

CHECK OUT
OUR WEBSITE
greenpet.com.au
FOR THE LATEST
PRODUCTS
& SPECIALS

Issue 56

WINTER 2013

INSIDE THIS ISSUE

NEW PRODUCTS ~

- SCRATCH N ALL
- VIRGIN COCONUT OIL
- ANITONE LIQUID SUPPLEMENT
- CALSORB CALCIUM BLOCK
- BONE FORMULA CALCIUM FOR HORSES

ARTICLE TOPICS ~

- HEALTH BENEFITS OF COCONUT OIL
- POTTENGER CAT STUDY

CUSTOMER FEEDBACK

WINTER SPECIALS



A WORD FROM THE OFFICE

Winter has officially arrived! For some beloved pets (and pet guardians), the chills of winter can exacerbate the symptoms associated with bone and joint problems / conditions. The good news is that Greenpet has a number of supplements and remedies to help ease symptoms including the *Vet's All Natural Joint Formula*, *Technyflex*, *Pet Ark Muscle & Joint* and the *Greenpet Joint GMC*. Each of these wonderful products has received lots of testimonies from very happy customers and are all available for purchase either from our website or by contacting the clinic. It is also important to remember that diet, exercise and environment play a very important role in keeping pets healthy and happy. If you need some help with this, please contact the clinic.



HI FORM EQUINE SUPPLEMENTS NEW VET POUCHES

We now have small sizes of these great equine formulas. Perfect for competitions, long journeys or for the First Aid Kit. Each pouch contains 4 to 10 doses for average horse.

HerbaNerve	50g	\$9.95
(Natural No-Swab Calming blend)		
Electroplus	100g	\$7.90
(Natural electrolyte)		
ProflamAid Plus	100g	\$14.75
(Natural No-Swab pain relief)		

NEW PRODUCTS

SCRATCH N ALL

Scratch n All® offers a safe and effective way of self-scratching so that the skin, face and especially the eyes are not harmed. Even though it's very durable, the small nubs on the pad are flexible which is comfortable, satisfying and non-irritating to the animal and it touches many key acupressure points. Helps deter from scratching on trees, fencing and other rigid objects which can cause baldness as well as bleeding. Great for horses and many other animals! For more information or to view video, go to our website.



RAW SUPERFOODS ~

VIRGIN ORGANIC COCONUT OIL

100% certified organic virgin coconut oil, cold pressed with no additives and tastes great!

A human-grade product that is rich in antioxidants and vitamin E. Add it to salad dressings, raw food recipes, smoothies or consume on its own. Great healthy supplement for dogs, cats, horses and humans!. Take internally or externally for its many health benefits. See article in this issue on the amazing benefits of coconut oil. Available in 200ml and 710ml jars.



AMAZING HEALTH BENEFITS OF COCONUT OIL

Organic Virgin Coconut Oil has many health benefits for people and these benefits can also be obtained when using it internally or externally for animals.

Coconut oil consists mostly of a naturally occurring **saturated fat** composed of medium chain fatty acids and it contains wonderful health-promoting compounds such as lauric acid, capric acid, and caprylic acid.

Some of the advantages of giving Virgin coconut oil to your animals:

- Reduces allergic reactions
- Reduced body odour and bad breath
- Assists rashes and itchiness
- Reduces risk of cancers
- Improves digestion and assists digestive disorders
- Promotes normal thyroid function
- Prevents and treats yeast and fungal infections
- Has antibacterial and antiviral properties
- Helps balance metabolism for healthy weight
- Relief from arthritic symptoms
- May help prevent and control diabetes
- Supports healthy skin and coat
- Assists in worm control



Applied topically coconut oil can:

- Disinfect and speed up healing of cuts
- Soften dry, rough, scaly skin
- Improve skin and coat condition
- Relieve stings and bites
- Clear up many rashes and other skin problems
- May assist with wart removal

It is important to use only high quality pure organic Virgin coconut oil that is for human consumption. It should have a pleasant taste and smell when fresh and not a smoky taste or rancid smell.

Recommended Dose: ¼ tsp per 5kg body-weight twice daily

This amount may be gradually increased for animals with skin allergies or other health problems.

WORLD'S OLDEST HORSE

Old Billy was born in Lancashire UK in 1760, and was 62 years old when he died in 1822.

WORLD'S OLDEST CHICKEN

The oldest living chicken is Muffy, a Red Quill game fowl who was 22 years old in 2011 from Maryland, USA.

CUSTOMER FEEDBACK ...

HERBAL EQUINE SWITCH BLEND

"Two of my horses have been suffering from itch for several years. I have tried just about everything (rubs, potions, creams, shampoos, etc). Fully rugged with hoods and still itchy, I started them on SWITCH 7 days ago, the hair is growing back, the horses are less irritated and have all but stopped scratching, I'm now looking forward to competing."

THE COMPLETE HERBAL HANDBOOK FOR DOGS & CATS

"As a dog & Cat breeder for more than 30 years, I found this book to be a life saver. In my early years of breeding I found out the hard way how little help conventional medicine really gave. This book completely turned this situation around, with startling results in fantastic, health. When this book is followed closely, poor health will be a thing of the past."

GREENPET VEGIE MUESLI TREATS

"My dogs LOVE these vegan muesli treats and they smell so good that I'm always tempted to have some myself. Thank you so much for making available a tasty but healthy vegan treat at a reasonable price. At first I was concerned that the treats were so large however I've found that they break up into smaller pieces very easily without crumbling apart. Thanks again for a great product."

MORE NEW PRODUCTS ...

CALSORB MINERAL BLOCK

Calsorb is a palatable lick block formulated by Dr Jennifer Stewart specifically to correct the mineral imbalances which occur from grazing oxalate pastures such as buffel, pangola, setaria, kikuyu, green panic, guinea, para and signal grass.

It contains a concentrate of calcium and phosphorus with trace elements including selenium, iodine, cobalt, molybdenum, manganese, copper, folate, zinc and iron – to balance dietary deficiencies.

Fields studies have indicated that horses will consume between 100g to 200g of Calsorb™ per day. Each 20kg block of Calsorb™ will cater for four horses for approximately one month.



WORLD'S OLDEST DOG

Bluey, an Australian cattle dog, lived for 29 years and 5 months. Born in 1910, he lived in Australia and worked with cattle and sheep for nearly 20 years before being put to sleep in 1939.

BONE FORMULA®

Dr Jennifer Stewart's Bone Formula® powder is

formulated to optimise mineral availability - protecting and supporting bone health with essential bone trace elements and micro-minerals commonly deficient in Australian soils and pastures. It provides bio-available calcium, phosphorus, magnesium, sodium, chloride, selenium, iodine, copper, iron, cobalt, manganese, zinc, folate and molybdenum in one easy dose.

Bone demineralization occurs in horses on diets high in phosphorus, low in calcium, deficient in trace and micro-elements, or with poor mineral availability. Such diets are those based on bran, pollard, grains, cereal hays, mature grass forage or high oxalate pastures.

Signs of underlying bone demineralization include shifting lameness, reluctance to move forward freely, joint tenderness, 'creaky' joints, stiffening of the gait, bighead, dental problems and osteoporosis.

The incidence of spontaneous fractures, tendon strains and ligament injuries is also higher in affected horses.

The visible signs of 'big head' are mostly only seen in advanced cases of mineral loss from facial bones.

Available in 10kg and 20kg buckets



WORLD'S OLDEST DONKEY

At 70 Years Of Age, Flower is both the World's oldest donkey & longest lived equine.

ANITONE

Anitone is a natural organic liquid mineral and trace element supplement for all animals. It is a liquid, organic, nutritional supplement providing over 60 minerals and trace elements in a highly bio-available, chelated form to supplement the diets of all domestic animals.



Some of the benefits include:

- Acts as a tonic and supports digestive efficiency.
- Great skin tonic and ideal for animals suffering from degenerative diseases.
- Can help to stimulate appetite and rumen fermentation.
- Great tonic for stress or recovery from injury or illness.
- May help to alleviate symptoms of acidosis, laminitis & grain-poisoning.

Available in 1 litre and 5 litre bottles.

CUSTOMER FEEDBACK

GREENPET HOMEOPATHIC FORMULAS

"Many, many thanks to you for recommending the homeopathic RESP drops – a amazing improvement in my dog Max!! His cough has nearly disappeared but compared to a week ago where he was coughing and coughing – a huge difference!! We both now sleep through without him coughing and without me getting up to him three or four times during the night!!! He's on now 2 drops twice a day for 10 days so hopefully he will only improve. So thanks again for your help – you are a life/dog saver!!"

POTTENGER'S CAT STUDY

By Dr Bruce Syme

Like many great discoveries, Dr Francis Pottenger accidentally came upon the finding that his laboratory cats were noticeably healthier when fed on a diet of raw meats rather than cooked meats.

Dr Pottenger, a human doctor, was involved in using cats to assess the potency of adrenal extracts for use in human medicine.

Pottenger's cats were fed on table scraps from the local restaurant. When the restaurant closed during the off season, he was forced to source his meat scraps directly from the local abattoir (which came raw). During the time he was feeding the raw meat scraps to his laboratory cats, he noticed a dramatic improvement in their overall health, and also a significant reduction in surgical mortality rates.

Between 1932 and 1942, Dr Pottenger conducted a clinical trial, involving over 900 cats and over 9 generations, into the nutritional effects of cooked versus raw food diets. This study is still, to date, the single largest trial conducted on the effects of feeding cooked food versus raw food to domestic cats (or dogs).

Group one was fed raw meat scraps including organ meats and bone, and raw milk.

Group two was fed the same scraps but cooked, and were given pasteurised (heat treated) milk.

The cats on raw food were healthy, averaged 5 kittens per litter with few birthing problems, and most died of old age. After 9 generations there was no change in their health status.

The cats in group two however began developing problems from the first generation, with increased deaths in the litters, smaller litter sizes, poorer mothering, noticeable dull rough coats.

From the second generation onwards there were vision problems (probably taurine* deficiency), common infections, dermatitis (miliary dermatitis), arthritis, heart disease (possibly taurine again), allergies, gingivitis and periodontal disease, inflamed joints and nervous tissue, skeletal malformation. (Calcium bone density fell from 17% at the start, to 4% by the fourth generation). Fertility declined rapidly, as did litter size and perinatal mortality increased.

Behaviourally the group on cooked food became progressively more aggressive to handlers and each other. Interestingly gastrointestinal parasitism was a major problem in the cooked food group, not the raw food group.

The most common cause of death in adults in the cooked food group was from pneumonia and lung abscess, and in kittens was from diarrhoea and infection.

By the ninth generation on cooked food the cats were completely sterile and had stopped reproducing, so the trial had to be ceased.

Pottenger found that by changing the diet from cooked back to raw he could

reverse most of the symptoms, but only until early in the third generation. From the fourth

generation onwards much of the damage was irreversible. This suggests that damage from a cooked food diet has a generationally compounding effect.

He also found that the soil he fertilised with the faeces of the cats on the cooked food diet did not grow beans or grass, whereas the soil fertilised from the raw food group grew beans and grass vigorously.

There are arguably other factors involved besides just cooking that are causing the results of this experiment, dietary balance being an obvious one, but can we assume that even with all the added vitamins, minerals, etc, that are now in the most premium brand commercial pet foods, that the very act of cooking the food is not still contributing to the poor health of our present day dogs and cats. (We still see many of these above problems in practice today).

He repeated the experiment on white mice and got similar results.

** Taurine is very sensitive to heat, and 50-75% of its natural value is destroyed by cooking and can result in significant deficiency. Cats require approximately 200-300mg of Taurine per meal, which is easily supplied by a diet that is more than half raw meat.*

Greenpet stocks 100% pure Taurine powder in 400g tubs for \$26.00.



JUNE SPECIALS

For people -

COLOZONE PLUS helps rid the intestinal system of waste and promotes elimination. It assists in the relief of occasional constipation. It also helps to neutralise the stomach acid that causes heartburn, gastric reflux, sour stomach, indigestion and acid stomach.

Retail Price: \$44.50

Sale Price: \$36.00



MAG MAX 1kg

This is a chelated magnesium supplement designed to help horses on rapidly growing grass (particularly after rain), when short stepping and when tender hooves may be an issue.

Retail Price: \$55.00

Sale Price: \$49.00



Vets All Natural JOINT FORMULA 500g

Nutritional support for dogs. May aid in the relief of arthritic symptoms in dogs. Contains shark cartilage powder, green lipped mussel powder and copper sulfate.

Retail Price: \$57.30

Sale Price: \$50.00



JULY SPECIALS

HI FORM BREEDPLUS 3kg

BreedPlus offers essential support for weanlings, yearlings and broodmares. It includes an excellent level and balance of calcium and phosphorous which have a role in normal growth and maintenance of bones.

Retail Price: \$95.00

Sale Price: \$90.00



GREENPET OMEGA PLUS OIL ~ 250ml

This is a specially formulated oil blend for dogs and cats to help supply essential fatty acids, vitamins A, D and extra vitamin E.

Retail Price: \$13.50

Sale price: \$10.00



DR CHETS HERBAL SHAMPOO ~ 250ml

A herbal shampoo that helps to control itching immediately. Great for Summer Itch, QLD Itch, Hot Spots and dry skin on dogs, cats and horses.

Retail Price: \$15.00

Sale Price: \$13.00



AUGUST SPECIALS

GREENPET HERBAL PET SPRAY ~ 250ml

A totally natural herbal spray for dogs. Made with only natural ingredients to leave your animal's coat smelling fresh and gentle enough to use daily. Contains aloe vera, herbal extracts, macadamia oil, witch hazel, peppermint oil, eucalyptus oil, lavender oil, lemongrass oil and fennel oil.

Retail Price: \$13.50

Sale Price: \$10.00



EQUINE BASIC MASSAGE DVD

A 40 minute instructional DVD designed to help horse owners understand the many benefits of massage. Learn a 30 Step Massage Routine and 20 Stretches.

Retail Price: \$44.95

Sale Price: \$39.95



Vet's All Natural HEALTH CHEWS

This natural supplement assists in maintaining healthy bones and joints. It is ideal for supporting dogs that are active, large breeds, older or recovering from injury. Healthy chew treat for each dose.

Retail Price: \$23.95

Sale Price: \$18.95

DISCONTINUED

Greenpet Organic roo burgers are no longer available.

We have managed to source 100% natural roo jerky treats to replace these.

WORLD'S OLDEST CAT

The oldest cat was Creme Puff of Austin, Texas. Born on August 3, 1967, Creme Puff passed away in August 2005 at the age of 38 years.

WORLD'S OLDEST COW

Big Bertha, was the world's oldest cow who died at 49 years. She died just before her 50th birthday. Big Bertha gave birth to 39 calves in her lifetime!

MORE CUSTOMER FEEDBACK ...

VETS ALL NATURAL HEALTH BOOSTER

“When I first got my black Labrador, Monty, he developed terrible skin allergies which I tried numerous creams and potions externally that didn't seem to be helping. I started searching for a better solution that was healthy for him as well. It wasn't till I started using Vets All Natural Health Boost that I was able to get his skin problems under control. I am very impressed with this product and Monty, who is now 8mths old, has a gorgeous, shiny and allergy free coat as proof that it works. Thanks Vets All Natural :-)
I highly recommend it!”

V.A.N SKIN & COAT FORMULA

“I have a one year old boxer with allergies. I had been feeding a premium dry food and raw meat hoping this would help with his skin, but it just kept getting worse. His skin would heat up so hot and red, he started losing hair in certain spots. In just 2 days on the VAN sensitive skin mix along with the skin and coat formula and the omega oil his skin lost all its redness and is nowhere near as angry. I am just hoping now that the hair will start to grow back. I love the product and have put all my dogs on it.”

GREENPET HERBAL WM TONIC

“I suspected that my 6 month old puppy had worms but the vet assured me she couldn't have as we had been worming her with conventional worming treatments. I went with my gut and ordered this. After just three days of dosing she passed a large tapeworm this morning! To me this says that it works and it seems to work better than regular wormer.”