. We started feeding on her recommendations right away, and I'll never go back to any other way of feeding. The dogs' coats look great, teeth are cleaner, and muscle tone and vitality increased."

- Deborah Adams, Orangewood Rhodesian Ridgebacks.

"The nutritional info was great, especially when Kymythy actually prepared the meal..This was by far the best class I have taken on pets and healthcare."

- comment from instructor evaluation form

Why should I use the type of food and supplements that you are recommending?

Just as with human disease, pet diseases are reaching an all time high. We know this too because an astronomical number of pet owners come and see us about many all too common ailments. The most common concern is with "allergies", the dog or cat is pulling all of its hair out or compulsively scratching and licking. Cancer is a close second which seems to be a growing disease in pets. Martin Goldstein takes some the mystery out of cancer when he says:

"As a holistic veterinarian, I don't view cancer as a mysterious disease that attacks the body. It is the ultimate manifestation of ill health. It happens when the body's immune system, under siege for too long, at last surrenders, letting cell growth go awry."

We also see a lot of customer's pets with diabetes and obesity. We feel that there is a large gap between the naturally intended diet and surroundings for our animal companions, and where they find themselves now. Many pets are only eating foods that are nutrient-void, made up of non-digestible ingredients such as peanut hulls, and then laced with chemical preservatives and other undesirables. In addition, they many be over vaccinated and bombarded with a variety of chemicals and other harmful substances in their environment. All these factors combined with the food that often does not contain what they need, leaves them without abundant energy or vitality, without a shiny, beautiful coat, or spotless teeth, they can not be disease-free, or have great digestion, and can not have clean ears, or sweet breath, or a strong immune system.

As the body gets more overloaded with toxins there comes a point where the immune system is no longer able to fight. This is when disease is free to take over until things are cleaned up again. We have seen some incredible improvements in the animal's health when the owner simply changes the pet's diet and cleans up the surroundings. The other modalities that are often used are supplements, Bach flower remedies (for emotional concerns), homeopathic and Chinese medicines, acupuncture , chiropractic care, a more stress-free environment (they do pick up tension in the house) and using non-chemical cleaners in the household. The whole body and environment is taken into consideration not just its individual parts.

Written By Tamara Low (references pg. 4)



Some of the benefits of a raw food diet:

- 🦷 Tooth Plaque is no longer a problem
- 🦷 Healthier skin and shinier coat
- 🦷 Improved weight control
- 🦷 Improved health, energy and longevity
- 🦷 Increased immunity
- 🦷 Very little stool
- 🦷 No breath or body odor

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.

TAIL BLAZERS COUPON:



\$3 off

\$3 off a purchase of \$30 or more (minimum \$30 purchase excludes GST, Expires May 15, 2004)



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(2 blocks east of Spolumbos)
#7, 1420 9th Ave SE Calgary, AB T2G 0T5
Phone: 403.265.7088

Business Hours:

Mon-Wed, Fri - 10am-5:30pm
Thurs 10am-6:30pm
Sat 10am-5pm
Sun 12 noon to 4:30pm

Arbour Lake

(corner of Nosehill Dr and Arbour Lake Way)
#105, 18 Arbour Lake Way NW
Calgary, AB T3G 3S8
Phone: 403.375.0944

Business Hours:

Mon-Fri - 10am to 6pm
Sat 10am to 5pm
Sun 12 noon-4:30pm

New location opening in South Calgary - Summer 2004!

For a list of our suppliers and products please visit our website!



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

VISIT TAIL BLAZERS AT WWW.TAILBLAZERSPETS.COM