



# Natural Help for...



## Pet Dull Coat

### What is Dull Coat?

When we see a dog or a cat with a shiny [healthy coat](#), we regard it as a sign of health and vitality. However, without proper care - the coat of any animal **may become lackluster**, brittle and may even begin to fall out.

### What Causes Dull Coat?

While **many factors influence a [healthy coat](#)**, nutrition is crucial. The right balance of protein, carbohydrates and minerals can go a long way to help keeping your [pet's coat](#) healthy.

Although it may be cheaper to purchase generic brands of pet food, these brands may not contain high quality ingredients – and may not be the best choice for a [shiny coat](#). Homemade pet foods (preferably using organic produce) contain essential minerals and nutrients. The **skin of an animal requires these nutrients** to produce natural oils to help keep the skin and hair follicles hydrated, moisturized and protected naturally.

Although you may not realize it, worms and internal parasites can sap vital nutrients from your dog or cat's system – **causing harm to his or her coat** (as well as other, more serious health problems). Your vet should perform a fecal examination during a routine check up to look for worms.

Fleas and **ticks can also wreak havoc on an animal's coat**. Severe itchiness will most likely lead to consistent scratching, hot spots and weeping skin, leading your [pet's coat](#) to look 'patchy' and uneven.

### Help for Dull Coat

For dogs and cats alike a [healthy coat](#) depends a great deal on proper grooming. To remove matted, tangled longer hair, you may try using a special comb. Grooming brushes will help to **remove dead surface hair and dead skin cells**, also helping to distribute the natural oil on the coat.

Having your pet's hair shaved can sometimes be the only alternative when his or her **coat is matted and tangled to the skin**. Shaving can actually be a lot less painful than trying to get the knots and tangled loose. Once your pet's hair is shaved, you can start with regular grooming as the new coat grows in.

### Natural remedies

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It is not intended to diagnose or treat any medical condition. Nothing in this ebook is intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your veterinarian or other qualified health provider with any questions you may have regarding a medical condition.

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

There are a number of herbal and homeopathic remedies known for their beneficial effects on the skin and coats of animals. Equisetum arvense (Horsetail) has high silica content, an essential component in the **maintenance of healthy and strong skin**, bones, claws, and fur.

Arthrospira platenis (Spirulina) is another natural ingredient used as a source of chlorophyll. It contains protein, vitamins (including B12 and folic acid) and carotenoids. Homeopathic ingredients such as Kalium sulphate can **address health on a cellular level** – helping to maintain skin and hair follicle health.

## Tips for healthy, shiny coats:

- Bathe for your breed. Some pets need regular bathing while others may need it only periodically. Check with your vet on which routine is best, and pay attention to how your [pet's coat](#) reacts to washing. Customize your bathing routine to suit your animal.
- If your pet has a particular skin condition such as dermatitis or eczema speak to a vet about a suitable grooming program as they may require special care.
- Always comb and brush your pet gently before bathing – as wet hair is harder to work with if it is tangled or matted.
- After bathing, always rinse your pet thoroughly. Even when it seems like the product is rinsed out; rinse again a few more times as soap residue will dull the coat and leave the skin feeling itchy (it may also be trapped in skin folds leading to problem skin.)
- Never use human shampoo or skin products on your animal. Human products differ in pH and may be designed to strip the hair shaft and skin of essential natural oils leaving your animal's coat dry and flaky.

## The Natural Approach

While Western medicine has become the norm in many cultures, it is not the only treatment option. Conventional western medicine, often called allopathic medicine, is the system of medicine taught at most medical schools and most pharmaceutical and synthetic medicines are manufactured and marketed according to the principles of allopathic medicine. Allopathic medicine is also sometimes called orthodox medicine.

Because most of us in the Western world have grown up in a society in which allopathic medicine is the prevailing norm, we forget that, only a few decades ago, homeopathic, herbal and other natural medicines were commonly available – and freely used even by conventional doctors and veterinarians. While there are often heated debates about which system of medicine is 'better' than the other, many responsible doctors and vets (whether they are allopathic or not) recognize that both have a role to play in the treatment program.

Just like humans, domesticated animals like dogs and cats are affected by the health hazards of modern living. Pollution, poor nutrition, stress and unhealthy lifestyles can lead to a variety of illnesses and conditions that are very similar to those experienced by humans. In fact, many, if not most pet health concerns can be addressed by helping your pets to live a healthier lifestyle. While it has its place, conventional medicine for animals and 'modern technology' have failed our pets in many ways.



### Michele Carelse, Clinical Psychologist



All of our natural remedies are formulated by our expert team of herbalists, naturopaths and homeopaths, and headed by Michele Carelse.

Michele has had years of experience in the manufacturing and use of natural remedies for both people and pets. In addition, she is a trained Clinical Psychologist and has been incorporating natural remedies into her treatment of patients with depression, anxiety, ADD, ADHD and stress for many years with spectacular results.

According to pet expert and author CJ Puotinen, most holistic veterinarians and animal health care professions list annual vaccinations and commercial pet foods as the major contributory cause in the rising rates of chronic illness in pets today. Similarly, Juliette de Bairacli Levy, respected author and renowned animal breeder, points out that contrary to the belief that mass vaccination and antibiotic use will contribute to a decrease in disease, the opposite has in fact proved true. Like their human counterparts, today's pets are becoming more and more vulnerable to chronic disease and ill health. This has led many veterinarians to search for alternatives and to espouse more holistic methods of keeping our pets healthy.

"In the wild, animals instinctively seek out healing herbs to help them when they are ill or undernourished. In fact, Asclepius, the ancient Greek god of medicine, respected dogs very highly for their ability to seek out and eat medicinal herbs in the wild. This ability is shared by other animals, including cats. We are coming to realize that nature often has the answers - but animals have always known this! Natural medicine can help your pet just as it can help you. While there is always a place for conventional veterinary medicine, natural medicine can compliment conventional veterinary care and in many cases do just as well. I have applied the same care and research that have gone into our Native Remedies range for adults and children to the development of pet-friendly, safe and effective natural remedies for animals. As always, all remedies are formulated to the highest therapeutic standards and manufactured under strict pharmaceutical conditions for your peace of mind and the well being of your pets. " Michele Carelse, Clinical Psychologist.

"When a veterinary surgeon practices the use of homeopathic medicine and is asked why he does so, he may give one of several answers. The simple answer would be that the results are good, an emphatic answer would be that homeopathic treatment has no unpleasant or dangerous side effects, while still achieving successful results.

The [PetAlive Homeopathic range](#) has been formulated with this knowledge and is specifically designed to treat your pet in a holistic and natural manner."

Dr. Glenn Ferguson  
M-Tech Homeopathy, Doctor of Chinese Medicine

## **Related Natural Remedies:**

**[Skin and Coat Tonic](#)**: Support healthy skin and shiny coats

**Skin & Coat Tonic** contains a combination of specially selected herbs, nutrients and biochemic tissue salts known for their tonic and supportive function on the skin and coat. Regular use of Skin & Coat Tonic will quickly help to **support shine and systemic health in the skin and coat**, leaving your pet looking and feeling in peak condition.

Skin & Coat Tonic is also a benefit for 'show pets' who need a 'beauty boost' before competitive events.

[Learn more about Skin and Coat Tonic](#)

## **Ask Our Experts a Product Question**

If you have a question about one of our products, its usage or dosage, ask Michele and her team of experts about about it [HERE!](#) We will do our best to get you an answer within 24 hours.

## **Great Health Sites**

[Natural Pet Health Blog](#)

[Natural Holistic Health Blog](#)

[PetAlive Natural & Herbal Remedies for Pets](#)

[Native Remedies - Natural & Herbal Remedies](#)

[Remedies4...Free Natural Health Ebooks](#)

Read the testimonials for these quality products [here!](#)



All Natural Remedies for Pet Disorders such as UTI, Stress, Anxiety, Joints and More!



*PetAlive.com*

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**Six Good Reasons to choose PetAlive as your trusted suppliers of herbal & homeopathic remedies:**

1) All PetAlive products are manufactured according to the highest pharmaceutical standards - using only the best quality raw ingredients from nature's medicine chest.

2) PetAlive and our suppliers are registered with the FDA as accredited suppliers and manufacturers of health supplements. Our products are sold all over the world and are manufactured to strict international standards in a GMP accredited manufacturing plant.

3) All our remedies are manufactured in an FDA registered pharmaceutical facility under close supervision.

This includes formulation, acquiring and testing of raw ingredients as well as final manufacturing. This gives us the confidence to say that when you are buying a PetAlive product, you are buying the safest and the best! We know what goes into our remedies - which is why we know what you will get out of them!

4) Manufacturing is done strictly according to the principles of GMP (Good Manufacturing Practice) and all raw ingredients undergo stringent testing before being approved by our registered manufacturing pharmacists.

5) We offer a free email [Ask Our Experts](#) service run by trained consultants ready to advise you on the best choice for your pet's health.

6) We offer an unconditional [One Year Money Back Guarantee](#).





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# HOME STUDY



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## Alternative Healing Academy

[Advanced Color/Crystal Reflexology Practitioner](#) | [Basic Anatomy & Physiology](#) | [Basic Reflexology Practitioner](#)  
[Basic Aromatherapy Practitioner](#) | [Advanced Reflexology Practitioner](#) | [Advanced Aromatherapy Practitioner](#)  
[Basic Color/Crystal Therapy Practitioner](#) | [Mini Courses](#) | [Advanced ReflexAromatherapy Practitioner](#)

With the increasing popularity of aromatherapy, reflexology, color & crystal therapy and a return to a more holistic lifestyle, people have begun searching for ways to earn more money; expand their skills; improve the health of themselves, friends & family; and increase their knowledge of alternative medicine.

The **Alternative Healing Academy** has developed several new courses in the holistic health care field for those who would like the opportunity to learn a healing modality at their own pace and in their own homes.

A Doctor of Reflexology with The Alternative Healing Academy is teaching classes with curriculum very similar to the Reflexology Practitioner Course and the Basic Aromatherapy at her local community college.

Our holistic health courses were developed by professionals in the Holistic Health Care field trained in the following modalities: Aromatherapy, Advanced/Master Aromatherapy, Reiki, Tuning Fork Therapy, Color and Crystal Therapy, Homeopathy, Herbalism, and Advanced Reflexology.

Furthermore, since we at the Alternative Healing Academy also realize that not everyone wants to make alternative medicine a career choice, we also offer **basic courses** as well as several [Mini Courses](#) which will teach you the skills you need to help improve the health and quality of life for yourself, your family and your friends.

[Check out our Affordable Payment Plans!](#)



All graduates of an Alternative Healing Academy home study course will receive a 20% discount off [AHHA Practitioner Membership](#) if they meet qualifying criteria and join within six months of their graduation date.

## About Our Courses

Would you like to learn accurate, detailed aromatherapy, reflexology and/or color & crystal therapy information at your own pace in the comfort of your home? Would you like to become certified in Reflexology, Aromatherapy or Color and Crystal Therapy? An Alternative Healing Academy Distance Learning Course could be what you're looking for...

If you own or work for one of the following:

Natural Foods Store, Aromatherapy Store,  
New Age Retail Store, Gift Shop, Herb Store,

Aromatherapy Manufacturer,  
Massage Center, Holistic Center, Day Spa, or any type of Salon

If you are a practitioner:

Massage Therapist, Esthetician, Chiropractor, Nurse, Herbalist,  
Acupuncturist, Bach Flower Therapist, Body Worker, Reiki,  
Doula, Midwife, Energy Worker

If you are interested in personal development or improving the health of yourself and your family - these courses are also for you!

[Advanced Color/Crystal Reflexology Practitioner](#) | [Basic Anatomy & Physiology](#) | [Basic Reflexology Practitioner](#)  
[Basic Aromatherapy Practitioner](#) | [Advanced Reflexology Practitioner](#) | [Advanced Aromatherapy Practitioner](#)  
[Basic Color/Crystal Therapy Practitioner](#) | [Mini Courses](#) | [Advanced ReflexAromatherapy Practitioner](#)

Common Questions Asked About Holistic Health Distance Learning Courses:

What is Certification?



Most schools will offer an exam that tests the student's knowledge of the material taught in the respective course. Upon successful completion of this exam, a Certificate or Diploma will be issued by the school attesting that the student has successfully met the requirements as specified by that school. The only governmental recognition of Aromatherapy in North America is the occupational title designation granted to the BCAA under the Societies Act of British Columbia.

What is a Certified Aromatherapist or Reflexologist?

Most prospective students want to know whether taking our courses will lead to their becoming 'Certified' in that healing modality, thereby leading to the title of Certified Aromatherapist, Certified Reflexologist or Certified Color/Crystal Therapist. The answer to this really depends on what you mean by 'Certified.' We believe it can be misleading to purport that completing a course in a healing modality such as reflexology, aromatherapy or color/crystal therapy will lead to a designation of 'Certified' Therapist. These are not official

title designations nor are they ones which are recognized by any country's governmental body. All that these titles mean is that this is what an Individual Instructor, School or Institution decided to put on the Diploma it awards those who successfully complete their course.

What is an accredited course in Aromatherapy or Reflexology?

The answer to this will depend on who you are asking. At the present time, British Columbia is the only government to recognize Aromatherapy as a distinct profession and has granted Occupational Title Protection to the members of the BCAA (British Columbia Alliance of Aromatherapy) with the exclusive right for its members to call themselves Registered Aromatherapists (R.A.).

At this time, neither Reflexology nor Color/Crystal Therapy have such occupational designations in any country although one prominent Reflexology school in Colorado, The Modern Institute of Reflexology, has gained occupational designation for their institution in that state. MIR has been designated by the Colorado State Division of Private Occupational Schools - Dept. of Higher Education as an approved school. Our Reflexologist who developed the reflexology modules for our courses was trained at MIR as a Certified Reflexologist, a Master Reflexologist and a Dr. of Reflexology.

In the United States, the NAHA (National Association for Holistic Aromatherapy) has put into place their Approved Standards for Aromatherapy Training. The Alternative Healing Academy's Advanced Aromatherapy course meets and exceeds these standards and we are in the application process of becoming an approved program through the NAHA.

In Canada, there are a number of different Associations including the BCAPA (British Columbia Association of Practicing Aromatherapists) and the CFA (Canadian Federation of Aromatherapists). Time will tell if one authoritative body or association becomes the standard by which to judge and govern the educational offerings of these alternative healing modalities.

It has to be noted that NO form of aromatherapy "certification" is currently recognized in the USA by anyone other than those in the trade, nor is aromatherapy (or essential oils in the aromatherapy trade) regulated by any governmental body.

Some information about the courses we offer:

1) You can receive the course in one of two ways: A cd with the modules and tests in PDF format can be shipped to you; or, The modules can be emailed to you three at a time. Each time you complete the tests for the current three modules, a new set of three modules will be emailed to you.

2) All modules are clearly explained, are in pdf format and fully

illustrated.

3) The Advanced Aromatherapy Practitioner and the Advanced Reflexology Practitioner courses are designed to meet the National Association for Holistic Aromatherapy (NAHA) guidelines.

4) A tutor will be available via email to answer any questions you may have.

You will be contacted after purchase to find out how you would like your course delivered. All tests for the course can be either emailed or snail-mailed to The Alternative Healing Academy.

Upon successful completion of any full diploma or certification course (with a score of 80% or higher), you will receive a beautiful Diploma, suitable for framing.



## Course Testimonials

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*"I'm done! Going through the final and the case studies and having such amazing experiences and opportunities to help people, I truly feel blessed and honored to have had the intense education that came with this course. I discovered in me a new ability to serve others, not only through education but through the power of healing that comes with the use of essential oils. I am continuing to train personally with Alexandria Brighton and have begun work toward opening an aromatherapy practice. Thank you so much for your patience and knowledge. Most of all thank you for this new way of living and enjoying Life."*

-A. Lindquist - Advanced Aromatherapy Practitioner

*"I am finding the course great. It is written very well so even people like me can understand the human body a whole lot better. I just hope that I can remember it all. I don't think I have a chance of remembering the names of everything in the muscular system or the movement system. But, I do have more of an understanding of how everything works now. I find it just amazing. Thanks Heaps."*

-M. Oliver - Basic Anatomy & Physiology

*"This information is great that you are teaching. I would really like to talk my oldest daughter into taking your course. It really goes into detail which is very informative."*

-Debbie F. - Basic Reflexology

*"Seven years ago I started to see a reflexologist for migraines and sinus problems. I was amazed that I finally found relief without medication. I decided this year to search out a course in reflexology so I could help family and friends and show them the benefits of reflexology. I researched various courses on the internet and decided to go with the basic course through the Alternative Healing Academy. I was impressed with course material and the ease of receiving the course material."*

*"I was given an choice of having a CD sent to me or to receiving and sending back the assignments through email. I choose email. I received 3 lessons at a time that I could read and study on my own time frame and return the lessons when I was done. Everything was sent in a very timely manner and communication was open and quick. If I needed help, I knew it was only a click away and the response time was very quick. The techniques used also came in a video mode in the email that I could replay as much as I needed to."*

*"I felt I learned a lot and am able to help myself and others. Being able to log 20 hours of treatment time and writing the case histories for the final exam was extremely rewarding and helpful. I would recommend this course to others interested in reflexology because the course material was very informative and complete and written in easy to understand language."*

-Jean Russell - Basic Reflexology Course

*"I'm so excited about (the Advanced Aromatherapy course) and I'm particularly excited about the possibility of making custom blends for people! I hadn't anticipated having that opportunity when I took the course so I'm excited to have everything done! I'm very excited to have finished. I really enjoyed this course and really appreciate all the work you've put into it! This has been a fabulous jumping off point for me and I'm so glad I took it."*

*"p.s. I know the boys are much slower at the Reflexology, but my son is loving the classes."*

-Megan P. - Advanced Aromatherapy Course

# Our Associations

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Organizational Member of the American Holistic Health Association - <http://www.ahha.org/>

Professional & Business Member of the National Association of Holistic Aromatherapy - <http://www.naha.org/>

Professional Member of the International Reflexology Association - <http://www.holisticbenefits.com/ima/international-reflexology-association.html>

Professional Member of the International Aromatherapy Association - <http://www.internationalaromatherapyassociation.com/>

*Payment plans are available, please [Click Here for More Info](#)*

## Sales & Refund Policy

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We will, within 30 days, refund the purchase price of any course you purchased **\*MINUS\* the cost of the modules you have already received**. This policy does **\*NOT\*** apply to our informational Mini Courses. Please see the [Mini Courses page](#) for more information on those. Please [email support](#) if you wish to be refunded or have questions about our refund policy.