



January – February 2009, Volume I, Issue I

## WELCOME TO OUR BI-MONTHLY NEWSLETTER

For those of you not-yet-familiar with [Animal Nutritional Products](#), let us take a look at some of what you find on our website. *“Our confidence is in the strength of our products. A bold, but true statement. Since our humble beginnings in 2001...We focused on dealing head-on with three of the most serious and common diseases in animal health: osteoarthritis, dermatological problems and urinary tract disease. To combat these health problems, we have developed the products ArthriMAXX™, OmegaMAXX™ and (our newest) UroMAXX™. As a result, ArthriMAXX™, OmegaMAXX™ and UroMAXX™ are the finest top-quality products offered to veterinary practitioners and animal hospitals across the country.”* These are the driving principles behind our company. We strive to offer healthy and effective solutions to some of the most common ailments for pets, and to provide the best products, along with the best customer service possible. This is the reason for our great success. Thank you for your confidence in us.

## VET TO VET (A regular feature here)

As the owner and practitioner of a busy exotic/small animal practice, we regularly see dogs with moderate-to-severe cases of arthritis, hip dysplasia and joint pain. Many have been treated previously with a combination of SynoviCre and glucosamine products, with limited improvement.

One case, a new patient (a nine-year-old German Shepherd) with severe dysplasia, recently began a regimen of ArthriMAXX™ combined with Deramaxx®. This was done after a number of previously failed treatments. After about three weeks of the new therapy regimen, the owner phoned our offices to relate how well the treatment was working: the dog could stand up more easily and was improving more and more each day. Because of the ArthriMAXX™ and its efficacy, we were able to halve the Deramaxx® dosage within three weeks.

I have found ArthriMAXX™ to be extremely useful in the treatment of hip dysplasia, arthritis and general lameness. Its palatability and ease of dispensing are incomparable to other products available today. I would highly recommend this product to any one of my clients as well as colleagues, who have a pet or patient suffering from the painful symptoms associated with arthritis.

Dr. Charles Greco, DVM  
Animal Medical Hospital of Centereach, P.C.  
Centereach, NY

## DID YOU KNOW?

- ✓ In a 2007-2008 survey, over 80 million cats and over 70 million dogs are owned as pets in the United States?
- ✓ 63% of all U.S. households now own pets
- ✓ Many hotels across the country are now pet-friendly. Some have new policies and offer oversized pet pillows, plush doggie robes, even check-in gift packages that include a pet toy, dog treats, and ID tags. You may even find a licensed dog masseuse on staff. Cats will want equal time!



## FIELD REPS - VETS SPECIAL

January 1st - February 28th, 2009, our promotion: buy 12 bottles (1 case) of **UROMAXX™** for Cats and get **TWO FREE** bottles of **OmegaMAXX™** for Cats. Vets - see your distributor rep for details or call us at 800-224-6805 for your distributor contact information.

**GREAT LINKS**

Here's an animal program that could use more attention: domestic violence safe house programs protect animals while the abused spouse relocates and gets settled, keeping the animal safe and giving the displaced spouse peace-of-mind. Find out more about these much-needed programs: [www.hsus.org](http://www.hsus.org) Search "first strike" or use this link: [http://www.hsus.org/hsus\\_field/first\\_strike\\_the\\_connection\\_between\\_animal\\_cruelty\\_and\\_human\\_violence/](http://www.hsus.org/hsus_field/first_strike_the_connection_between_animal_cruelty_and_human_violence/)



**CARE TO CONTRIBUTE?**

Send your ideas or pet stories via e-mail to: [ekbeaudrot@gmail.com](mailto:ekbeaudrot@gmail.com)

**STORIES OF SUCCESS**

Check back on each issue to read about owners' stories of success using our products,



(dogs or cats),



(dogs or cats) and



(cats)

Pets are more important than ever for kids. Psychologists across the country agree that owning a pet helps a child to develop a sense of responsibility; understanding and compassion for the animal (and other kids); a bond that helps kids cope with life and death issues; and a relationship that is remembered for a lifetime. Some studies have suggested that children with pets have higher self-esteem and lower levels of fear than kids from pet-free homes. Like adults, children also enjoy having a non-judgmental confidant they can share their worries with. In a recent article, a prominent psychology professor stated, "There's just a lifting of the spirit that all pet owners are familiar with." The only downside one should prepare for is the loss of a beloved pet, since their lifespan is shorter. But effectively dealing with the death of a pet can also strengthen a child's perspective on the world, and help them come to terms with tragedies like 9/11 or Katrina.

**NEWS FROM OUR VP, to our distributor partners and their clients**

We've gotten a great response to our products during our past quarter, even more so than usual. One thing veterinarians and their staff are enjoying is our "Lunch and Learn" sessions, mentioned below. We'll bring lunch to your office and after we feast, we go over our products, answer questions and impart info that the staff can utilize for the clients/patients. E-mail me at [arthrimaxx@gmail.com](mailto:arthrimaxx@gmail.com) or call 516-448-9765. -- Rob Kovler, Animal Nutritional Products

**BEET-THESE-TREATS FOR YOUR DOG'S DIGESTION**

Beet juice is the secret behind these cupcakes' color. Beets are a source of the ideal fiber dogs need to maintain healthy digestion. Iced with low-lactose cottage cheese, these treats are a fun and healthy meal for Fido or Frankie...

**Ingredients**

- |                              |                                |
|------------------------------|--------------------------------|
| ¼ cup canola oil             | ½ cup light brown sugar        |
| 1 cup applesauce             | ⅓ cup beet puree or beet juice |
| 1½ cups whole-wheat flour    | 2 teaspoons baking powder      |
| 1 cup low-fat cottage cheese |                                |

**Cooking Instructions**

Heat oven to 350°F. Line a 6-cup muffin tin with muffin cups. In a large bowl whisk together oil and sugar. Stir in applesauce and beet puree. In a separate bowl, combine flour and baking powder. Slowly stir flour mixture into the wet ingredients. Spoon batter into muffin cups to three-quarters full and bake for 25 to 30 minutes, or until a toothpick inserted into a cupcake comes out clean. Remove cupcakes from the pan and cool on a rack. In the bowl of a food processor, puree cottage cheese until smooth, about 30 seconds to use as "frosting". Keep "frosting" refrigerated until cupcakes are completely cool. Frost and serve.

Preparation Time: 10 minutes    Servings: 6    Baking Time: 25 minutes

**VETS/STAFF ALERT  
LEARN DURING LUNCH!**



Contact our offices to arrange a "lunch and learn" meeting with one of our distributor reps. We're buying; you're dining and learning more about our products & how they can greatly help your clients' pets.

**GO GREEN FOR PETS**

**Eco-friendly ideas for you and your pets**

Whether you agree or not on the "green" issues, there are considerations for us all. The impact of cat litter on the environment is two-fold: First, many brands are obtained through mining, and secondly, used litter, which can contain parasites and disease, goes straight into the public landfills. Now, according to one manufacturer, there's a new and easier way to "potty-train" your cat.

Check out this link for a solution [www.catseat.com](http://www.catseat.com)

Also, look over this tough dog toy! [http://www.westpawdesign.com/product\\_categories/51/products/348-tux](http://www.westpawdesign.com/product_categories/51/products/348-tux)

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