

WHAT'S INSIDE?

Can Your **Pets Experience Dementia?**

Plus...

Protecting Your Pet Against Viruses -
including Parvo & the Flu



Focus on Fall - Halloween Havoc & Seasonal Sickness



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Keeping an *Eye Out* for Illness

The next time you want to scold your pet for displaying erratic behavior such as not paying attention, not remembering commands, or seeming confused by a familiar environment - don't be so quick to reprimand it. Your pet may be suffering from a **condition similar to**



human dementia. While the disorder isn't scientifically proven, more and more vets and pet owners are recognizing **signs of senility in their furry companions.**

In addition to ailments associated with aging, our **pets also become more susceptible to illness** during the time surrounding the shift in season. While they're not vulnerable in the same ways as us, time spent traveling, in kennels, the vet, and catteries puts them at risk for **catching a cold or flu virus.**

In addition, while symptoms of cold and flu are distressful and a potential cause for concern, we really need to pay particular attention to protecting our dogs from the deadly Parvovirus, a **highly contagious, potentially deadly disease,** and the **most common infectious disorder in dogs** in the United States. A recent outbreak in Pennsylvania should serve as a reminder of the role pet-owners play in helping to prevent the disease.

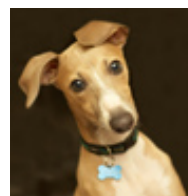
And lastly, don't forget to consider events of the season and how they affect your pet. Between unexpected visitors ringing doorbells and excess candy floating around, Halloween has the potential to **cause anxiety and serious harm** to your pet.

Doggie "Dementia"? (& Kitty too)

What are these unclassified conditions in our pets?

More and more, the number of pet owners reporting **behaviors closely resembling senility** have been on the rise.

While your vet may not be able to give your furry friend a *scientifically*



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Never disregard professional medical advice or delay in seeking it because of something you have read in this ebook or on ANY website.

proven diagnosis, that doesn't mean your pet isn't **exhibiting symptoms of the serious ailment** commonly experienced by humans.



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Domesticated dogs and cats are also becoming afflicted with more and **more health disorders** these days. This is likely attributed to factors like pollution, poor nutrition, stress, and unhealthy lifestyles.

Conversely, they are also **living longer** due to advanced medical care and home environments, and experiencing conditions that were not often seen in their predecessors because they rarely reached a certain age.

Research from the University of California School of Veterinary Medicine in Davis showed a **significant decrease in mental functioning** in nearly a third of dogs 11 to 12 years of age, and almost two-thirds of dogs 15 to 16 years of age. Close to 80 percent of cats over 16 years of age showed a similar decline in **cognitive impairment**.

Behaviors to Watch For:

Signs of Senility Dogs and cats tend to experience the following symptoms when senility is suspected:

- **Confusion**, such as aimless wandering, staring at walls, getting "trapped" in corners or losing balance and falling.
- **Interactions** with people change. A once-friendly dog or cat that showered you with affection upon returning home now ignores you or hides at inappropriate times. In addition, your dog or cat may become **disobedient and defiant**.
- **Sleep habits reverse**. Pets that slept through the night now experience restlessness or nocturnal activity and sleep during normal waking hours.
- **House-training habits slip**. They seem to forget where the litter box is or how to use the pet door to go outside.

It can be both frustrating and heartbreaking for owners to contend with their dogs or cats when they begin experiencing these kinds of behaviors. However, **it is important to remain empathetic to the pet's condition**, as they do not understand nor can they control their behavior changes. Yelling or cruel disciplining will not help matters, but only cause trauma to the animal.

Very much like humans, the oxygen deprivation to the brain and **age-related deterioration** of tissue are likely contributors to the condition. Unfortunately, the progression tends to follow the same course as humans, with good days becoming numbered.

However, on a positive note, it is **possible that these behaviors may actually be due to treatable conditions** such as thyroid disease, diabetes, arthritis, or even high blood pressure. For instance, house-training accidents may be attributed to joint pain. Another example is elevated blood pressure, which can take its toll on blood vessels in the brain. **Paying attention to changes in behavior** and taking your pet in for **regular check-ups** can help catch and address problems early on.

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"As you asked, I am writing in to let you know how my 'old faithful' is doing after taking your [Performance Plus™](#) capsules for six weeks. As you may remember, she is 14 years old and has been very scatty for more than a year due to getting old. I am so pleased to report that she has regained her old self to the point where she seems much happier. She has also stopped knocking into things and seems to be alert again like she used to be. She has begun to 'ask' for her walks again, which she had totally stopped doing, and I am very grateful for the suggestions you made. I will keep you informed of her progress and can only recommend this product very highly to anyone whose 'best friend' has begun to go a bit dotty. Now perhaps you can recommend something for me :-)"

-Nel R.

"Would just like to give you praise and thanks for a very wonderful product that does what it claims. Our dog Stimpy was having hip and joint problems. Stimpy was 19 years old and could not move much anymore or get up on her feet. We started giving her your [\[Muscle & Joint Support™\]](#), and within one week, she was able to get up and move around more easily. Within three weeks she was running around, jumping up and acting like a young puppy. We were so amazed and delighted ...I recommend your product to everyone that has a dog or cat with muscle and joint problems. Again, thank you and God bless you for your excellent product."

-Steve S., TX, USA

"This really works! I have a wonderful cat that has always been playful and suddenly started to hang around and sleep all day. She did not look her best, either. The vet said there was no cause. After only just more than a week of the [Energy Tonic™](#), she was happy and playful again!!!"

-Angela B.



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Can Your Pet Get a Cold or the Flu?

A lot of people would like to know whether their dogs and cats can **catch common colds** like humans do. The answer is YES and NO!

Symptoms like a runny nose, sneezing and coughing can develop as a result of a **viral, bacterial or fungal infection** in the canine or feline respiratory system. But while human colds are usually associated with a change in season, **cat and dog colds are independent of seasonality** and are usually caused by a virus.



Many pet owners bring their dog or cat to a **vet, kennel or cattery** while traveling. The **risk of infection** increases greatly. In addition, the holidays are often a time of high-travel, and pets may come along for the journey.

Conditions on an airplane or other **places of high traffic are also grounds for germs and illness for pets**, just as they are for humans. Even exposure to a family member's pet, strange food, and disturbed living environment can cause stress and wreak havoc on an animal's immune system.

Therefore, taking a **proactive approach to your pet's health** is just as important as it is for your own.

Protective Care & Symptom Relief for Cats

Natural remedies can have an important role to play in lessening common symptoms and **promoting quicker recovery** in a gentle, safe manner. There are many remedies that can quickly help to **relieve common symptoms of cat flu** such as sneezing, coughing, and other respiratory problems.

A **weak immune system** enhances the risk of catching a cold. Older cats with compromised immunity need extra care to avoid any serious medical emergency. Kittens fall under the same category due to an underdeveloped immune system. Your primary attention should be to **build up her immunity** so that the risk of catching a cold is minimized. This will also help your cat to ward off many other diseases, as well.

Immunity & Liver Support[™] is an herbal tonic to support healthy immune system and liver functioning in dogs and cats.

That said, cat owners should remember that although the symptoms of cat colds are similar to those experienced by humans, there is a vast difference in how feline colds should be managed. One of the common viruses that cause cold-like symptoms in cats is feline calicivirus, which belongs to a family of viruses that continually change their compositions. Moreover, **feline upper respiratory infections** tend to progress due to a vulnerability to secondary infections.

Cat flu is a general name given to infectious acute **feline respiratory disease** caused by a number of organisms. It is commonly seen in cats that have not been vaccinated, especially when they are kept in an over-crowded, dusty environment with poor ventilation and high humidity. A huge majority (almost 80%) of the infections are caused either by feline calicivirus (FCV) or feline *rhinotracheitis* virus (FRV or herpes virus). The rest are caused by organisms known as feline *coronavirus*, *Bordetella bronchiseptica*, *Pasturella multocida*, *Mycoplasma* (parasitic bacteria) or *Chlamydophila felis*. Many cases of cat flu are tested positive for infection by more than one of these infectious agents.

Protective Care & Remedy Relief for Dogs

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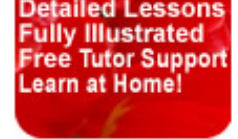
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Natural remedies can have an important role to play in **helping to prevent illness** as well as in **promoting a faster recovery** in a gentle, safe manner. Remember that canine colds are rarely as simple as they seem to be. Your timely attention will go a long way in making life comfortable for your dog and avoiding the progression of a mild condition into a life-threatening one.



[**Immunity & Liver Support**](#)[™] is an herbal tonic to support healthy immune system and liver functioning in dogs and cats.



Sneezing is not a good sign for healthy dogs. But at the same time, you cannot do much for the problem on your own. Because of the many possible causes, it is better to have your pet checked by a veterinarian. The relevant and appropriate treatment should then follow, if required. **Viral infections do not respond to antibiotics**, and vaccinations cannot protect dogs from all conditions that show symptoms similar to colds.

Natural Remedies

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For example, **dog flu** is a recent disease, and the lack of prior exposure means that the dog's immunity is unable to combat the new virus on its own. The disease can be transmitted even by dogs that do not show any visible signs of the disease. **Transmission rates are extremely high** because dogs do not have a natural immunity towards the disease, since the exposure to this disease has been very low.

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Transmission of the infection occurs mainly in kennels, dog parks and day care centers, from an infected dog to a healthy dog. **Respiratory problems** including a discharge from the infected nose are primary symptoms. The virus is passed on through these secretions.

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Veterinary assessment is necessary to rule out the following possibilities that are indicated in cases of frequent sneezing:



- Infection - Infections may be viral, bacterial or fungal.
- Dental Disease - It may be a case of a dental infection or an abscess in the gum line that has become infected. An infected tooth root abscess may have started to affect the nose.
- Sinus Infection - It can also be a case of sinus infection, which is characterized by sneezing and a stuffy nose, watery eyes, coughing and gagging.
- Foreign Objects - Sometime a small blade of grass may have lodged in the nostril, causing irritation, and the dog is trying to expel it by snorting. It may be difficult for you to remove and a veterinarian's help becomes necessary.
- Allergies - Environmental or food allergies may also cause sneezing.
- Growth in the Nose - The dog may have developed polyps (a small vascular growth on the surface of mucous membrane) in the nasal passage or a nasal tumor.



Once it has been established that the symptoms relate to a self-limiting cold, **supportive home care** is as important as treatment, if any. If nothing serious is detected, then it is safer to **adopt a holistic and natural approach** to dog respiratory problems to alleviate symptoms and shorten recovery time.

Tips to Improve Immunity: Prevention is Better Than a Cure

While your pet may initiate certain behaviors regarding eating habits and exercise, through the evolution of domestication, many of these normal processes fall under the influence of our hands. Therefore, making just a few tweaks in routine may greatly benefit your pet's overall health and well-being.

There is much that can be done to support a healthy immune system in pets. Here are a few tips:

- Avoid exposure to toxins and chemicals as much as possible.
- Don't expose your pet to second hand cigarette smoke.
- Give your pet a healthy varied diet – making sure to include lots of raw meat, fresh vegetables and fruit.
- Use natural remedies known to support immune system functioning --Echinacea, astragalus, goldenseal, elder and garlic have played a significant role in maintaining a healthy immune system.
- Ginseng is most suited for improving liver function, regenerating liver cells and ensuring general immunity against disease.
- As always, lots of exercise - the benefits are multiple both for you and your pet!
- Use [Immunity & Liver Support](#)™ capsules to boost your pet's immune functioning and resistance against disease and infection.
- If going to boarding kennels causes your pet undue stress, consider investigating other options. Stress can weaken your pet's immune system and make him/her more susceptible to infection.
- Talk to a holistic vet before immunizing your pet. Over-vaccination may stress the immune system unnecessarily.
- Acupressure massage is also helpful in improving immune system and liver functioning.
- Should your pet contract an illness, be a considerate pet owner and keep your coughing furry companion away from other pets.

Related Products

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"I was so happy to find a natural remedy to help my very ill kitten ...I refused to give up. I found your site and [gave him] [Panleuk-Free™](#). He has pulled through! I know he still has a long road to full recovery, but thank you from the bottom of my heart."

-Larry

"My cat Alaska just had six kittens. I was worried about their susceptibility to illness, seeing as they were so young and fragile. I found [[FCV Protect™](#)] on your site, and even my vet thought it was great that they are all going strong – THANK YOU."

-Linda

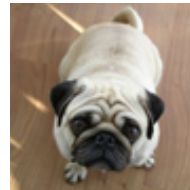
"Thank you for such wonderful products! I wish I had known about them sooner. I started giving my 13 year old cocker [Immunity & Liver Support™](#) capsules for about 2 months. He seems to have a spring in his step now when walking ...I can't thank you enough!"

-Patti, MI, USA

Pausing the Spread of *Canine Parvo* - Protecting Your Precious Pup!

A recent outbreak of canine Parvovirus (CPV) -- a **highly contagious, potentially deadly**, and the **most common infectious disorder in dogs** in the United States -- caused a great upset with the Pennsylvania SPCA.

The PSPCA handled **25 cases in one week alone**, breaking an unfortunate record of the most cases they have encountered in such a short time span. There is still much to be learned about the disease itself as well as the best ways to control it, but **prevention is possible**.




Parvo-K Benefits:

- As an oral homeopathic remedy to soothe and calm the digestive system
- To support firm, healthy stools in dogs and puppies
- To maintain healthy fluid balance
- To support the natural cooling mechanisms of the body

"My dog bounced back from near death -- non-stop vomiting (he was under IV support for 3 days already) to a very hungry, energetic dog just the next day after giving [Parvo-K](#) and [Vi-Pro Plus](#). Thank you to a great product."


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The disease is **transmitted through the fecal matter of infected dogs** and can survive on inanimate objects like clothing, food pans, and cage floors for over 5 months. While **dogs**



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cannot pass the virus onto humans, it can be brought into the home by shoes, insects and rodents.

While **most cases of Parvo are seen in puppies** less than six months of age, adult dogs can be affected, too—however, they rarely show symptoms. **Different breeds of dogs are also more susceptible to infections**, including Rottweilers, Doberman Pinschers, and Labrador Retrievers, according to veterinary education specialists.

Symptoms of Parvo take 3-10 days to incubate, but **once symptoms begin, advancement of the disease is rapid.**

Parvo Symptoms

As the treatment of affected dogs and puppies is very intensive, complex, and the risk of mortality is so high, **seeking professional veterinary care is a must.** Proper testing is the only way to correctly diagnose and treat this disease.

- Lethargy
- Bloody diarrhea
- Vomiting
- High fever
- Loss of appetite

Once a diagnosis has been made, **replacing lost fluids caused by diarrhea and vomiting** is the first step, often followed by balancing electrolytes – sometimes via means of intravenous or subcutaneous administration.

Disinfect all areas of possible contamination using chlorine bleach, and **quarantine the infected animal** from all other dogs for at least a month following recovery as a precautionary measure.

Regardless of age, keeping your dog up to date on necessary vaccines and supplementing these with **natural remedies** can help control the spread of this disease.

As a strong immune system is the key foundation to overall systemic health, maintaining and supporting this vital system is crucial to **helping your dog stay safe.**

Related Products

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[Immunity & Liver Support™](#) Supports healthy immune system and liver functioning

[Parvo-K™](#) Supports digestive harmony and normal fluid balance

[DetoxPlus™](#) Supports the body's natural ability to eliminate waste and toxins, and promote systemic health

[Digestive Support™](#) Supports digestive functioning

[Energy Tonic™](#) Restores energy and vitality in pets

[KC-Defense™](#) Promotes respiratory health, clear throat and a strong immune system

[Parasite Dr.™](#) Promotes digestive health and integrity and cleanses the blood

[Respo-K™](#) Support respiratory and immune system functioning

[Vi-Pro Plus™](#) Long-term immune system support to promote system integrity during problem periods

[FCV Protect™](#) Homeopathic vaccine temporarily relieves feline flu symptoms including sneezing, nasal congestion and fever

"I did some research on my own and found [Parvo-K™](#). I showed it to my vet who is quite open-minded and he said it was worth a try, so we gave it to Emma. Within 2 days she was looking wonderful and my vet was very pleased. I think he has been convinced about natural remedies - I know I have! Thank you so much! "

-Larry

"My cat Alaska just had six kittens. I was worried about their susceptibility to illness, seeing as they were so young and fragile. I found [[FCV Protect™](#)] on your site, and even my vet thought it was great that they are all going strong – THANK YOU."

-Hayley S.

"I bought my daughter a puppy for her 14th birthday, as she has been begging for a pet for years ...A friend who has used your remedies in the past ordered [Parvo-K™](#) for us, and I am so pleased she did. This little puppy perked up soon after starting the remedy. From now on, the PetAlive site will be our first stop for this little puppy."

-Sandra, Donna and puppy

BOO! Scare Off Seasonal Worries and Halloween Havoc in Your Pets

Between unexpected visitors ringing doorbells and excess candy floating around, Halloween has the potential to **cause anxiety and serious harm** to your pet.



To a pet accustomed to a serene, quiet environment, even the shrieks of excited children can send them into a tizzy. Particularly **if you have plans to leave your house** for the evening, a constantly buzzing doorbell or knocking without your comfort could be a cause for panic... leading to wetting accidents, anxiety and potentially even frightening an older dog into a heart attack. Be sure to **have a plan of action ready** for such scenarios, whether you choose to have a companion stay with your pet for the evening, or give them a **natural remedy to soothe their nerves and promote calmness**. Placing your pet in a quiet room as far away from your front door as possible and securing him or her with comforting toys or blankets, can also help.

[PetCalm™](#)

Effective tonic for pet nervous system and harmony



PetCalm Benefits:

- To quickly provide support for the nervous system
- To soothe the nerves in pets and maintain emotional balance and confidence
- To help your pet cope during difficult times
- To maintain calm during Halloween, fireworks and other frightening occasions

Also be sure to **walk your dog before trick-or-treaters begin visiting** to help avoid accidents, and keep a firm grip on the leash, as **many dogs are frightened by costumes**.

If you normally leave your dog outdoors, consider crating him or her indoors for the evening

or at least bring them into the garage (but beware of hazards). On top of trick-or-treaters frightening and agitating them, **taunting, poisonings and pet thefts** are also risks that can be avoided by removing your pet from areas of high activity.

Remember to be especially **cautious of candy and wrappers**, and make sure dogs can't get into the trash. Candles, jack-o-lanterns, decorations or ornaments are also potential choking or health hazards, so **be cognizant of your pet being alone with these items**.

Be aware of unusual behavior in your pet. Chocolate poisoning symptoms include excessive drooling, excessive urination, pupil dilation, rapid heartbeat, vomiting and diarrhea, hyperactivity, muscle tremors and seizures. Consult your vet or emergency center immediately.

Here's to a **safe and Happy Halloween!**

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"Our Siamese cat ...jumps at the slightest sound... and is very sensitive to noise of all kinds. Since we have been giving her [PetCalm](#)™ every day we have seen a big improvement and she is more happy and relaxed. I can recommend this product to anyone with a highly strung sensitive cat or dog."

-N.D.

"... We (now) use the [Problem Pet](#)™ regularly and it helps to calm her down without changing her happy personality."

-Dana

"Our little Maltese can be such a sweetheart, but he is very jealous and will not allow anyone near us without growling. Your [Aggression Formula](#)™ has done wonders."

-Damaría