

March – April 2009, Volume I, Issue II

### VET TO VET (A regular feature here)

I am a practicing veterinarian and part owner of a progressive clinic in Dyker Heights, Brooklyn, NY. I was first introduced to Canine ArthriMAXX™ in 2002. Up to this point, I had been routinely dispensing Cosequin-DS and Synovi-MSM as a means of supplementation to address canine osteoarthritis and other joint abnormalities. The results with these products were very inconsistent, disappointing and unrewarding for me and the patient.

I was very skeptical initially but attracted to the ingredients in the ArthriMAXX™ product. I decided to take on the product on a trial basis and order a few bottles. WOW!!! It has been one of the single most dramatic products that we have brought into the practice... ArthriMAXX™ is truly amazing! I have found it extremely useful in the treatment of hip dysplasia, stifle disorders, osteoarthritis and musculoskeletal disorders.

The success stories with elated clients and pain-free dogs could fill a book... after dispensing hundreds of bottles since September 2002 we have still yet to have one client return the product for any reason. From a clinical, veterinary standpoint ArthriMAXX™ is very valuable. As a sole therapeutic regimen on occasion it has completely eliminated all evidence of visible pain and inflammation. In many cases this has allowed me to delay or avoid altogether the use of NSAID's, which have known hepatic, renal and gastrointestinal risks. ArthriMAXX™ will continue to be an integral part of the treatment of inflammatory conditions in my clinic. I encourage fellow colleagues to inquire about the product as well.

Dr. Steven T. Brigande, DVM  
St. Francis Animal Hospital, P.C., Brooklyn, NY

### HAPPY VERNAL EQUINOX!!

**7:44 A.M. EDT, March 20, 2009 – spring has SPRUNG, finally!**

**FYI:** The word equinox is derived from the Latin words meaning "equal night." The vernal, or spring, equinox is the point at which the Sun appears to cross the celestial equator from south to north, signaling the beginning of nature's renewal in the Northern Hemisphere. *P.S. Our fifth-graders know this!!*



### VETS and PATIENTS: CARE TO CONTRIBUTE?

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

### DID YOU KNOW?

#### Dog versus People

A dog's normal heartbeat is 100-150 per minute and a person's normal heartbeat is 60-100 per minute.

A dog's breathing rate is 15-20 per minute. A person's is 12-20.

A dog's normal temperature is 101-102. A person's is 98.6

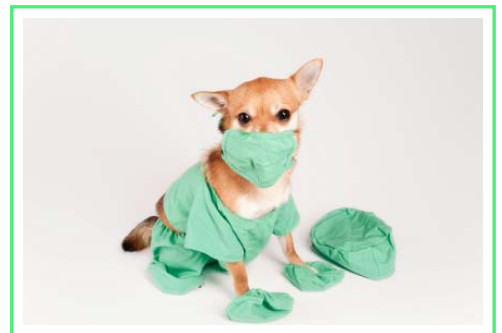
Dogs and people are the only creatures with prostates.

Dogs are not completely color blind but do not see color as vividly as we do.

The dog's nose can smell up to one million times that of a human's.

Dogs have twice as many muscles to move their ears as humans do.

Researchers are studying a dog's ability to "sense" future events.



One of our customers relates a story where her DOG knew her husband was sick before the doctors did, and he passed away a short time after. Wouldn't it be nice to have a canine doctor diagnosis? Doggone it, sure!

### FIELD REPS & VETS - SPECIAL

March 1st thru April 30th, 2009, our promotion: NEW CLIENTS 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

By popular demand, Animal Safehouse Programs for domestic abuse issues:

[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/)

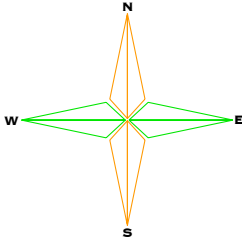
Pet ideas for spring and summer:

[http://vetmedicine.about.com/od/summerhealthhazards/Summer\\_Heat\\_and\\_Heath\\_Hazards\\_for\\_Pets.htm](http://vetmedicine.about.com/od/summerhealthhazards/Summer_Heat_and_Heath_Hazards_for_Pets.htm)

A great website for recipes for the whole family, including Fido and Oscar:

[www.allrecipes.com](http://www.allrecipes.com)

Check out their printable (and scalable) recipes and be sure to check the [website below](#) for information on ingredients that are [pet-safe](#), before giving treats to the loves of your life!



**NUTRITION +  
EDUCATION =  
WELLNESS THROUGH  
SCIENCE**

## VETS/STAFF – LEARN DURING LUNCH!

Contact our offices to arrange a “lunch and learn” meeting with one of our distributor reps. We’re buying; you’re enjoying good food while learning more about our products, our company and how we can greatly help your clients’ pets. Call our toll-free office number to schedule today!  
**800-224-6805**

## KIDS CORNER

Pets, as mentioned in our previous newsletter, can be great for kids in a practically infinite number of ways. But is ANY PET a good “match” for your child? And are some much less desirable for kids than others? The short answers are no and yes.

While dogs and cats require responsible pet owners, reptiles, pocket or any exotic pets should be considered much more carefully. Birds, especially parrots and cockatoos, while being beautiful and joyful additions to the household, may be much more “high maintenance” that one would expect. The same follows with many types of reptiles and amphibians. Some are even nocturnal, making them a poorer choice as pets for the family.

Our mission here isn’t to discourage exotics altogether, but to suggest that all families do their “due diligence” when deciding on a new “family member.” See our checklist in the next edition of our newsletter, for suggestions on responsible and happy pet ownership that lasts the lifetime of the pet.

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

First, thank you to all the hard-working people out there with our distributor companies and salespeople! In part, because of the great reception to our newest product, UroMAXX™, we have consistently been meeting our goals for growth. By the way, feel free to arrange a “ride-along” field training day, or to contact us for materials and support.

E-mail me at [arthrimaxx@gmail.com](mailto:arthrimaxx@gmail.com) or call 516-448-9765. -- Rob Kovler, Animal Nutritional Products

## PET CORNER – RECIPES FOR YOUR LOVES

Rather than publish a recipe this month, since **SPRING!** is in the air, we want to take this space to remind you that many common plants (and food ingredients) can be **harmful** or even deadly to your cat or dog. Here’s a link to a site that gives more details: [http://www.healthypet.com/library\\_view.aspx?id=133](http://www.healthypet.com/library_view.aspx?id=133)

A summary of this article begins with a warning to check your medicine cabinet. The article goes on to talk about common plants found in many gardens across the country, and includes lists of the different ways that substances, foods and plants can cause serious trauma to your pet. Be aware that different substances can cause different events. Toxins can cause Respiratory, Neurological or Kidney/Organ Failure. Who would have thought a simple, lovely shamrock could kill your Fluffy or Joey?



Be sure to read about it. Also, visit the website for The American Animal Hospital Association, <http://www.aahanet.org/index.aspx>

## PUBLICATION AND EDITORIAL INFORMATION

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Submit stories or ideas to:

[ekbeaudrot@gmail.com](mailto:ekbeaudrot@gmail.com)

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(dogs or cats) and

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(cats)

## GO GREEN FOR PETS

### MARCH IS MADNESS!

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

“Green” may be another marketing trend or not, but with several billion residents sharing our planet (and their pets!) we think it’s a good idea to look out for the Earth, regardless.

Some environment-friendly thoughts this month include using natural care/shampoo products for your dog, recycled cardboard cat scratching posts (available at PetSmart), using pine cones as cat toys (kittens love ‘em!), and for the truly committed, composting animal waste. Here’s a site that has eco-friendly dog “stuff”: <http://planetbluedog.com>.

For those who want to tackle the composting:

<http://www.plantea.com/dog-waste-compost.htm>

Enjoy!!