



May – June 2009, Volume I, Issue III

From VET to VET (A regular feature here)

This month, we're posting some recent information found on VIN about our newest product, UroMAXX™. Dr. Lester Mandelker, Florida, is a Clinical Pharmacology specialist frequently asked questions about treatment of Urinary Tract Disease, in both cats and dogs. One of our more surprising developments, in feedback from vets around the country, is how well UroMAXX™ is working to treat UTI's, kidney and bladder disease in DOGS. Of course, it's still the only liquid product that may prevent and treat chronic and acute UTI's in cats.

Dr. Mandelker's studies include information on biofilms, with both cats and dogs. See more by visiting the following links in your browser. Remember, you must be an authorized VIN user with a user name and password to access the following links.

Question on UTI, 10 year old mixed spaniel:

<http://www.vin.com/members/board/DiscussionViewer.aspx?ThreadId=673874&MessageId=3336285>

Answer thread, including information on killing of *Pseudomonas aeruginosa* cells in a biofilm:

<http://www.vin.com/members/board/DiscussionViewer.aspx?ThreadId=673874&MessageId=3336568>

Question on UTI, 4 year old feline:

<http://www.vin.com/members/board/DiscussionViewer.aspx?ThreadId=706160&MessageId=3548488>

Answer thread, including information on safe use of Nitrofurantoin and use of UroMAXX™ as alternate:

<http://www.vin.com/members/board/DiscussionViewer.aspx?ThreadId=706160&MessageId=3548752>

Info on Lester Mandelker, DVM, <http://www.vin.com/VIN.plx?P=ConRepsFeatured&F=58&C=2192>

FUN FAST FACTS ABOUT FURRY FRIENDS

- + Domestic cats purr at about 26 cycles per second, the same frequency as an idling diesel engine.
- + The world's smallest breed of dog is the Chihuahua, which means "tiny dog in the sky."
- + Tigers have striped skin, not just striped fur.
- + Cats have over one hundred vocal sounds, while dogs only have about 10.
- + Contrary to popular belief, dogs do not sweat by salivating. They sweat through the pads of their feet.



ALL VERIFIED BY OUR "CUB" REPORTER, FOLKS!



**VETS and PATIENTS –
CARE TO
CONTRIBUTE?**

Send your pet success stories via e-mail to:
ekbeaudrot@gmail.com



Where's Maxx?

**Win FREE products –
CALL US for details!**

FIELD REPS & VETS -- SPECIALS

May 1st through June 30th, 2009:

ArthriMAXX™ "Doggie Days"
OmegaMAXX™ "Flee from Fleas!"
See your distributor rep for details
or call us at 800-224-6805 for
contact information.

KIDS CORNER

We mentioned in our previous newsletter that the decision to get a new pet is not to be entered into lightly, but how do you decide as a family? Because of the importance of this matter, we have "switched gears" and continued the information into our next NEWSletter™. Look for the publication at the beginning of July, when the kids are more likely to be home from school for the summer. Meanwhile, let's talk **BIG FISH: SHARKS!** Thanks to "Jaws", several generations of us have learned to be AFRAID, BE VERY AFRAID of this awesome and wondrous creature. Sharks really aren't the dangerously aggressive creatures portrayed in the movies, but, yes, they ARE DANGEROUS in many cases. But rather than be afraid of the ocean, learn more about protecting yourself while enjoying the ocean and all its wonders and joys.

What is really INTERESTING about these fishy fellows is how they may actually SAVE HUMAN LIVES one day. Sharks are a unique fish species with a skeleton made of cartilage, lighter and more flexible than bone. Most species of shark are saltwater fish, but they have been known to swim into canals and tributaries from the ocean, into brackish or even fresh water. Most sharks cannot survive in fresh water but the bull shark can. These sharks are able to actually ALTER their kidney functions so they can survive in both salt and fresh water. One more surprising thing about sharks: recent research has found that these feared creatures may actually hold the cure for many forms of cancer. There has been an extract made from the cartilage of a shark that has been proven to shrink and reduce tumors. Also, sharks have a very simple immune system, which allows them to fight infection and disease far better than humans.

The immune system of sharks is being researched and studied to determine why sharks appear to be immune to most diseases, with an amazing immune system that fights off almost ALL infection and disease. The major difference between the immune system of a shark and a human is that sharks have two immunological structures that humans do not possess. They are the epigonal organ and the Leydig's organ. Studies have concluded that the epigonal organ is where T-cells are differentiated in sharks, playing a huge role in their unique immune system. Because they have two extra organs producing enzymes to fight disease, their immune system surpasses that of man. It is further thought that the lack of bones and marrow in the body of a shark also enhances their strong immune system.

Since most animals and all humans produce immune cells in the bone marrow, and sharks produce immune cells in other organs, there is no lag time where the body has to produce cells in the marrow and release them into the bloodstream. That way, the immune system of sharks is always ready to go in cases of infection or disease. Also, their spleen, thymus and the tissues surrounding the gonads and esophagus, produce immune cells. With further studies into their immune system, there is the possibility that the shark could hold the cure or prevention of many human diseases. Now, aren't you glad there are SHARKS??

PET CORNER – RECIPES FOR YOUR LOVES

There's been A LOT of discussion on the RISKS VS. REWARDS of raw foods for your Fido or Fluffy, and how it should mirror the dietary regimen that dogs or cats would enjoy if they weren't domesticated. Since the pet food problems in 2007, more people are looking for healthier ways to extend the life of their beloved pets. We cannot settle the debate here in this issue and in this space. We instead suggest that you do your due diligence as pet owners and research, research. Of course, your veterinarian should be a good resource as well.

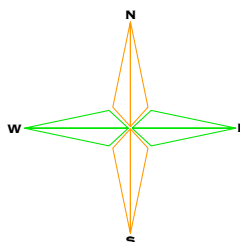
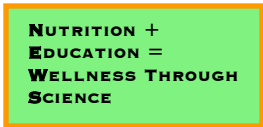
So, a personal note: Our "house dog" KiKi (Kirsten Killeen, see photo to the right), who is arguably the sweetest 80-pound lap dog ever known -- and the dog that most all other dogs aspire to be -- has developed a LOVE of brown rice. She was having digestive issues and one day, we simply mixed in her dog food with a cup of cooked brown rice. Her health improved greatly and we are now obligated to be her personal chef!

As for raw food, we chose not to change her diet THAT much, but here are some interesting links to simple recipes that you can experiment with, once your vet clears the dietary change. Again, keep in mind that we aren't endorsing these diets but simply providing information for you to research further. "Bone" Appetit!

- <http://www.animalhomeopathy.net/id19.html>
- <http://www.goodpet.com/library/recipes.html>
- <http://www.bornfreeusa.org/articles.php?more=1&p=360>

PUBLICATION AND EDITORIAL INFORMATION

May - June 2009, Volume I, Issue III
NEWSletter Published bi-monthly via e-mail opt-in list
By Animal Nutritional Products, LLC
Edited by: Elaine Beaudrot
Submit stories or ideas to:
ekbeaudrot@gmail.com
© 2009 All Rights Reserved



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

Our UroMAXX™ Spring Fling was so successful that we decided to extend it an extra 30 days. But with summer, dry skin and flea season upon us, we've introduced two great Summer Specials!

Our ArthriMAXX™ line can help to relieve added stress on Fido or Fluffy's joints due to increased activities or traveling with the family. Our OmegaMAXX™ line can be used for skin and cardiovascular conditions that can be caused by fleas and ticks. Call me for more information on these two great product lines and our summer specials! My direct line: 516-448-9765

-- Rob Kovler, Vice President
Animal Nutritional Products

Top quality formulas for your "family" members since 2001

- ArthriMAXX**™
(dogs or cats),
- OmegaMAXX**™
(dogs or cats) and
- UROMAXX**™
(cats)

Long Live KiKi!



GO GREEN FOR PETS – See next issue