

TAIL BLAZER *Tidbits*

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

NEW BEGINNINGS!

TAILBLAZER'S FIRST FRANCHISE STORE...

Welcome to the first franchise of Tail Blazers!! I am so excited and proud to be the owner of this incredible store and I can't wait to share it with you. For almost ten years now I have been searching for the solution to the sensitive stomachs of my West Highland White



Terriers, Sullie and Sydney. I have spoken with a number of veterinarians and breeders, searched the web for answers and changed diets numerous times. I was assured I was serving the best food possible by buying a top of the line food from my veterinarian. These foods worked for a very short period, and time after time I found myself faced with frustration, confusion and sadness that I could not help my pets feel better. I was watching them grow old right before my eyes, well before their time. Their energy level was low and their coats were dry and dull.

Just before Christmas of 2003 I discovered the Tail Blazers store in Inglewood. I couldn't believe what I had found!! The store offered such an incredible variety of healthy choices in bagged or raw food, supplements and books. The staff was so knowledgeable and helped me choose a raw diet to begin my dogs next phase of a new feeding regimen. I had such fun watching them attack their new raw bones and laughed as they danced and barked for their breakfasts. In no time at all I noticed a huge difference in them - their stomachs no longer talked and groaned, their coats were shiny and dandruff free, and their teeth were cleaner than they had been since they were pups - I swear their eyes even shone brighter!! They are now happy, energetic dogs and I am having so much fun deciding what to bring home next for them to try. From Tail Blazers, I have learned an incredible amount about my dogs and the nutrition they need to keep their little ten year old bodies healthy and happy - I want them to have the best years of their lives now.

Owning this Tail Blazers will be a huge change for me - it will be my first business venture. For the past 24 years I have been employed by Chevron Canada Resources, the last eleven years in the Public Affairs Department where I dealt with internal and external customers in the marketing of promotional items, and organization of employee special events. With layoffs happening this year, I was free to choose a new career and found it in Tail Blazers.

The moment I walked into the store, I had a huge desire to become involved with this incredible business and that feeling has continued to grow as I learn more about their products. I am thankful to Brent and Tamara for allowing me the opportunity to own my very own Tail Blazers and I am so looking forward to helping spread the word about the huge benefits to our pets to feed them as naturally as possible. I am especially eager to learn from you - to hear your stories and share your experiences with your own pets.

My partner Kim Miller and I, along with Sullie and Sydney look forward to meeting you and your pets, and to serving you the incredible products that Tail Blazers has to offer.

Leslie Charlton

The Diet Debate

How to choose the right food for your pet.

Lets face it we are all crazy about our pets and want to do what is best for them in every aspect. We feel that choosing the right food and or foods for your pet is probably the most important decision that you will make for their long-term health. There are many pet food options available to the pet caregiver: dry, canned, homecooked and raw. There are also mountains of brands to choose from. So how do you make that decision? When choosing a dry food we feel that:

1) It is important to be aware of the integrity of the company. What is their mission statement? For example, Natura (Innova, California Natural, Evo) strives to be the healthiest pet food in the world! Solid Gold uses only premium quality natural ingredients (e.g., free-range bison, wild salmon, apples, carrots, garlic) chosen for their beneficial, health-enhancing characteristics.

2) It must contain QUALITY meat fit for human consumption (hormone and antibiotic free meat is ideal) as the first and second ingredients. Ann Martin in her eye-opening book Foods Pets Die For has shown that some pet food companies feel that it is all right to use diseased and cancerous meat, road kill and euthanized pets in their food. That is why it is so important to be aware of the integrity of the company you choose!

3) It should not contain harsh chemical preservatives (BHA, BHT, Ethoxyquin), additives and flavour enhancers such as sugar!

4) The food choice should be species appropriate. Cats are carnivores. This means that they survive best on meat. Most dry cat food

formulations are not species appropriate as they are made up of mostly grain products and corn. The inability to utilise carbohydrates properly (plus other undesirables) can lead to diabetes, kidney and urinary dysfunction. These ailments have been on the rise since the creation of dry food.

Dogs are omnivores which means that they thrive on foods such as meat, grasses, berries and seeds. Although most dogs can tolerate more

grains than cats they too are eating diets with far too many grain products for their digestive system to handle (more stool!)

5) It should be made up of nutrient-dense foods such as meat, vegetables, fruit, herbs and not of fillers (corn, wheat, soy, brewers rice, peanut hulls)! In my opinion some of the dry food formulas available to the pet caregiver are nothing more than "The Super Size Me Diets" with a multivitamin added to it. Gregory Tilford and Mary Wulf-Tilford write in their book Herbs for Pets: "most companion carnivores probably live their lives malnourished". Further, we are seeing that many health problems such as diabetes, allergies, obesity, eczema, ear infections, hot spots and some forms of cancer do stem from a poor diet in some way. (cont. on next page)



The Diet Debate

(How to choose the right food for your pet cont.)

6) It is important to be aware that beneficial, good quality fats that are essential for good health are destroyed in the cooking process. Cooked, generic oils in dry foods may turn into trans fats that are actually harmful to your pet! Look for a dry food that uses freeze-dried oil such as Nature's Variety Prairie brand or a company that sprays the cold pressed oil on after it is cooled!

7) You should be able to understand what each ingredient means e.g., Brewers rice is an inexpensive by-product of the milling industry and has virtually no nutritional value. The same goes with corn gluten meal. Propylene glycol is a chemical added to some chewy foods to keep them moist.

(Read "Nasty Substances..." on the right for a list of items to avoid in dry pet foods)

If one food does not work for your pet then try another one, a lot of customers find it beneficial to vary the food from month to month to ensure the pet's interest and a variety of nutrients. You should notice that your pet has less stool if they are absorbing the food well, little or no pet odour, little or no tooth plaque, a nice shiny coat, healthy skin, and they should have lots of energy (not the nervous kind). These are just a few of the things that can help your pet's food choice be more informed. For more information on our products see our website. Also, the February issue of the Whole Dog Journal will contain their annual report on "truly premium dry dog foods" and how you can identify them. It is very informative. If you are not happy with the current state of your pet's health come and see us. We are here to help you help your pet live a long, extremely healthy life.

Written by Brent Hauberg,
Owner of Tail Blazers (references pg. 3)



NASTY SUBSTANCES TO WATCH OUT FOR IN PET FOOD:



-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.



Natura has created a brilliant new dry food! Evo stands for the evolutionary diet for the modern canine. It is low in carbohydrates, high in great quality

This food contains:

- ★ hormone and antibiotic free chicken and turkey
- ★ the highest meat content of any dry food
- ★ fresh veggies, fruit and cottage cheese
- ★ active, live probiotics and prebiotics to optimise the microbial balance of the gut which improves health, resistance to disease and fecal odour
- ★ naturally derived vitamins and minerals in combination with supplemental antioxidants and chelated minerals which protect the cells and optimise the immune system
- ★ finely ground bones and cartilage which supply important collagen and cartilage for bone formation and joint health
- ★ Natura uses a slow cooking process to preserve the nutrients and phytochemicals in the raw ingredients but kills off any potential harmful bacteria.



THE MOST MOST BENEFICIAL THING ABOUT A RAW FOOD DIET...

What do you feel is the most important benefit of feeding a raw diet to our animal companions? I feel that the most important benefit of feeding a raw, fresh food diet is how easy it is for our dogs and cats to digest (beneficial for ferrets as well). In her book *Holistic Guide for a Healthy Dog*, Wendy Volhard speaks of a study done in Sweden comparing the digestion times of various types of dog foods. This study reports that raw food passes through the stomach into the intestinal tract in 4 and a half hours, semi-moist food takes 9 hours and dry food can take up to 16 hours to break down and become nourishment for the body. The speedy digestion of raw food is due in large part to the fact that the raw food naturally contains enzymes and other nutrients that speed up this process. If there are not enough digestive enzymes present in the food says Wendy Volhard, then the body "gathers enzymes from the heart, the liver, the kidneys and other parts of the body to be transported to the stomach". She calls this process enzyme robbing. Author Kymythy Schultze agrees that the body has a limited supply of its own enzymes as they are meant to be supplied in the food and when the pancreas gets called on too often it sends white blood cells to the digestive system to aid in digestion:

"But when the leukocytes use their enzymatic activity to aid digestion, they are less able to destroy bacteria and foreign invaders in the body. This impairs the immune system".

A second factor contributing to an efficient digestive system is the quality and type of ingredients being fed. There are many common pet food ingredients that are not easy for our canine and feline companions to digest such as meat by-products (see last page for a definition), peas, corn, wheat brewers rice, and soy. Gregory Tilford confirms that if the body cannot digest poor quality protein such as meat by-products the body will treat it as waste rather than food. Now you have a whole other group of problems that may arise such as skin conditions, colitis, arthritis, immune system dysfunction and kidney failure.

The digestive system of our feline and canines has not significantly changed over millions of years, it is still designed to thrive on raw meat. If you are not able to feed a raw diet it is important to add some fresh veggies and fruit (in moderation) to their diet, how about a raw bone once a week? They will love you forever for that one. Many people add a supplement such as Pet Essentials for dogs/cats to their dry food to provide any nutrients lost in the cooking process such as enzymes, greens, essential fatty acids and phyto nutrients. It is important to make informed decisions for our animal buddies as they rely on us to make the best decisions for them and their health.

Written by Tamara Low, Owner of Tail Blazers (references at bottom)



Urban Carnivore Fresh, Frozen Foods

Your dog's health is only as good as the food he eats. The most effective way to extend your dog's life is to choose a diet that provides him with all the essential nutrients that he needs in the most digestible and absorbable form.

The Urban Carnivore fresh frozen foods are presented in convenient 8oz patties that are easy to thaw and serve fresh. Our primary objective is to provide as much health value in our products as possible without a lot of unnecessary or unhealthy ingredients.

Think about pure and simple nutrition for long-term health.

Urban Carnivore provides a variety of Whole Animal Patties from all natural livestock and specialty poultry. They are fed food that contains no harmful additives, antibiotics or growth hormones. They are raised in clean and humane conditions on small-scale farms that follow sustainable and environmentally friendly practices. (see coupon on back page)

GREAT PRODUCTS! AVAILABLE AT TAIL BLAZERS



Enzymes Plus Powder.

This enzyme powder will improve your pet's immune system, increase resistance to fleas, and help eliminate itchiness, dry skin, excessive shedding, hot spots and hair loss. It supplies a complete spectrum of plant-based digestive enzymes that unlock nutrients in food for better absorption by the body, especially coat-conditioning fatty acids. Enzymes plus contains naturally chelated trace minerals from kelp, bioflavonoids, and two whole food sources of vitamin C, rosehips and acerola.



ST-C Stomach and colon support

Beneficial for irritable bowel, allergies due to leaky gut, gas, nausea, vomiting and general lack of digestive strength in older and debilitated animals; helps to ease the transition from dried/cooked food to raw. Best used with a whole, natural type diet.

Contains: Peppermint, chamomile, dandelion root, slippery elm, apple pectin, papaya leaf, marshmallow root, fennel, ginger root, orange peel. Powder 185g



TAIL BLAZERS COUPONS:



\$1 off



Buy a box of Urban Carnivore chicken \$11.25/4lb box or beef \$12.25/4lb box fresh frozen patties and receive one dollar off. (Expires Apr. 30, 2005)



\$1 off A 3.3lb bag of Evo (Expires Apr. 30, 2005)

\$2 off A 13.2lb bag of Evo (Expires Apr. 30, 2005)

\$3 off A 28.6lb bag of Evo (Expires Apr. 30, 2005)

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.

Some of the benefits of a raw food diet:

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



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

Inglewood

(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

OPENING MARCH 14TH, 2005!!

Co-op Shopping Center

(MacLeod Trail Upper Mall Level -Access off 86th ave between MacLeod Trail and Bonaventure Dr.)

#124, 151-86th Ave S.E.
Calgary, AB T3G 3S8
Phone: 403.451.7569

Business Hours:

Mon-Fri - 10am to 6pm
Sat 10am to 5pm
Sun 12 noon-4:00pm

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



VISIT TAIL BLAZERS AT WWW.TAILBLAZERSPETS.COM

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