

THE DAYS OF OUR PET'S LIFE

What "They" Want Us to Know

Pet Tidbit

Let sleeping dogs lie!

Ever notice while your dog is asleep how their eyes flicker back & forth rapidly, along with twitching muscles and running with their legs, whining and whimpering sounds? That's the REM stage of sleep (rapid eye movement); it's safe to assume they are "dreaming of chasing rabbits and squirrels."

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Dogs want you to know they don't care much about taste. They are gung-ho eaters of meat, fat and bone. Cats say they are at their best on high-protein diets mostly from meat. They all do best when food is free of by-products, dyes and artificial preservatives, and when protein rich ingredients are sourced from the same facilities that provide meat for human consumption. Make sure the animal protein is highly digestible, natural, holistic, hormone and antibiotic free. Are the grains human-grade and pesticide free?

Animals age in better health when they have better care. Poor nutrition wears down an animals' immune system and provokes skin and coat problems. A lot of grain allergies in dogs and cats may well be from pesticides and hormones; we know low levels of pesticide exposure increases the risk of cancer.

Pocketbook Voting

In the October 2006 edition of *National Geographic*, a feature article appeared on "The Pollution Within." So are we really walking, talking toxic waste dumps? You decide.

Prior to WWII, most household cleaning jobs were done using relatively safe ingredients like baking soda and vinegar which disinfected and deodorized. Today, there are over 100,000 chemicals registered for use in the U.S. The growth of petrochemicals revolutionized the chemical industry after the war.

If you knew the food you were eating was loaded with antibiotics, hormones, pesticides, by-products and fillers would you eat it? Probably not. Many of us, including pet food manufacturers have expected our pets to love it and in most cases owners are uninformed. If given the choice wouldn't you feed the best?

When it comes to the freshness and quality of water, pets want you to know that the water they drink is as important to their health as it is to yours. High quality water is the most needed element for life. We are made up of 75% water and they are no different. Oh, plastic food and water bowls are out as they hold bacteria. Keep the bowls clean.

Make sure the water you and your pet drink is not adding toxins. For most of us toxic chemicals come in tiny doses that build up over time in the body and are rarely noticeable.

While chemicals have improved our lives many of them have unintended consequences. More than 90% of these chemicals have never been tested for their effects on human health. There is powerful evidence to suggest that the environmental exposures to chemicals can cause a variety of major health problems for children, adults and pets, including sensitivities, respiratory irritation, chemical burns and cancers. American homes contain gallons of toxic brews that are often culprits in childhood and animal poisonings. The chemicals found in



A good point-of-use filtration system (ask us) will eliminate a wide range of contaminants not removed from the city's water-cleaning process and those that leach from household plumbing pipes and facets. Chemicals from the disinfection process and their by-products elevate carcinogenic risk. Bottled water is expensive and there is no assurance or requirement from FDA to be of a higher quality than tap water. Too often bottled water is tap water in disguise, its source unknown.

mainstream products like food, beverages, pet food (discussed in this edition) cosmetic, personal care and household cleaning products, pesticides, fuels and plastics can contain a wide range of undisclosed carcinogens in the form of ingredients, contaminants and precursors.

In the absence of effective regulation we can tilt the marketplace and reward safe alternative industries at the expense of indifferent mainstream companies. Why not "transfer buy?" Ask us for safe options!

Give Them the “High” Five

In our September newsletter we discussed the value of learning to read food labels and knowing what's really in pet food. So what do you look for on food product labels?



The first four ingredients on the label are key. High-quality food *should* include, at a minimum, two sources of protein in that list. Chicken & Pork Meal are considered to be excellent sources of protein. Those next several foods *should* have included quality carbohydrates, healthy fats and whole unprocessed fruits and veggies.

The food *should have no* arti-

cial preservatives like BHA, BHT, ethoxyquin or propylene glycol.

Petlane's® Pure Woof® top five ingredients: Chicken Meal, Ground Brown Rice, Pork Meal, Whole Ground Yellow Corn and Chicken Fat. These formulas are antibiotic-free, hormone-free proteins, human grade quality fruits (apples & blueberries), pesticide free veggies (peas, carrots and garlic), omega 6:3 fatty acid. Glucosamine is sprayed on the food after it is cooked to assure a true maintenance dose. Prebiotics & probiotics are added to support dietary health.

Petlane's® Pure Purr® top five ingredients: Chicken Meal, Ground Yellow Corn, Chicken Fat, Pork Meal and Brewer's Rice. The shaped kibbles include pesticide-free cranberries for urinary health and apples. This food has no added hormones, has balanced omega 6:3 fatty acids and prebiotics.

The food can be delivered to your door each month, ask for the “Bottomless Bag” program.

“A few extra pennies spent for high-quality food will save hundreds of dollars in vet bills.”
The Human Society of the United States

**Petlane's®
Pure Woof® & Pure
Purr® are made with
“human grade”
ingredients.**

**Foods are available
for all stages of a dog
and cat's life.**



When you read on the *Pure Woof™* dry food label that the first ingredient is chicken meal be assured the product comes from the meat and fat of the chicken. On the other hand, if the term *animal by-product* or *chicken by-product* appears as a main protein source, *Buyer Beware!* This is usually indicative of a low-quality product. A *by-product* can be made up of chicken heads, necks, feet, viscera and feathers. “Meat by-products” are usually unfit for humans but can be used in pet food and is. Rendering plants, often associated with slaughter houses grind up and convert unused animal parts into marketable products such as *meat and bone meal* for animal feed or as human food additives, cosmetics and leather products all of which provides huge profits for the livestock industry. Unfortunately the news gets worse. Author, Ann Martin, an authority on commercial pet food and the person who blew the lid off the pet food industry

writes in her book, *Food Pets Die For*, “meat meal” is a term that can include “dead zoo animals, road kill too large for burial at the roadside and condemned material from slaughterhouses., 4-D animals (an industry term) that includes dead, diseased, dying and disabled and euthanized dogs and cats.” Unfortunately the government allows these by-products reports Laura Pasten, DVM to Petlane®. Unless you can confirm the quality of *by-products*, namely they are healthy organ meats, we encourage you to avoid them. Knowing these facts it's no wonder animal companion diets can affect their mood, overall health and stamina. Dr. Pasten says “behavioral problems can be related to low quality diets, eating too much, too little or food allergies/sensitivities.”

You ask what is chicken meal, pork meal or lamb meal? These meals should be the first ingredient in a quality diet. Fresh

meats, like chicken, pork or lamb are 70% water and when the water is removed nutritive value falls. A specific listed meal is 100% meat. *Note: “meat meal”* could be anything and should be avoided.

Preservatives

Beware of these culprits. These are generally avoidable chemicals (if you read the labels) that have been shown to cause cancer, organ damage and allergies to list a few. Some brands of pet food, people cosmetics and personal care products (you might want to check your toothpaste label) and many items on the food isle of the grocery store include *artificial preservatives; BHA, propylene glycol, ethoxyquin (a pesticide/insecticide) and BHT*. If you come across a food that has an extraordinary long shelf life, this is usually the reason. Nearly every treat or semi moist pet food on the shelf has one or more of the above chemical preservatives.

Think Holiday Gifts for Pets

We've not forgotten your pets and those of your friends and kin for the holidays. Celebrating with our pets is a huge part of the holidays. *Petlane®* products are *PAWpular* for cats, birds and dogs; you can always order single items from our "cat-a-log" or online. We have designed holiday gift baskets for the four-legged furry friends as well. See our insert.

Toys like our *Rumble Ring*, *Wild Thangs* and *Pawtrack Tires* are for a game of "go and get" or tug-of-war and are not intended for chews. High-quality "sit and gnaw" items

include *The Everlasting Treat Ball*, our variety of bones and the *Edible Chilly Bones* are all great pooch products, safe and non-toxic.

For your frolicking feline, *Kitty Chianti*, *Calisthenics* and the *Play 'N Squeak Wand* or the *Catfisher Rod & Reel* are *purrfect*. When you take 10-15 minutes to play with your companion kitty the exercise is great for them, the bonding can be fun, humorous and go a long way in keeping your cat social.

We don't overlook the bird with treats and toys. Our prod-

ucts are unique and safe with natural sources of grains and nutrients.

Finally give your pets the gift of safety for the holidays. A *Pet First Aid Book* so you are prepared for an emergency. Our *Pet Friendly Toilet Bowl Cleaner* really works and smells like fresh cedar oil. It is free of toxic chemicals for the dog or cat who uses the toilet bowl as her personal water dish. *Pet Friendly Ice Melt* will not irritate their foot pads. Usual ice melt has salt which is very irritating and dangerous if ingested. Our product is safe.



Treasures of the Heart

Woven Moments is a one-of-a-kind treasure. This product (pictured right) is a woven throw measuring 50" x 60" of your most precious memories of pets, people, even architecture or a place. Once ordered *Petlane®* will send you a kit with the information needed to send in your much loved photograph. It takes 4-6 weeks to create and will be sent to the address of your choosing. This

is a high quality gift that is both personalized, unique and beautiful. The price is \$129.99. You can receive this item for half-price on the *Host Rewards Program* by holding a *Pet PAWty*. Ask us for more details.

A Customized Mouse Pad is a great gift for others or to yourself at a very reasonable price. The finished pad is 9" x 7". It can be a photo of

your choosing and the pad will be custom made. We'll ship it directly to the recipient. The photo submittal instructions will be sent in a special order packet. \$12.99



Custom Mouse Pad



Home-Shopping Made Easy & Fun

Think of us as your four-legged furry kids new pal. We bring home shopping and product delivery to your front door. We want to get to know your pets.

In a fast-paced technological society, where you need to know more and more to purchase the "right" products and where a growing number of "big box" stores provide less

and less customer service, shopping can get on your nerves. We are aware too your time is limited so we'll bring the store to you. Invite a couple of friends to join us for shopping at home.

The bottom line, we want your companion animals and those of your family and friends to have what they need and for

you to spend your hard earned dollars on healthy, safe and enjoyable products that will help you and your pet. Oh, we'll bring the valuable education along so you can ask the questions specific to your pet.

Our sensibly priced goods are sure to please your animal companion and you. Our goal is to be your pet's new chum.



**A New Way to Life
Pet Sitting and more**

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Order on the Web

www.mypetlane.com/anewwaytolife.aspx

YOU WANT THEM TO HAVE THE VERY BEST

PAWties for Pet Lovers

If you want to gather friends and host a Pet PAWty it's easy, we do the rest. It can be a fundraiser for your favorite charity with a cash donation back to the non-profit group. A *Host Rewards Program* is available; earn **FREE** & a half priced product while learning more about caring for your cat, dog or bird.

Wanted:

Good Pet Parents

We are looking for "pet parents" who want to *make a huge difference in the lives of animal companions*. Be it full-

time or part-time, that's your decision. If you have a passion for animals, want a profitable home-based business *Petlane™* is cutting-edge. Your life's work can still be about your aspirations and dreams and you can make a difference!

We Do Even More

We speak at meetings? As pet advisors we talk about disaster preparedness, "doggie" good citizenship as it applies in your municipality, the safety and care of animals which includes pending legislation and what violence toward animals suggests about the perpetrators.

Pet Sitting

Our pet sitting business was launched because of our love of pets and our own difficulty in finding quality, customized care for our own animals. We offer an alternative to an unfamiliar kennel where your pet is too often "in storage" and can be at risk. We believe that pets are deserving of the "best" care. When you need to be away, we pledge to treat your companion as our own and be its best friend in your absence. You will have peace of mind knowing your pet will be in its own home, with a routine and surroundings that assures their well-being.

