



Natural Help for...

Pet Skin Allergies



What are Skin Allergies?

Ever noticed your dog scratching behind its ear frantically? Or perhaps your cat is biting his or her tail until the hair falls out? Chances are they are **suffering from skin allergy** – one of a variety of health problems. Liver disease, lice, fleas, fungus, mange and anxiety can all cause itching, however the leading cause of itchiness of the skin remains skin allergies.

Dogs and cats don't get runny noses or red eyes when they suffer from skin allergies. The main symptom is itchy skin. You may also notice the following symptoms:

- Excessive licking, chewing or scratching of a particular area
- Open sores at the site of the licking and scratching
- Rubbing of the face with their paws, or rubbing against furniture or the floor
- Hair loss on the legs and around the ears and eyes (cats)

What Causes Skin Allergies?

When an animal's immune system overreacts to certain substances – it is deemed an allergic reaction. When the trigger of the allergy enters the body, **the body produces antibodies** as a form of protection. These antibodies then attach themselves to immune cells (within the skin and other body tissues).

So, when the allergens eventually penetrate tissue surfaces, the antibodies **stimulate the immune cells** to release powerful chemicals (called histamines) into the surrounding tissue. This then causes inflammation and itching on your pet.

There are a number of factors to consider when **locating the cause of a skin allergy**. Allergies that affect a pet's skin are usually caused by one (or all) of the following things: fleas, food, airborne particles, and contact with allergens.

Flea allergy or Flea Dermatitis is most commonly caused by the saliva of the flea. This is why it is so important to rid your pet of fleas regularly.

Atopic allergy is activated by breathing in airborne particles in the environment, such as mold spores, dust, tobacco smoke, and pollens, will activate atopic allergies. If a pet is allergic to pollens, it will show symptoms even if you keep it indoors as particles waft inside. Coughing, wheezing and sneezing often accompany this type of allergy.

Food allergy is the second most common type of allergy in cats and the third

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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.

most common in dogs. The most likely culprits for food allergies in cats are: fish, milk, beef, and eggs. The most likely culprits for dogs are: beef, soy, chicken, milk, corn, wheat, and eggs. Vomiting and diarrhea often accompany this [type of allergy](#).

Contact allergy is an allergic reaction caused by touching something – the least common allergy in dogs and cats. Triggers include grass, wool, and plastic. Some cats may be allergic to their litter box, and dogs may have an allergic reaction to certain chemicals in the household, but this is less common.

Diagnosing Skin Allergies

A veterinarian may be able to diagnose the problem; however it may take a process of elimination to identify the cause of the skin allergy. Your vet may refer your pet to a veterinary dermatologist. If fleas are ruled out **your pet may be given ‘an elimination diet’** for 10 weeks (your pet is given foods he or she has not eaten before such as duck, venison, and potatoes with the ‘old’ food being introduced gradually).

If your animal’s itching subsides by at least half, the allergen is considered to be one or more food ingredients. To check for atopic and contact allergies, **veterinary dermatologists use an intradermal allergy test** where your pet is mildly sedated and small amounts of potential allergens are injected into the skin on the shaved area. If your pet is allergic to a particular substance, the skin will become inflamed at the area of the injection.

Help for Skin Allergies

Avoiding the allergens, treating the symptoms or desensitizing your pet can [control skin allergies](#). Drugs such as steroids and antihistamines may be prescribed to **relieve the symptoms of itchiness** and inflammation in pets, however, like any drugs – they may come with unwanted side effects and the long-term effects are not known.

Long-term steroid use is discouraged because these drugs work by suppressing the immune system. This means that over time your pet may be left vulnerable to infection, diabetes, and other conditions.

Natural Remedies

Luckily for pet owners, there are many **safe and natural herbal** and homeopathic remedies for animals suffering from skin problems.

Althaea officinalis root (marshmallow) is an excellent and well-known remedy for soothing the skin – while Melaleuca alternifolia can be used externally for **promoting skin health and keeping the skin clean**. Homeopathic remedies such as Ledum and Apis have excellent soothing properties and are particularly useful in soothing inflamed and irritated skin, or minor stings and wounds.

Tips related to skin allergies

- If you know your pet has allergies to certain food ingredients, read the food label carefully to avoid those ingredients.



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.

- Control your pet's fleas regularly! This is key in the battle against irritated skin.
- If you bath your pets – do not bath them too often. Make sure you use a natural, gentle shampoo – and always dry them off properly. Never use human perfumes, moisturizers or talc on your pet's skin.
- Treat other rashes, especially fungal infections, even though they may not seem related and watch out for infection.
- Avoid dressing your pet in clothing: the skin needs to 'breathe' and in the case of dermatitis related to allergies or triggers, some detergents may be at fault for your pet's irritated skin.
- Keep your pet's nails short to avoid scratching or rubbing the itchy area

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.

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.

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

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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:

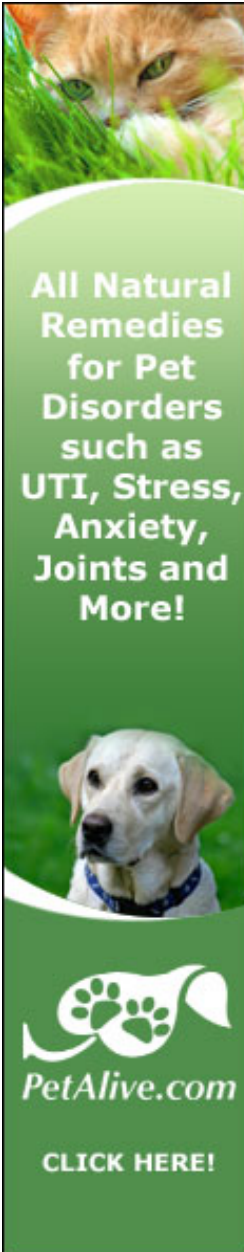
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PetAlive has brought together the best of natural ingredients - known for their soothing properties.


Wound Dr. contains a blend of natural ingredients in a soothing herbal cream especially formulated to support skin health and soothe the skin. Wound Dr is formulated to be quickly absorbed into the skin and surrounding area, meaning that it can get to work quickly – before your pet licks it off!

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



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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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Alternative Healing Academy

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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

"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

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/>

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Sales & Refund Policy

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.