

# Holistic Pet Care



by Joel & Andi Brown

HOLIDAY  
holistic pets

*better than homemade*

HolidayPets.com



**For over twenty years I** have helped pet owners achieve optimum levels of health for their pets.

**“If I couldn’t eat it myself, or use it on my own body, my pets would never get it.** I believe nutrition is the single most important factor in the quality of your pet’s life. With it, great health follows. Without it, disease and degeneration occur. By staying close to nature, I have seen miraculous changes take place in the lives of thousands of pets and the owners who love them!”

Once **HOLISTIC PET CARE** has touched you, **true well-being becomes apparent.** Your beloved pets are healthier and more vital than ever. You see it in their eyes, coats, skin, and energy levels. **EVERYTHING I** make at **HOLIDAY HOLISTIC** is blended with all things natural and heaping portions of two straight-from-the-heart ingredients – a whole lot of love & understanding!

My heart is continually touched by caring pet lovers who have tried shots, salves, medications, surgeries, and prescription diet foods with virtually no improvement in their pet’s condition; each one coping with a host of seemingly different but actually related problems. **Holistic principles imply everything is connected.**

**Quality plays a role in everything.** My goal is to address the most common health problems people have with their pets - keeping them strong, happy and out of the vet’s! Boost the **IMMUNE SYSTEM** and keenly observe how the vibrant outside of body reflects the healthy inside and balance is achieved. Your pets – sprinting back on their way to glorious, great health! It’s no mystery. We are what we eat.

I hope you find my new booklet useful as you develop your own methods of natural pet care. We are eternally grateful to our friends; Dr. Deva Khalsa, author of *NATURAL DOG*, Anitra Frazier, author of *THE NATURAL CAT*, and Dr. Richard Pitcairn, author of *COMPLETE GUIDE TO NATURAL HEALTH For DOGS & CATS*, and Ann Martin, author of *FOODS PETS DIE FOR*. Their writings have enlightened and inspired us all. Their books are the bibles for your natural pets!

**Wishing you and your pets great health always,**



XOX

Andi Brown -Author of *The Whole Pet Diet: Eight Weeks to Great Health for Dogs & Cats* and Director of **Holiday Holistic Foods, LLC**



## Who is Andi Brown?

For Andi Brown, holistic pet care is much more than a vocation, it's a personal mission rooted in the frustration she felt in 1986 when her cat suffered a severe and **"untreatable" intestinal disorder, allergies, skin problems, eye and ear issues, infestations and an offensive odor**. The solution she discovered – a home-cooked stew based on fresh chicken and vegetables – was the answer that countless prescription medications and "scientific" pet foods failed to provide.

Andi is the author of ***The Whole Pet Diet: Eight Weeks to Great Health for Dogs and Cats*** (Ten Speed Press), a true pioneer in the holistic pet industry, having created nearly fifty unique natural pet care products for dogs, cats and birds spanning two decades. Her product line was met with incredible enthusiasm from tens of thousands of people and retailers nationwide. Producing the **first USDA approved pet food in the world** in 1989 and proved it was good enough for humans to eat. Her appearances on "20/20", CNN, The Today Show, Montel, The Bloomberg Report, Fox News and Good Morning America set new standard in the pet food industry.

## Who is "Doc" Holiday?

"Doc" Holiday is a magnificent Border Collie Mix. He was literally down on death row in one of those "kill shelters" deep in the heart of Alabama, with his two twelve week old siblings; Jangle and Jubilee. Fortunately for "Doc", Andi (and you)...a wonderfully intuitive rescue group called **"The Dog Liberator"** was able to whisk them away at the eleventh hour, and (GET THIS!) – flew them all on a private plane which landed them in a wonderful foster home in Orlando in March of 2011. Andi had been scanning the internet for a new baby, saw a photo of Holiday and it was a match made in heaven! She wasted no time, drove nearly three hours to meet him and together they left on a journey of love.



Now, just because Andi wrote a wonderful cook book for pets...and espouses the **benefits of a homemade diet**, she's not ashamed that she could find a thousand reasons to stay out of the kitchen. But, since there was nothing on the market good enough for Doc to eat, she set out again with her partner and **"Master Chef", Voyko Marx**, to develop their newest line of healthy foods and products for Doc and his friends. And that's how Doc's Stew® was born! There has never been a pet food this nutrient dense and of course **Andi loves to brag about being able to eat it herself!**

Who says a rescue dog can't make it big in this world? Doc's job now is happily patrolling the borders of the pet food community, making sure there's **healthy, wholesome food** for every cat and dog to love and thrive on!

**Doc's ultimate mission** is to help get more homeless animals adopted all over the world. You will be hearing a lot from him, the bond they share and in the coming months you'll be hearing more about their mission to help the animals and the people who love them at [www.holidaypets.com](http://www.holidaypets.com).

## A HOLISTIC APPROACH

Just like us, all pets need LOVE, quality nutrition, sleep, clean air, fresh water, exercise, sunshine and both positive mental and emotional surroundings. A HOLISTIC approach to wellness encompasses the entire being. The outside of the body is a direct reflection of what is happening internally. **WELLNESS occurs when the physical body is in harmony with the spirit and with nature.**

## EAT WELL TO LIVE LONGER

A devastating myth exists among many pet owners today – that the longevity of their pet is inherently limited to its particular breed. Over the years, a holistic approach to the health and well-being of animals has proven this to be **untrue. Nutrition, not breed, is the single most important factor in your pet's health and longevity.**

Think about it. At the turn of the last century, life expectancy - governed by our knowledge *or lack thereof* of nutrition and medicine, was only 42 to 45 years. Today, this has been increased to more than 70 years and is still rising. The same applies to pets, *regardless of breed*. Still unsure? Read on! This booklet will take you and your pets far into this millennium. **I once had the great pleasure of having dinner with the editor of Cat Fancy Magazine. When I enquired about the age of the oldest cat she knew of; her answer was 38!**

## NUTRITION - THE KEY TO GOOD HEALTH



EACH DAY our pets need to have all the necessary nutrients ***in proper balance*** to achieve good health. Proteins, carbohydrates, essential oils and fatty acids, along with vitamins, minerals, antioxidants and trace elements have become the sacred words for good health. We know boosting the immune system with high quality foods and supplements can help keep our loved ones strong and resistant to disease and degeneration.

So why is it we are seeing so many of our loving friends succumb to **cancer, tumors, skin lesions, hair loss, diabetes, kidney failure, leukemia, parasites, obesity and immune deficiency disorders?**

In the past, we assumed our pets were getting everything they needed in "store-bought" foods we fed them. We believed if the labels *claimed* these foods were "complete and balanced", they were adequate to keep our loved ones healthy.

Pets make us all feel better. They help lower our blood pressure, reduce stress, prevent heart disease by providing psychological stability and fight depression. So what can we do to help our pets live healthier too? For starters; **if I couldn't eat it myself, I'd never give it to my pets.** For the last 25 years, this has been my mantra, and some things never change.



**Over the last two decades, it appears there have been many upgrades to the pet food industry.** We've seen the emergence of the Raw Food Diets, Holistic foods, Natural brands, Chubs, Organic, Gluten-Free, Breed Specific, Indoor-Outdoor, Prescription Diets, Low Carb, No Carb, Grain Free, low fat, high fat, Dehydrated; all of them canned, kibbled, baked or freeze-dried. They all bear the label "**complete and balanced**", but sadly it seems that not all that much has really changed beyond how those products are marketed. (Make sure you check out my interview on 20/20 on You Tube, it just might blow your mind!) Just because a product falls under "premium" category, or labeled "all natural", and found in a health food, or boutique pet store, does not necessarily make it much better than its close cousin (often perceived as inferior) on the shelves of grocery stores and mass food merchandisers. I know you don't want to hear it, but the food you love to love might not be healthy after all. Sadly, it seems like everyone got on the bandwagon when "holistic" came into vogue, but are all those products really what they claim to be? Remember McDonalds is also "human grade", but think of the nutritional quality in that meal.



## THE HEALTHY PET CHECKLIST:

- No Skin Irritations (licking, biting or chewing)
- Fresh Smelling Breath
- Clean, White and Tartar-Free Teeth
- Pink Gums
- Clear, Bright Eyes (no discharge)
- Odorless, dry, clean Ears
- Clean, clear – pinkish- white skin
- No Dandruff
- Full, lustrous, Shiny Coat
- No Fleas or parasites
- High Energy
- A great Disposition
- A toned, supple, muscular body
- Great Mobility (flexible and graceful)
- A solid colored nose
- Does not shed excessively
- No bodily odor
- No sores or tender areas
- No lumps or growths
- Sound Sleeping Cycles
- No unusual cravings (such as plants, paper, rocks, stool or dirt)
- Healthy Stools (firm, brown, tubular, without odor, blood or mucus)
- Graceful urinations (no straining, with a slightly acidic aroma and free of blood)
- A Healthy Digestive System (no vomiting, no diarrhea, no constipation)
- Easy Bowel Movements (no constipation, IBS, gas, or anal gland issues)



If you have found your pet doesn't match up with the Healthy Pet checklist in two or more areas, your dog or cat is a perfect candidate for a truly healthier diet and it's time to either get out your pots and pans and start cooking, or you can take the easier road to great health and start them on my wonderful canned food and supplements. I don't care which road you chose, but it is time to take action! Either way, please understand that YOU have the healing power in your own hands to make a difference for the ones you love.

Life sure pitched us some curve balls over the years. **Consider the 2007 pet food nightmare:** Menu Pet Foods recalled more than 100 brands including Iams, Eukanuba, Hill's Science Diet, Purina, Mighty Dog, and many generic store brands including Wal-Mart's. These products were pulled off shelves because some of the ingredients were found to be killing our cherished dogs and cats. Thousands of pets were sickened (the FDA received more than 17,000 reports) and an estimated 20% of them died from acute renal failure caused by tainted food. Unfortunately, time makes us forget, there are a lot of people affected by those awful products who have actually gone back to the very same brands and manufacturing plant, because they were told it was now safe. Complacency can hurt us, yet many seem to turn a blind eye. Almost every month, I receive updates from my Vet's office; warning about more products that are still posing dangers. Let's face it; most companies do not have the well-being of our best friends at heart, which is why I've rallied for so many years for pet owner to take the path of **homemade foods very seriously**. We owe it to our pets to love them with wisdom.



**Most foods contain "PET-GRADE" ingredients**, which are foodstuffs actually rejected for human consumption. If it can't be sold or exported, they'll give it to pets. This means pets may be eating **BY-PRODUCTS - the generic description for beaks, feet, heads, claws, feathers, eyeballs, hair and hooves**. Some companies cleverly disguise by-products by calling them Meat Meals (Chicken Meal, Fish Meal, etc.). There are companies that claim to be organic, but they are still made with just by-products! Nothing great about organic hair, feet, beaks and feathers! Manufacturers are permitted to use what are termed "**4-D MEATS**"; animals arriving at slaughterhouse **dead, diseased, dying or disabled!** Other ingredients might also be rejected for people because they were rancid, moldy or dirty. What you've been led to believe is "premium" means good, when "premium" foods, may actually be just garbage. Garbage you would never knowingly feed your pets.



Awareness is the key. **PLEASE READ LABELS WITH A DISCERNING EYE!!!** The first ingredients are primary components of food. They are listed in descending order. You could be feeding your pet a diet consisting primarily of cheap fillers or by-products. Any of these, coupled with chemicals, coloring agents, artificial preservatives and dyes, found in most foods, could be creating some serious health risks. We no longer blindly accept them in our food choices, so why should we permit them in our pets' lives either? ***This is why a great, natural diet along with the appropriate supplementation is so important!***

**Ever wonder why so many products contain so many isolated vitamins and minerals in their foods?** It's not because they care so much to provide the very best. The real reason you find between 20-40 "extra" ingredients on the label (many of which you can't even pronounce) is because without them, those foods would NEVER meet *minimum government standards!* The only way they can claim "complete and balanced" is to meet those minimums by adding a slew of synthetic vitamins. **Check out how many actual foods are listed in current pet product and then start counting the vitamins.** My guess is that you'll be really surprised by your findings! Even the "so called" premium and holistic pet foods contain only four or five actual food-type ingredients.

**THE TRUTH** is most pet foods on the market today do little more than sustain life. It is hard to believe, but premium, natural pet foods contain inexpensive, processed fillers (corn, soy, white potatoes, wheat and rice) as well as potentially harmful artificial additives and coloring agents. Unfortunately, label reading can be deceiving. ***There is virtually no regulation when it comes to quality of ingredients used in the products we have come to know today!***

Every day I'm asked which foods I recommend people feed their dogs and cats. My answer has always been first and foremost, a healthy, **HOMEMADE, BALANCED, NATURAL DIET** like the one that so changed my life over two decades ago. I've always been eager to share my recipes with everyone who asks, ([www.thewholepetdiet.com](http://www.thewholepetdiet.com)) and over the years, received incredible testimonials from those dedicated individuals who opted to make their pet's food too! Often times, even the most caring pet owners expressed their concern about not having the time or the energy to prepare healthier foods for their families, not to mention cook for their pets! It is for those of you that we are pleased and excited to provide my newest timesaver, life saver: **"DOC's STEW"®**.





## **Doc's Stew IS SPECIAL!!!**

We use only 100% USDA APPROVED ingredients in our incredibly delicious formulas, featuring an abundance of USDA, all Human-Grade Meats and all kinds of fresh Vegetables. We're so proud that we even say so on the label. We prepare and simmer our stews over very low temperatures to retain all nutrients - ready to serve. We don't bake or extrude our product, like dry foods. You'll recognize everything in our foods, the moment you open the can your pets will benefit immediately!

NOTHING ARIFICIAL. NO BY-PRODUCTS. NO FILLERS. NO CHEMICALS OR PRESERVATIVES. We're so pleased to offer a food so nutritious, balanced and wholesome. I can assure you I've even tasted every batch, right along with a whole list of famous people who loved it as well - just check out the videos in the star-studded lineup on my website!

**Doc's Stew® has THE SHORTEST LIST OF ANY complete diet for pets on the market.** We're not fooling. NUTRIENT DENSE WITHOUT THE ADDITION OF 20 - 40 isolated VITAMINS AND MINERALS. It's why we call it BTHM™ "**Better Than Home Made**"!

**Just look at what our food contains:**

### **Doc's Stew® for Dogs**

Whole Turkey  
Celery  
Green Beans  
Green Peas  
Carrots  
Yellow Squash  
Zucchini  
Asparagus  
Chicken Liver  
Sweet Potatoes  
Wild Salmon  
Beef Liver  
Pasta  
Sunflower Seeds  
Turnip Greens  
Dried Kelp  
Whole Oats  
Barley  
DiCalcium Phosphate  
Pumpkin Seeds  
Sodium Chloride  
Choline Chloride  
Zinc

### **Doc's Stew® for Cats**

Whole Turkey  
Seafood Broth  
Beef Liver  
Chicken Liver  
Wild Salmon  
Zucchini  
Green Beans  
Carrots  
Celery  
Green Peas  
Yellow Squash  
Sweet Potatoes  
Asparagus  
Sunflower Seeds  
Dried Kelp  
DiCalcium Phosphate  
Flaxseeds  
Chia Seeds  
Pumpkin Seeds  
Tomato Paste  
Choline Chloride  
Zinc



**Real food keeps teeth and gums healthy**, like meats, fruits and vegetables. Enzymes in unprocessed foods help keep teeth clean. Dry food, with its high gluten content is probably more likely than any other type of food to cling to teeth, produce bad breath and decay.

Certain types of raw bones and natural **ANTLER PICKS** work to control tartar, while your dog scrapes and gnaws on rough surfaces from all angles in the mouth. Generally pets like it so much they work on it for hours. It not only stimulates them physically, it's great for them emotionally and gives them something to do.





## HOME COOKING FOR DOGS & CATS

More and more veterinarians are "prescribing" homemade chicken or beef and brown rice when a pet is gravely ill. Sadly, it seems to only be recommended as a *temporary treatment of a symptom*, rather than a change of lifestyle. Unfortunately, once the crisis is over, most people go back to feeding the same poor quality food that most likely created the debilitating condition. Once again, the downward health

cycle begins. **REMEMBER! NUTRITION PLAYS THE PRIMARY ROLE in the life of every being.** The sooner we make the changes necessary for optimum health and wellness, the happier, healthier and more energetic our pets will be!



### DRY vs MOIST FOOD



There is no contest. **Moist is better.** Dry food is processed more than canned food, and protein quality in most dry food is low. Low quality protein causes urine to be alkaline; whereas, a dog or cat fed on high quality, easily assimilated protein tends to have acidic urine. Acidic urine prevents growth of germs and helps dissolve bladder stones and keeps all the organs functioning properly.

**Most Holistic Veterinarians I've worked with caution against a dry food diet.** *Dry food does not clean teeth.* That's an old wives tale. It never has and it never will.

Not only is dry food not a good diet, it doesn't keep teeth clean or prevent tooth decay, even if it says it's specially formulated for teeth or bones. There is no evidence dry food prevents mouth problems. It would be like saying if you eat a handful of pretzels each day your teeth will become healthier, you don't need to brush them! Kibble, like pretzels, clings to the gums, gets stuck between teeth and causes even more tartar buildup. If you think your pet is getting chewing exercise by eating it, you've simply been fooled by makers of dry pet foods.

**Real wholesome food makes the body stronger including teeth and gums.** And, most importantly, moist food always supplies an abundance of water.

#### Water...

Water is the single most important nutrient necessary to sustain normal function of all living cells. Our bodies are made mostly of water, (the nonfat component of mammals contains about 73 percent water) which we use in a number of ways -- lubrication, digestion and elimination begin the most obvious. **Almost nothing in our bodies works without water!**

Even though it is so vital to our existence, we tend to ignore our own water needs, much less those of our cats or dogs. None of us should ever get thirsty! That's why we must remember that our cats and dogs, just like us, should satisfy our thirst before our body's need for water is replenished.



A number of studies have been conducted on cats regarding the intake of water and whether it differed in relation to commercial dry or canned food. All studies indicate **canned food is better** for water consumption. In satisfying the requirement for energy, cats consume more water from a canned diet than they would take in if they were eating an entire small mammal! In fact, cats can maintain normal health in the absence of drinking, when given high-moisture diets. People are always surprised that their pets drink a lot less water on my healthy program. (Remember, that Dry food is DRY...It's why they call it "dry"!)

We recommend fresh clean water be available at all times for you, your dogs and cats! And, always, ALWAYS opt for canned over dry food for your pets.

## Digestive Disorders

Another common ailment is related to the digestive system. **Irritable Bowel Syndrome (IBS), Chronic Constipation, Diarrhea, and Vomiting** are just a list of symptoms indicating food you are feeding is having difficulty being utilized, absorbed, assimilated and eliminated.



Pets eating a steady diet of commercial pet foods often exhibit these problems. Their bodies become clogged up because of feeding over processed foods that contain way too much gluten (found in inexpensive fillers and grains).

**I only use high quality meats in my foods, also an abundance of pureed vegetables, so your pet's body has an easier time digesting.** There are no fillers like corn, wheat, rice, potatoes or soy, which can be deemed "human-grade", or even "organic", but merely used to fill up cans or bags at the expense of your pet. When wholesome food goes in, healthy elimination happens on the other end. Make your pets feel better very quickly by feeding a diet so lovingly prepared to make them happier right away.

## No Fat Pets on My Healthy Formulas!

**Obesity is on the rise for humans as it is with the pets.** Of the 77 million dogs in this country, a mind blowing 35 million are considered overweight, and 6.7 million are clinically obese. Cats, too are putting on the pounds and of the 86 million, and believe it or not, a whopping 6.4% of them are have been classified as morbidly obese as well. So, who or what's to blame?

I don't believe that the problem stems from overfeeding them. I believe that the crisis begins with the quality of food we're giving them. After all, they all have that same common denominator; **commercial pet foods are loaded with non-essential fillers, like corn, wheat, potatoes and rice.** Chemical preservatives are hidden behind the

unscrupulous manufacturing practices, (yes, even the natural brands can hide and contain certain harmful chemicals, if they're added before it gets to the packaging process!), and meat by-products may not be meat at all. Lots of them are made with high calorie corn syrup and other sugar derivatives, as well as bloat causing fatty flavor enhancers; like beef tallow or even bacon grease! Without these flavor additives, most pets would never even eat their food. (If you don't believe me...check out my "20/20" interview John Stossel; he helped uncover the truth and you probably won't believe your eyes and ears!). It's no wonder **our pets' weights are escalating in epidemic proportions**, as they are for their human caregivers too. See the correlation? I've always likened a typical commercial pet food to the junk food or the potato chips and beer diets we've seen so many people succumb to. Sure, they may be able to live on it, but not very well and not very long. If we want our pets to



have glowing, great health and see the vet just one time a year, we need to feed our pets the same wholesome, real, natural, balanced meals we really want for ourselves. A trim, muscled, toned and energetic pet will love you a lot longer than one that's a couch potato!



## Health Glows from the Inside Out

**The most common, chronic problem we are asked about is related to the coat and skin.** Not surprising since it is most visible to our eyes! The outside of the body is a direct reflection and symptom of what is actually occurring inside.

### UNCONTROLLABLE ITCHING & SCRATCHING - BUT NO FLEAS IN SIGHT?

If this sounds familiar, or your pets are prescribed **prednisone, cortisone shots steroids or antibiotics** for temporary relief of such symptoms, remember all they get is temporary. The cause of the problem is rarely addressed and will continue to manifest. When the immune system is continually interfered with, your pets actually become weaker with each treatment. **Our holistic approach tries to establish the cause of the problem, not just attempt to treat symptoms by merely masking them.**

What we do know is that the skin is the largest organ of the body. It is also an eliminative organ and will struggle to release the toxic waste from the system (chemicals and toxins). The ultimate solution is to eliminate the antagonistic elements altogether. Read labels and consider good supplements. Just like humans, getting the recommended daily amounts of all vitamins and minerals for pets is hard to achieve.

**TAKE A GOOD LOOK.** Pets exhibiting **dry skin, excessive shedding, allergies, loss of hair in patches and dandruff** are but a few of the problems I hear about daily. These symptoms are often remedied rather quickly when a natural, high quality diet is introduced and chemical irritants are eliminated, which could be causing what appears to be the **"allergic reactions."** Pets exhibiting these symptoms are certainly lacking **ESSENTIAL FATTY ACIDS** found only in high quality, cold pressed, virgin fats and oils. The addition of **HOLIDAY'S BEST IN COAT®** often helps these problems with dramatic results! Every pet, regardless of the kind of food used needs **BEST IN COAT**. Only pure oils can clean out debris that clogs the digestive track, due to feeding over processed foods.

**GOOD NEWS: BEST IN COAT®** supplies important **ESSENTIAL FATTY ACIDS**, and Vitamins A, D and E, so important for healthy skin and coat. It also helps to **eliminate shedding, relieve irritations, itching and scratching**. If you happen to feed dry food – remember why they call it **DRY**. There are virtually no oils left in it. **BEST IN COAT** is a necessary supplement to whatever you feed your pets. It contains a balanced ratio of highly usable cold pressed oils: Wild Salmon Oil, Coconut Oil, Pumpkin Seed Oil, Avocado Oil, Sweet Almond Oil, Wheat Germ Oil, Safflower Oil, Sunflower Oil, & Fennel Seed Oil. I found this combination of oils works better and faster than anything else on the planet! (Of course, they're all human-grade and both cats and dogs love the taste) **Better health** can be achieved almost overnight when their actual diet is improved.

**HELPFUL FELINE HINT:** Cats should gobble up my yummy new canned food and supplements immediately, but since cats may be "creatures of habit" (they like what you gave them yesterday) - I recommend a gradual introduction of any new food or supplement. Just add a small amount of the new product the first day and gradually increase daily until recommend dosage is achieved.



## WHOLESOME, NATURAL TREATS MAKE EVERYBODY HAPPY



Don't stop with natural foods and supplements. Opt for the very best in treats, too! Your pets will adore **"Doc" Holiday's® All Meat - Natural Treats**. All human-grade USDA approved meat treats for both dogs and cats. These freeze-dried chicken snacks round out their wholesome lifestyle. You'll feel great about rewarding your pets. So go ahead, let them live it up like "Doc" Holiday does, they'll love this low-carb, fun way of snacking. (**Lots of cat owners like to call it kitty crack**) They just can't get enough of them! The protein is pure; it's easily utilized by the body and doesn't contain fillers like typical commercial snacks.

## CRUNCHIES?

**For optimal tooth and gum health**, try to keep hard, crunchy cookies to a minimum. Some manufacturers "claim" their products are beneficial for pet dental care, but think about it logically. **After we humans eat baked cookies, snacks or pretzels, we find they are caked on our teeth and stuck in crevices.** The same holds true for highly processed pet snacks. Gluten used in most baked goods tend to get sticky, not only in the mouth but in the digestive system. The more we stay away from highly processed foods and snacks, the healthier we're all going to be!

**"DOC" HOLIDAY'S® DENTAL PICKS™** are **the choice of dentists everywhere!** I could not believe my eyes when I saw how excited "Doc" became for his new antler treats! They are split down the middle so he can get to the nutritional center right away. Raw, uncooked marrow soup bones are a great way to keep a dog's **teeth and gums healthy and strong**, but meat and blood on bones had to be taken outside to prevent a mess in the house. **Doc's Antler Picks** are the best alternative to achieving healthy teeth and keeps him busy and happy for hours... plus ensures my house stays clean. They never get slimy, goopy or sticky like rawhide chews (which often contain arsenic and formaldehyde as a preservative) and **you'll love how much your dog actually loves Doc's Picks!** (They come in 3 sizes).



**TOXIC CHEMICALS** are prevalent in the pet industry. How many times have we used chemical dips, sprays or collars on our pets that bear these or similar warnings: Wash hands thoroughly after use? Do not breathe fumes. Wear rubber gloves. Yet, we are applying these toxins to our animal's skin. Often times, these toxins are left on indefinitely. **Anything used topically on skin will be absorbed into the bloodstream.** Each time toxic chemicals are used, the immune system is under attack. It's no wonder many pets seem drugged, nervous and lethargic after going for a flea dip. **Some chemical flea collars result in permanent nerve damage.** Chemical toxins to be aware of include: Piperonyl Butoxide (this chemical – in many flea collars – may cause liver damage). Dichlorvos, DDT, DDE, Diazinon and Carbaryl have all been linked to pet poisonings. Monthly products and "Spot On" liquids contain imidacloprid, fipronil, permethrin, methoprene, and pyriproxyfen, which have been linked to serious health problems in laboratory animal, such as paralysis, enlarged livers and kidney degeneration. Pesticides can also cause hair loss and skin irritation. It doesn't appear that manufacturers of chemical flea products have total interest of our best friends at heart.

**CHEMICAL-FREE CLEAN PETS**

**A good laving with natural shampoo and water will actually kill fleas.** You can also find some full-strength aromatic herbal oils can be added to help alleviate problems without harming your pet or affecting their immune system and are environmentally safe. I like using cedar wood, tea tree and eucalyptus oil to help control the problem. You can find great remedies and complete recipes in my book, *The Whole Pet Diet*, and make them up yourself with ingredients found at your local health food store.

**REMEMBER: Fleas are attracted to weaker animals. Diet change to a healthier, natural one like DOC'S STEW® will make pets stronger. Also, dry skin is considered very tasty, another good reason to use BEST IN COAT®.**

If you must resort to "bombing" your home, PLEASE remove pets, people, plants and other living things for at least eight hours.

## A CLEAN PET IS A HEALTHY PET

Nothing takes the place of a good grooming, great food and a clean environment. Spend just 5 - 10 minutes a day attending to your pet. Use a good grooming comb and spot check fleas with a fine flea comb. You'll be pleasantly surprised with the results!

**TIP:** Keep a dish of soapy water next to you when grooming with a fine tooth flea comb. If you catch a flea, simply dunk it in the water. (Poof!!... It's a gonner!)



**Combing your pet daily will help to stimulate oil glands and bring healthy, natural secretions onto the skin and coat.** This allows you quality, loving time with your pet. Don't forget to launder bedding often. Keep the house vacuumed regularly and empty vacuum bags each time. Flea eggs can hatch in vacuum bags and keep reinvading the house. A clean pet is a healthier, happier pet.

If your infestation is very bad, you can always use FOOD GRADE diatomaceous earth, a natural substance made of the remains of fossilized diatoms. (You can find it online or in most health food stores) Sprinkle it around the house, in your pets' sleeping area and even directly on your dogs and cats. This helps to dry out the exterior skeleton of flea and kills larvae too. It's a bit messy, and won't hurt your pets, but it certainly does the job when one is forced to resort to desperate measures. **As your pet becomes healthier...the fleas will disappear.**

## "DOC" HOLIDAY'S® PINK POWDER



When your dog or cat needs a real bath, but you just don't have time! **Doc's Pink Powder** is one of the most unique products I've ever come to love. **This safe and gentle blend of wonderfully aromatic herbs and essential oils** is going to be a life saver for when you need to magically soak up dirt, odors and oils from your dog or cat's coat. **Just sprinkle it on their coats and watch the dirt and odors disappear.** It makes your pet smell great and livens up energy levels in your entire home. It's all natural of course, environmentally safe, gentle on their skin and yours and gives them a sense of pleasure as you joyfully massage it into their coats. I know you'll fall in love with the beautiful aroma. Pink powder contains blossoms and essences of peppermint, eucalyptus and jasmine to name just a few.



## Primary Feeding Rule

Change your pet's diet and experience the joy of a WHOLE AND NEW HEALTHY PET. Oh yes, and don't forget the primary feeding rule to **remove all food, as well as their dishes after 30 minutes**. Pets that are allowed to eat and nibble all day long are continuously digesting food. Even when a pet smells food – the digestive process is occurring. By removing all traces of food between meals, you are actually allowing MOTHER NATURE to take over and do "HER JOB" of rejuvenating the whole system. During the digestive process, valuable blood supplies rush right to the stomach, thus depleting the other organs of what they need to function properly. **Get your pets used to eating only at meal times**. They'll have better appetites and will be building a stronger immune system during the rest of the day. It's likely that overweight pets will also **slim down naturally** too.

## Vitamin C is as good for them as it is for us...

"Doc" and I strongly recommend the use of calcium ascorbate as an important supplement to your dog's or cat's daily diet. This buffered source of Vitamin C boosts the immune system, fights against germs & viruses and promotes healing of tissues that are damaged or scarred. It also prevents stress and strengthens ligaments and joints! It is important for pets prone to urinary problems and hip dysplasia. Dosage is usually based on size and pets will easily eliminate what their bodies don't need or use.

## EXERCISE – AN ELEMENT FOR GREAT HEALTH



Exercise is as important for your dogs and cats as it is for us. One of the best things you can do to help keep your pets in peak condition is to give them plenty of cardio! I've seen pets eating a poor quality food with a lot less exercise live much better than their couch potato counterparts. Spend a quality ten minutes plus a day playing ball, Frisbee or swimming with your dog. Create fun things to do with toys or feathers with your cat. They need physical, emotional and mental stimulation as much or more than we do. **If you can't afford to spend ten minutes a day playing with your pets, you probably should consider just having a fish!** (Please read my book and get all kinds of tips and tricks for creating some fun!).



## MY "SCOOP" ON CAT LITTERS

I never recommend any litters that contain clumping characteristics or odor masking fragrances. The chemicals in these products can cause all kinds of toxic reactions and I hear from so many cat owners that their cats have even developed chronic lung and breathing problems when exposed to them over time. When cats eat a balanced, fresh, natural diet, they should have no obnoxious litter box odors, and a caring, conscious owner makes sure they clean the box every day!

## SOME GOOD THINGS TO REMEMBER:

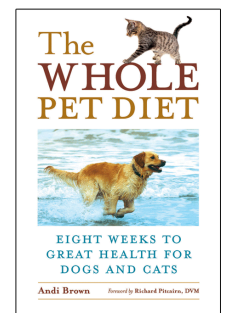
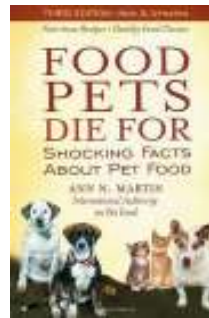
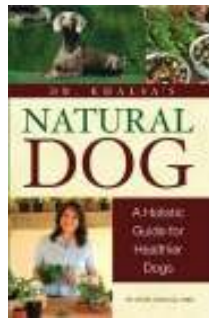
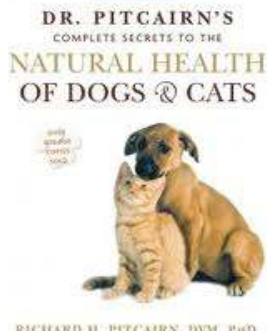
- Make sure household chemicals are put away, so your pet can't accidentally ingest them
- Keep your pet away from car and road fumes. Car exhaust is highly toxic
- Never leave your pet in a car unattended. Unexpected weather changes can lead to heat stroke, dehydration or other calamities

- Always keep mental attitudes healthy and happy around your pets. They pick up on our moods and it can affect their overall well-being.
- Make sure your pet has an ID Tag with your phone number. If they wander from home they can be returned to you.
- Spay and Neuter. Millions of unwanted, beautiful animals are put to sleep each year because of overpopulation.

BE RESPONSIBLE AND ADOPT FROM A SHELTER OR RESCUE GROUP

- Make sure your pet has a safe, comfortable place to sleep.
- Keep them close to your hearts and love them with wisdom!

Good, solid, healthful information on holistic pet care is readily available. We highly recommend you add these four books to your reference library.



<p>Dr Pitcairn's Complete Secrets to the Natural Health of Dogs &amp; Cats</p>	<p>Dr Khalsa's Natural Dog: A Holistic Guide for Healthier Dogs</p>	<p>Ann M Martin's Food Pets Die for: Shocking Facts about Pet Food</p>	<p>Anitra Frazier's The Natural Cat: Comprehensive Guide to Optimum Care</p>	<p>Andi Brown's The Whole Pet Diet: Eight Weeks to Great Health for Dogs &amp; Cats</p>
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## CHEMICALS TO LOOK OUT FOR ON PRODUCT LABELS

Holiday Holistic advocates consumer awareness, so we've put together the terms to help you understand potentially harmful ingredients found in some pet products.

**RESTAURANT FOOD WASTE:** Composed of edible food waste collected from restaurants & cafeterias. Processing and/or handling must remove any and all undesirable contaminants including crockery, glass, metal, string, and similar materials.

**ARTIFICIAL COLORING:** Used in many pet foods and treats, including rawhide chew toys. Used only to entice owner into buying. Can be harmful and cause toxicity. Have no nutritional value and many people have had allergic reactions to FD & C Red and Yellow No. 5 and No 7 DYES.

**SODIUM SELINITE:** Used in many Holistic "so called" natural pet products on the market today: Toxicology reports say this additive is very hazardous in case of skin contact, eye contact, ingestion, & inhalation. Severe over-exposure can result in death. Skin inflammation is characterized by itching, scaling, reddening, or, occasionally, blistering. It may be toxic to blood, kidneys, liver, skin, central nervous system (CNS). Repeated or prolonged exposure can produce target organs damage.

**BHA:** A preservative and potentially dangerous for the kidneys.

**BHT:** Used to retard spoilage and more toxic than its cousin BHA.

**BY- PRODUCTS:** Defined by Webster's Dictionary as "a derivative made from another product" and waste products such as hair, feathers, connective tissue, feet, claws, beaks, tongues, lungs, and eyeballs. Incidentally, peanut shells are actually permitted to be used to boost fiber levels in some pet foods.

**ETHOXYQUIN:** A preservative found in many pet foods, originally found to be used as a rubber stabilizer and in many fertilizers.

**MEAT MEAL, CHICKEN MEAL, and FISH MEAL:** The rendered product from mammal tissues, exclusive of blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents except in such amounts as may occur unavoidably in good processing practices.

**CORN SYRUP:** Used as a humectant, this gives food a dampness and flexibility as in semi-moist foods and treats. It's actually pure sugar, which cannot be processed by the liver and can be harmful for humans and animals alike. Pets become addicted to the taste and also lead to "finicky eater" syndrome.

**DRIED BLOOD MEAL:** A very inexpensive source of poor quality protein in some dog and cat foods. (We're not making this up! Read your labels!)

**HYDROLYZED HAIR:** A product prepared from clean un-decomposed hair by heat and pressure to produce a product suitable for animal feeding.

**MSG:** (Mono Sodium Glutamate) Flavor enhancer used to disguise inferior food quality. Known to cause brain and eye damage. High percentages of allergic reactions in pets and people.

**CARCINOGEN:** A cancer causing substance

**PROPYL GALLATE:** Chemical used to retard spoilage and may cause liver damage.

**PROPYLENE GLYCOL:** chemical used in anti-freeze and a solvent in brake fluids. Used as a preservative and flavor enhancer in some foods. It tastes very sweet.

**SODIUM NITRITE:** Carcinogenic preservative, color enhancer and produces mutagenic changes.

**Sodium Nitrate:** Harmful chemical preservative. A source of red coloring. People have died from overdoses.

**These are just a few of the "No-No's" to keep a watchful eye on. Digest all the information on those cans, bags and boxes and make sure your pet can digest what's INSIDE of those cans, bags and boxes!**



**CELEBRATE YOUR PETS WITH LOVE!**

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