

**AUGUST 2009**

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## UPCOMING EVENTS



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

## MARK YOUR CALENDARS



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

Saturday, December 12, 2009  
10:00 am – 6:00 pm

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



## NEW - COMING SOON TO PET X SUPPLIES & TACK

### Deli Fresh by Freshpet

In 2005, a group of pet food experts and nutritionists came together to start Freshpet. Their combined pet industry experience spans over hundreds of years, but more importantly, they are all dog owners and dog lovers!

They believe that a healthy diet for pets includes fresh, wholesome, natural foods that are minimally processed. To do this, requires a shift in how pet food is made and perhaps more importantly, how pet owners feed their pets. The resulting recipe is one they think is an ideal diet for dogs, yet one that looks very different from what's currently in the marketplace. Their recipe consists of real meats, fresh vegetables, rice and other ingredients we are familiar with and can pronounce.

They don't include fillers, chemicals, or by-products. This recipe is great, but it requires two things. A unique manufacturing process that gently cooks the ingredients in small batches, and retailers that believe enough in this product to add a refrigerated case to their pet food aisles, ensuring a fresh meal from their manufacturing facility directly to your pet's food bowl.

Every step of the way has been ground-breaking, defying conventional pet food development. But that's what Freshpet is all about. Not doing what's easy, but doing what's best and that is why they developed Deli Fresh.



Deli Fresh is revolutionizing pet food. From the sourcing of only the finest natural ingredients to the minimal processing to lock in valuable nutrients, you'll notice a difference from your very first purchase...and more importantly, so will your dog. It truly is a better pet food.

- Less processed for maximum nutrient value.
- All natural with no preservatives or fillers.
- Never any corn, wheat, soy, or by-products.

Deli Fresh products come in a variety of healthful flavors for both puppies and adult dogs. It looks different because it is.

### Slice & Serve Rolls

Are ready to serve, simply cut using the serving marks. No heating required. Cover open end and refrigerate. Use within seven (7) days of opening. Avoid freezing for best results.



### Fresh Bites

Same great taste, but in bite sized morsels -- Fresh Bites will give your dog that special meal unlike anything he's ever tasted!

Fresh Bites come in 2-14 oz pouches in a resealable tub. Use contents of open pouch within five (5) days.



### The Loved Dog Treats by Tamar Geller

The trainer who changed the way people raise their dogs and the company that changed the way people feed their dogs have come together to create The Loved Dog Treats.

- 100% All Natural
- Fresh From the Fridge
- Fully Cooked - Ready to Treat
- No Corn, Wheat or Soy



### Prepared Meals

Convenient, ready to serve individual meals from Deli Fresh. Freshly prepared meals of delicious chunks of chicken, beef, or lamb mixed with carrots, peas and rice, in a tasty gravy. Great for smaller dogs!



## Since 1996, In Clover has been helping pets

In Clover is the only animal healthcare company with patented, clinically tested, and NASC quality audited products. Our Connectin for Dogs joint supplements have been proven in double blind, placebo controlled studies to result in better mobility in just 15 days. For over a decade In Clover has been developing the highest quality natural pet supplements designed to enhance and maintain vibrant, active and healthy pets. With In Clover, "10 is the new 6" for your pet.



Our natural formulas for joint, digestive and dental health are designed to work in pets as nature intended. We make all our products in the USA with only the finest ingredients, and back all our products with a 100% Satisfaction Guarantee.

Pet parents can feel good about giving In Clover's products. We believe all pets deserve the best, so we make our products in the USA, with only the best ingredients and quality standards that exceed any in the pet food or the human dietary supplement industries. In Clover has passed rigorous inspections, earning the right to display the National Animal Supplement Council Quality Seal on all of our products.



### Products for Cats

Connectin – Clinically Tested, Natural Joint Supplement  
Leaps n' Bounds – Joint & Hip Health  
Fresh Digest – Digestive Health  
OptaGest – Complete, Natural Supplement for Digestive Health

### Products for Dogs

Connectin – Clinically Tested, Natural Joint Supplement  
Leaps n' Bounds – Joint & Hip Health  
Fresh Digest – Digestive Health  
OptaGest – Complete, Natural Supplement for Digestive Health  
Savvy Snax Chewy Dental Nibs – Healthy dental snack  
Savvy Snax Crunchy Joint Snaps – Combination of joint lubricants and natural herbs

### Products for Horses

Connectin – Clinically Tested, Natural Joint Supplement

## Anal Glands 101

Each Anal Gland constantly produces a secretion with a pungent odor unique to your dog. Along with urine, the anal secretion is in fact, your dog's "odor signature" to other dogs. Dogs, being scent orientated, identify each other by their sense of smell. Dogs will "mark their territory" with urine, which usually does not change much in odor. Because the stool's odor varies with diet, the anal gland secretes a small amount of fluid on the stool with each normal bowel movement, marking it with the dog's "odor signature."



The Anal Gland is an active working gland located just below and slightly outside the anus. In most dogs, the anal gland is self-cleaning, and does not require routine cleaning. Occasionally the glands can get clogged or blocked, causing the dog to lick at its anus or drag its rear across the floor or ground. Sometimes these actions will empty the anal gland. If the gland remains clogged, it can become infected very quickly, abscess, and can even rupture. An

abscessed anal gland or ruptured anal gland is a veterinary emergency.

Diet plays an important role in maintaining a healthy anal gland. Since it is the pressure applied by a normal, solid bowel movement that expresses the gland, diarrhea and soft stools may not apply enough pressure to completely empty it. If your dog has a repeating problem, you need to adjust its diet to eliminate diarrhea and soft stools. Finding a dog food that your dog can digest easily, and then staying with that food, will insure firm stools, reducing problems with the anal gland.

If your dog's gland is overactive or you can not control the problem, you can learn how to express the anal gland at home. Checking your dog's anal gland is an important part of caring for your pet, it is easy to learn and can save you hundreds of dollars in vet bills.

Routinely cleaning a healthy anal gland has no benefit and can actually cause harm by disturbing the natural balance of the secretions or by causing irritation. If your dog has a persistent problem, we recommend you talk to your veterinarian. If it is ruptured or appears infected seek immediate veterinary help.

## Leonardo's Spot

For those long and hot "dog days of summer", I have found Kool Dogz to hit the spot! It's a frozen treat maker that my mom puts all kinds-of toys and treats in then puts it in our backyard for my brother and all our friends to enjoy.

