

Updated for  
**Autumn +**  
**Winter 2018-19**

## Mystery Itching...

affecting most animals **365** days a year



### **NEW breed of Mites attack ALL year, but especially in the Winter/Cold Weather**

(Identified & exposed in 2012 by Ruggles & Stopital Ltd)

#### What, Why & How...

Do you have **very itchy** pets, horses, alpacas, farm animals – **especially** the feet, lower limbs, armpits &/or insides of back legs, chin, ears & even shoulders & backs?

- ▶ The culprit is often the **Millennium Mite** (a relatively new UK resident believed to have originated in Northern Australia).
- ▶ They are mostly **invisible** (often not showing up on scrapes) & it seems **spot-ons/traditional** products **struggle** to kill them & the eggs.
- ▶ This **Mite** can attack **year-round**, and especially in the **colder** months. **Plus Harvest Mites** June to November
- ▶ The **Millennium Mite** 'invisibility' can be **mistaken** for fleas or attack from flying bugs (flies, midges, mossies).

#### **Millennium Mite indicators (they can attack ALL animals with fur/coats but not humans):**

- Biting or scratching in front armpits/chest area (sometimes side of shoulders),
- Itchy manes/necks just ahead of the withers area,
- Trying to bite sides of bellies and/or under & down insides of back legs,
- Skin pinkness and/or hair loss & scurf. **Plus** blackened skin & hair loss (often in **Spring + Autumn**)
- Rubbing bums/tails (and sometimes croups/backs),
- Stamping and/or biting feet
- Unexplained general itchiness and/or scurf; crusty scabs; mystery lumps
- Itchy faces, ears and/or under chins.

1. Since 2008, there has been **virtually NO time** without a heavy mite activity in the UK
2. Whether using the natural **Ruggle-it** or chemicals, it can be a struggle to keep them at bay...
3. **But** at least with **Ruggle-it** there's **no** damage to the immune system from chemicals.

#### The keys to success + Prevention

- > The vital element is ensuring **Ruggle-it Diluted oil ("DIL")** (large + outdoor/kennelled animals) **or Salve + Shampoo** (indoor small animals) is fully onto the **hair/skin** & especially in the **"Must Do Zones"**
- > **Prevention.** See your species' **prevention** section in your Orange Application Notes Booklet (OANB) to easily keep "go away" messages intact. Detering fleas, mites, ticks, flies, midges, mossies, head lice etc. all at the same time!
- > **Ruggle-it will** help to **prevent attacks** as long as we keep the natural "go away" messages topped up. **But**, if we leave it too long between top ups, Mother Nature cannot work Her natural miracle for our animals.
- > **Prevention** is 100% **simple & quick** ...just a spray or sponge-on to keep it in the hair shaft & on the skin...no rinsing, no drying, nothing! Done in around 15-30 seconds.
- > ➔ **Important.** Need to refresh yourself about the non-negotiable **"Must Do Zones"** or **DIL** or other **mixture ratios**? Grab your Orange Application Notes Booklet (OANB) & **go to** your species' **"Quick-Start"** pages.

#### Already itchy? Panicking?

- Follow your species' **Itching Planner** very closely for the 14-28 days (if you do less, bugs can quickly reappear).
  - This allows **Ruggle-it** to **kill off** any breeding/attached bugs, to calm, soothe & then deter.
  - **Important.** As **Millennium Mites** appear to live/breed on the body & are all-but **impossible to exterminate** naturally or with 'harsh products', if we do not **try** to follow the **Planner**, they will seemingly hold their breath for a few days & then **return** with a vengeance.
  - **Good News.** Once all itching is calmed, then just follow your OANB's **"Prevention"** pages...the 15-30 seconds application bit! You simply **ebb & flow** with nature's seasonal bug challenges.
- Latest OANBooklets & Planners **[v49+]** – they **save you £££**. Make **Ruggle-it go further**, work **faster**, be even **'more clever/versatile'**. Order online or ask us – **just £1.55** (updated 20-page version).
  - **Avoid seasonal threats** e.g. ticks, harvest mites, mystery itch - **R&SL's News** web helps you be ahead of threats.