

September 2009

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www.mypetx.com



UPCOMING EVENTS



Halloween Pictures

Bring in your pets with their spookiest costumes for pictures.

Saturday, October 10, 2009
12:00 pm – 4:00 pm



Christmas Pictures

Despite his very busy holiday schedule, Santapaws is coming to Pet X Supplies & Tack for pictures.

Saturday, December 12, 2009
12:00 pm – 4:00 pm
and
Sunday, December 20, 2009
12:00 pm – 4:30 pm



Pet X Supplies is partnering with the Humane Society of Livingston County to offer some discounted services to help you care for your pets in these tough economic times!

The third Saturday of every month from 11am until 3pm we will be offering:

- Rabies - \$10.00
- Distemper - \$8.00
- Distemper w/ Lepto - \$16.00
- Bordetella - \$8.00
- Feline Leukemia/FIV Test - \$30.00
- Heartworm Test - \$24.00
- Microchip - \$25.00

PET FOOD SPOTLIGHT

Nature's Logic Does It With Food

All-natural Nature's Logic does it with food while other so-called natural commercial products do it with chemicals.

For decades commercial processed pet foods have been made out of natural feed stuff ingredients; mostly left over from human food processing. These diets have evolved over the years with very little change. They have been traditionally manufactured from small amounts of animal protein ingredients and large percentages of inexpensive grain. Gradually the preferred grain has changed from predominantly corn to some form of rice. These became the new so-called hypo-allergenic premium diets and corn was put in a bad light. More recently, all grains have been put in a bad light by marketers with the introduction of grain free diets. These grain free diets depend on the starch of potato or tapioca to hold the kibble together. Whether this is good; the verdict is still unknown. Potato, tapioca, and especially sweet potato used in the grain free diets actually have higher percentages of carbohydrates and sugar than some gluten free grains.

One **unchanged** feature in all the decades of manufacturing processed commercial pet foods is the need to supplement and fortify them with chemically synthesized vitamins and minerals due to inadequate ingredients and formulations. **All** dry and canned diet food formulas alone are inadequate; all are



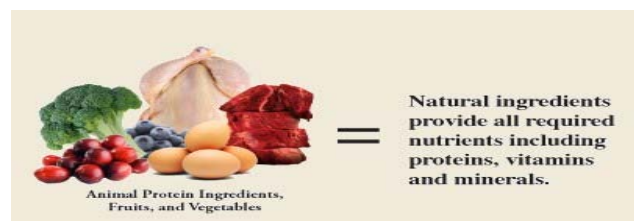
synthetically fortified without exception in order to meet required nutrient levels. All commercial dry and canned diets add a brew of 20 to 26 chemically synthesized vitamins, minerals and amino acids which are produced in chemical plants; mostly in China.

Though there are known potential toxicity issues with these added synthesized supplements, though it is known they are not as bio-available as natural nutrients in food, though scientific testing admits there has not been enough studies done with these elements to know emphatically their upper safe level and long term potential health effects, they are still used today in **every** commercial processed dry and canned diet. Our pets are consuming them daily even though academia say lengthy studies of a year or more need to be conducted to learn the potential long term effects but,

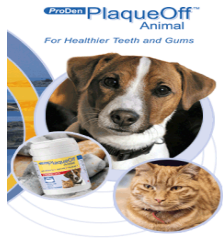
have not been studied. The same applies for generational studies which have also admittedly not been conducted. There have been cases of over supplementation from formulation errors of synthetic vitamin/mineral premixes in recent years that have caused illness and even death in pets. Even though these pet foods were eventually recalled, the synthetic nutrients are still being used today.

For those wanting the best nutrition and safest diets for their pets, Nature's Logic has finally created the food with the solution. These diets are high in animal protein and low in carbohydrates and natural sugar. They come in different proteins in order to vary a pet's diet, and Nature's Logic is the only full line of products **in the world** that contain no chemically synthesized vitamins, synthesized minerals or synthesized amino acids.

Nature's Logic creates all of its diets with enough real whole food ingredients to derive all nutrients naturally; the way dogs and cats get their nutrients in nature. These diets have been tested in humane feeding trials proving them adequate for all life stages.



ProDen PlaqueOff Animal



What is ProDen PlaqueOff Animal?

ProDen PlaqueOff Animal is a completely natural product which is suitable for both cats and dogs. It is a special type of seaweed which has been found to have specific beneficial effects for oral care. It comes in a granulated form which is easily added to food every day. It is rich in natural

iodine and contains important vitamins and minerals and is free from artificial colours, preservatives, gluten and sugar.

Why do I need to clean my pet's teeth?

As in humans, plaque bacteria constantly forms in the mouth and can accumulate on teeth, gums and the tongue resulting in bad breath, gum disease (bleeding gums), tartar and tooth decay. If it is left untreated this can lead to pain and unnecessary or premature tooth loss. Bad breath is usually the first sign of the problem.

What is the best way to keep my pet's mouth healthy?

Thorough and regular brushing removes plaque bacteria before it can accumulate and cause inflammation and damage to gums and teeth. Plaque can also turn into a very hard substance called tartar. Once formed, tartar is very difficult to remove. Tartar removal is usually a veterinary procedure. Unfortunately plaque is constantly forming and so brushing on a daily basis is needed to control it effectively.

Apart from tooth brushing is there anything else I can use?

ProDen PlaqueOff™ Animal is a new innovation in pet dental care and now available from vets, pet shops and other selected outlets. Used daily, it can significantly help control dental plaque, tartar and bad breath.

How does it work?

Dental plaque is made up of a community of microbes that have organised themselves into a complex and tenacious film - a biofilm. Unlike other methods of plaque control, ProDen PlaqueOff™ Animal works systemically, and is thought to disrupt the biofilm, reducing levels of plaque and calculus as well as improving breath odour. Recent research shows that this especially selected seaweed (SW1313 / D1070) has a positive effect on plaque and calculus reduction over time.

How much should you use?

Size	Daily dosage	Average Supply based on a 60g pot
Small dogs & cats up to 10kg/22.1lbs	1/2 scoop	1 year
Medium dogs 10-25kg/22.1lbs - 55.1lbs	1 scoop	6 months
Large & giant dogs over 25kg/55.1lbs	2 scoops	3 months

Crazy about Catnip

Some cats can't get enough of catnip, but is too much dangerous? Find out the facts about this inspiring herb. A catnip toy may be one way of getting an overweight cat to engage in some much-needed exercise.

Fluffy sniffs the rug, shakes her head, then rubs her chin and cheeks on the carpet. Purring, she flops to the floor and rolls her body in figure eights. Springing to her feet, she dashes across the room, chasing an imaginary mouse. Has Fluffy gone mad? No, it's just that old cat magic at work - catnip. What is it in catnip that makes cats go crazy? The secret lies in the leaves which, when crushed, release a special oil.

Reactions to catnip range from excitement to relaxation to anxiety. No two cats react in the same way. When the substance's scent is released, it triggers a pleasure center in the cat's brain.

This chemical is what gives cats their catnip "high." Not all

felines respond to this fanciful feline flora, however. "Cats usually have a catnip gene," says Dr. Carol Tice, DVM, of the Cat Clinic in Cary, North Carolina. "They are either born with the potential ability to recognize and react to catnip or they are not." If your new kitten is ignoring her new catnip toy, there's another potential reason: Catnip has no effect on very young cats. "The range in kittens is probably 3 to 8 months of age for it to work," says Tice.

Catnip also is often called a feline aphrodisiac. "The behavior induced in some cats by catnip can resemble some of the behavior you would see when a female cat is in heat," says Tice. Even if your cat does respond to catnip, not all reactions will be the same. "There's no typical response to catnip, though it makes most cats goofy," says Tice. "Catnip makes some cats roll, some nudge, some mellow, some hyper and some irritable - a normally placid cat may suddenly become aggressive with other cats. It may also stimulate the appetite or even reduce anxiety in some cats as it can have a calming effect."

Is There a Limit?

Can your cat get too much of a good thing? Tice says no: "It's perfectly safe and not addictive. I don't know of any catnip hangover." How long the effect lasts will depend both on the individual cat and how much the cat has inhaled. The effect usually doesn't last longer than 15 - 20 minutes. Catnip is so safe that it's been prescribed for human use for many years. It's also known to soothe, relax, and even relieve some digestive problems, sleeplessness, menstrual cramping, headaches and fevers.



