

Animal Nutritional Products

"Extending the lives of our pets"



Where's MAXX?
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CALL US for details!

July – August 2009, Volume I, Issue IV

From VET to VET (A regular feature here)

After nearly eight years in the marketplace, and over 100,000 vets/clinics/patients using our flagship ArthriMAXX™ for Dogs product, we still continue to get "fan mail" from clinicians all over the country. As a reminder, this great product has been used for many years at the AMC in New York City, the ASPCA and the Humane Society. This issue, we are happy to publish yet one more letter regarding "continued success" in treating a dog by using ArthriMAXX™.

EXCERPT:

Samantha, a nine-year-old, forty-three pound Wheaton terrier, presented with decreased activity, hind end stiffness and difficulty getting up. Her condition had progressively worsened over time. Radiographs revealed severe hip dysplasia, as well as arthritis of the spine and stifles. She was placed on ArthriMAXX™ twice daily. At her two-week recheck, she was obviously much more comfortable. Her owner reported...she was back to her old self...{her} activity increased and she no longer had problems getting up. Samantha's owner also mentioned that she readily ate the ArthriMAXX™ with her food. She was very pleased with the results.

Six weeks later Samantha's owner reported her continued success...I now recommend all my arthritic cases go on ArthriMAXX™ to improve their quality of life.

Joseph Palmeri, DVM, Sachem Animal Hospital, Holbrook, NY

GO GREEN FOR PETS/RECIPE CORNER

Summer fun and vacations also include more time (we hope) to do things around the house, spend time with your family and more time to do things with your pets. One of the fun things you can do as a family is COOKING! The editor got her first cookbook at the tender age of three, and has been hooked as a cook ever since. She still burns the occasional soup, but trying new recipes is a fun hobby for a family, so why not include Fido and Fluffy? We pay cash for photos of the family dog or cat hard at work in the kitchen! (OH, just kidding, folks!!)

But here's some new interesting links for homemade pet food and treats. While preparing homemade pet treats, we are "going green" by buying and staying local, instead of store-bought stuff for the fuzziest friends of the family, right?

As before, we neither tested nor endorse these recipes, but the sites are great to explore. Please consult with your veterinarian prior to making significant changes to your pets diet. Yum! Manga! Ruff! Purr!

<http://allrecipes.com/HowTo/Homemade-Pet-Food/Detail.aspx>

<http://www.gourmetsleuth.com/dogfoodrecipes.htm>

http://dogs.thefuntimesguide.com/2009/01/homemade_dog_treats.php

<http://www.thehonestkitchen.com/education/pet-food-recipes.shtml>



FIELD REPS & VETS -- SPECIALS

July 1st to July 31st, 2009: UroMAXX™ & OmegaMAXX™
"Independence Special"

Buy 12 UroMAXX™, Get 3 FREE OmegaMAXX™
See your distributor rep for details
or call us at 800-224-6805 for contact information.



VETS and PATIENTS -- CARE TO CONTRIBUTE?

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

GREAT LINKS IS BACK!

This year's Pet Expo has some interesting new products. Keep in mind that our mention of them here is neither an endorsement or is paid advertising. We suggest you fully look into any new product before bringing it home for Fluffy or Fido!

[Soft Harness Vest for Dogs](#) (See below!)

[New Retractable Leash for Dogs](#)

[Attractive "Tree Houses" for interiors, for Cats](#) (Pricey but cool! See photo →)

Other interesting new products for Cats, Dogs, Frogs...

[Real Beef Bones with Flavored Granola Centers](#)

[Several New Products, Reader's Digest](#)

[More from the Pet Expo, ABCNews.com](#)

[Setting Up a New Habitat for Your Pet Frog](#)

FROG LOVER NOTE: Clean the tank with a light mixture of one part anti-bacterial hand cleaner and two parts water but then RINSE VERY WELL with water ONLY. Air dry for 24 hours before beginning assembly. Frogs are ESPECIALLY sensitive to ANY chemical and their tanks should not be cleaned with any chemicals or soaps after they start living in them. **Rbbit!**



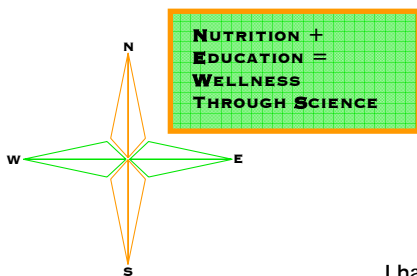
KIDS CORNER (Continued from Issue II)

As mentioned, we wanted the entire family to have a "meeting" of the minds regarding choices of new pets for the house, so we put this into our Summer issue when the kids and family are more likely to be on vacation. You can just imagine that many of our staff at Animal Nutritional are really big "pet people" and their lives have been greatly impacted by animals. When choosing a pet, we feel the decision is SO IMPORTANT that it bears additional consideration. Evidence of this is shown in headlines, as more people have to put their pets up for adoption when they can no longer keep their homes, and more pets are being euthanized.

We've developed a checklist for your consideration and discussion, and published the remainder of it online. You can access it here: www.arthrimaxx.com/checklist_adopt.html. This is a family matter, as all members are usually involved in the day-to-day care of pets over time. Choose well and enjoy your new loving critter!

1. How much time, realistically, can we take from our now busy schedule to care for this new pet?
2. Whose responsibility is it when the kids (or parents) are too busy to care for our pet?
3. If one parent loses their job, can we still afford good care and vet bills?
4. Does this pet have special dietary or physical (exercise, walking, grooming) needs that may be a burden?
5. Are we fully committed to caring for our new pet when they are old, at the end of their (10, 20 or more years of life expectancy)?
6. If this is an exotic (bird, reptile, unusual pet) can we provide the right habitat, dietary regimen and emotional needs? (Birds like Macaws, Parrots and Cockatoos are like caring for a never-aging-five-year-old child. They require patience, consistent attention, love and discipline. They are a LOT of responsibility and they may live 60-80 years or more. Draft a will, to leave them to a guardian, too!)
7. Do we live in the right climate or temperature for this pet? (Example: Iguanas MUST have warmth and high humidity, and hermit crabs, too. They die without it, sooner or later.)

Again, see more of our discussion, suggestions & checklist online. Happy pets are the ones you love for a lifetime!



I have a "vested" interest in looking this good!!

PUBLICATION AND EDITORIAL INFORMATION

July - August 2009, Volume I, Issue IV

NEWSletter™ Published bi-monthly via e-mail opt-in list

By Animal Nutritional Products, LLC

Edited by: Elaine Beaudrot

Submit stories or ideas to:

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

Our Summer Specials have been quite successful. But during the summer, active pets, dry skin and flea season are still upon us, so we are still running them until July 31st, 2009!

We also have one more: our great July Independence Special. The combination of these give you a chance to enjoy all of our ArthriMAXX™, OmegaMAXX™, and UroMAXX™ products while saving quite a bit!

Questions? Materials? Brochures? Comments? How about a Lunch and Learn product demo? We'll have a great meal and great info! My direct line: 516-448-9765

--Rob Kovler, Vice President
Animal Nutritional Products



Long Live KiKi!

Top quality formulas for your "family" members since 2001

ArthriMAXX

OmegaMAXX

UROMAXX