



Ruggles & Stopitall® Limited

utilising the Power of Nature, inside & out

Autumn Newsletter #8
August 2009

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What's in this issue from *Ruggles & Stopitall® Limited*? (roll cursor over the following headings)

- **Ruggle-it** – our NEW name for the oil & shampoo++
- **Mites & Mud Issues** - say NO before it's too late
- **New Video** - probiotics explained in pictures
- **Sugar** - how just 1 teaspoon can suppress an immune system...and make you age quicker!
- **c98% Organic** - the pro's & con's; solidifying oil
- **VAT Registration** - absorbing the cost...for now
- **Asian Tiger Mosquito Invasion in France** - very real threat to the UK – human & animal
- **Ticks** - STOP these devils grabbing you, your pets & animals
- **Easier Ways to Re-Order** - just cut & paste
- **Reducing Colds in 3-5 year old Children** - NEW research with success levels between 50-70%
- **Protexin & Ruggle-it** - recent comments

VETERINARY MEDICINES COMPLIANT

1. Ruggle-it – Our Brand New Name!

Ruggle-it is the brand new name for the oil & shampoo formerly known as Stop-it-All. You will be pleased to know that the products have **not changed** in any way & are still being produced by the *Ruggles & Stopitall® Ltd* team here in Somerset.

With various trade mark 'issues' threatening us alongside the company having grown so fast, evolving its own identity into *Ruggle-it* became a natural step. And with the packaging, logo & colours remaining virtually identical, we hope you will still stick with us & help us spread the word on the *Ruggle-it*.

As you know, we hate wasting anything & unnecessarily burdening landfill so please bear with us whilst we use stocks & paperwork that are branded Stop-it-All. The only items we have masses of are the lovely eco-friendly cotton drawstring bags...sadly they're destined for the compost heap! However, if you'd like an 'old style' bag to say become a shoe bag, to keep tack/boot cleaning items in, or on a more personal note to tidily hold your 'smalls' whilst travelling, do let us know & we'll include some with your next order! You'll be saving the worms & critters a lot of chewing on the compost heap!

When results are needed quickly & gently, *Ruggle-it...naturally!*



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2. Mites & Mud – START EARLY – to help prevent

With this summer's wet weather similar to 2008, critters are likely to be rife (from August 2008 to March 2009 the UK was in the grip of unprecedented levels of mites apparently due to our wet summer). Whether for Mud or Mites, please get on the case early with your 'preventative' steps to keep **your** costs down & the **animal's** suffering low. If mites burrow into the skin, the then weakened skin becomes susceptible to mud issues too...so that's two issues to deal with! See *Newsletter #4 Autumn 2008* for more detail - click [HERE](#).

Mud & Wet. As always, prevention is so much better than cure. So we urge you to start infrequent application

of the oil to susceptible areas on the legs & back. By using the anti-bacterial & anti-fungal properties of oil as a 'barrier' to the dampness, it helps the animal cope. If you're unlucky & things have already deteriorated, follow the full program as per our orange Application Notes.

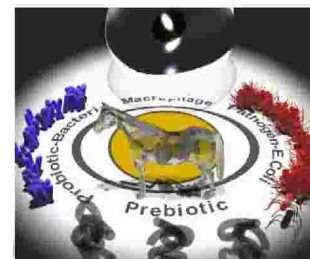
Mites. Remember that the **key mite breeding zones** are between the front legs, base of the belly & inside stifle joint/upper undercarriage areas so you **MUST** get *Ruggle-it* there. Shampooing these areas & the whole body are also important...to leave a 'residual' that mites detect & don't like as well as washing away the dead/dying & helping to retard any eggs from hatching.

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3. Video – pictures speak a 1000 words.....helpful to explain Probiotics!

I know we've been extolling the virtues of pre/probiotics for ages but we also know it's sometimes confusing. BINGO...a video of how these seemingly 'innocuous creations' can be so multi-purpose & equally so utterly important for overall 'good health' for any living creature, 2 or 4-legged, land-living or aquatic.

Click [HERE](#) for a short video, narrated by Mick Ponting, BVSc, MRCVS, NDA, MRAC.



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4. Sugar – can suppress the immune system & accelerate aging!

Did you know that:

- a can of 'fizzy pop' contains roughly 10 teaspoons of sugar;
- **1 teaspoon of sugar can suppress the immune system for up to 5 hours?**
- sugar can also accelerate aging....which is not good news to us ladies who like a bit of chocolate & already hate wrinkles....!
- spring grass has high levels of sugar
- many of today's horse/alpaca feeds are high in sugar & starch.

In the American Journal of Clinical Nutrition (Vol 26, 1180-1184; 1973) their Trial clearly showed a **significant decrease** in a cell's ability to engulf 'bad bacteria' after sugar was taken into the digestive system. Other research conducted on animals also showed similar patterns & concerns. Do your own research but it is another reason to keep sugars (molasses) & their associated mould retarding chemicals away from our animals...

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5. Virtually Organic = temperature sensitive

As our oil blend has become virtually completely organic, we've noticed a few benefits as well as a frustration!



- **Frustration.** We've no real idea why but it's more likely to solidify when cool!
- **Solution.** Before or when your 'diluted mix/fly spray' gets a bit gloopy pop the complete sprayer in a jug of hot water & when warmed, pour it all into a tupperware box or swing-pail – it must have a secure lid. Thereafter, if the mix becomes gloopy, it won't matter as you'll just shake the box/pail & wipe or brush it on with a rag, sponge or soft brush. No need to take the brush/sponge out of the box between time...leave it in the box!
- **Benefit.** It's kinder to the planet & creates less of a 'footprint' that we leave behind for our children. It's supporting third world farmers who have been brave enough to 'go organic' because their local communities & countryside matters to them.
- **Benefit.** The neat oil can go further in your diluted mix. Try using less oil in your diluted mix ratios until you find the level between efficacy & cost-savings! The original ratios are on all your Application Notes.

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6. VAT registration

We delayed it for as long as possible but now have had to become VAT registered (1 July 2009) & "collect taxes" for the Government. Currently we are carrying this cost to keep your prices down but please know that long-term we shall have to increase prices a little to split this burden. For those that don't know it means we're now paying away 15% directly to the Government for no gain to us...it's a heavy burden on a small company.

If you like our products, please do tell others as it helps us keep our advertising costs down which in turns helps us delay the day when we'll have to review prices again! Thank you for your continued support.

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7. New THREATS....Asian Tiger Mosquito in France – helicopters to the rescue

In June, French environment officials used helicopters to spray swarms of dangerous mosquitoes in marshland bordering France & Belgium. Around **6 billion** larvae were reported ready to hatch hence the very aggressive action of spraying from the skies for a 'blanket eradication'.



The *Aedes albopictus* (Asian Tiger Mosquito) is a new invader from warmer climates & is now in some parts of Europe including Italy where some people have been infected with the deadly diseases they carry. Due to our Veterinary Medicines Directorate compliancy, we cannot name them, so just Google search & you'll soon see why it pays to be super vigilant. **The very real threat to our animals is NO understatement** as it's well documented that they can carry some well known & life-threatening 'nasties'. Whilst our mossies are bad enough, the Asian Tiger Mossie is about twice the size of our ones, is a striking black & white & it also feeds during the heat of the day rather than at dawn & dusk.

When the Nord Department were asked why they took such strong action in spraying from the skies, they said "the threat to public health across Europe is immense". Whilst the UK is still deemed too cold for the threats to realise, with those marshlands a small flight away from Dover (with a good southern wind behind them!), and the recent highly humid weather experienced along Britain's south-east coast, it's a bit too close for our liking! Rather be aware & proactive with your *Ruggle-it* oil & fly spray than resorting to 'if only I'd known'.

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8. TICKS – help deter the 'devils' on horses, dogs & humans.

We all know the health threats associated with these nasty little people..we have quite a few clients & animals diagnosed with the disease. So don't wait until you spot them but rather keep applying the diluted (or neat oil) mix to any susceptible areas of **grass-eating animals**, i.e. muzzles, chins, pasterns, armpits, inside cannon bones, bellies, etc.

For **pets**, just bath a bit more often with *Ruggle-it* shampoo & the 'residual' aroma left in the coat tends to deter most critters from catching a ride (fleas included). You can also dab some neat oil between the shoulder blades & on the top of the tail where it joins the top of the back.

For those out **walking, shooting or camping**, use some diluted on your skin or spray your clothing (colour test on light materials first!). You can also spray tents, tent doorways & mossie nets – which doubles up as a general fly/mossie deterrent too.

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9. Easier ways to Order

Due to the way our web is designed (old fashioned technology!), having an online shop is not an easy addition. Whilst we progress the shop options, an easier way to re-order may be to click this link [HERE](#). (taken off our web) and cut/paste it into an e-mail, fill it out and then just e-mail it back to us. If you want to send the 3-digit code separately, that's also fine. This method should save you time & a phone call, & you can do it any time of the day/night to suit.

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10. Probiotics may reduce cold & flu-like issues in children by over 50% - NEW research

In research published in July 2009, university scientists at Shanghai (China), Houston (Texas) & Sprim (USA) found that when combining Lactobacillus & Bifidobacterium probiotic strains, **reductions in fever incidence was 73%, for runny noses 59% & for coughing 62%**. It also noted that fewer prescriptions were required & less school days missed due to 'illness'. The study was based on 326 three to five year old children.



The exciting element of this research is that combining probiotic strains rather than using single strains shows a trend towards more-significant results. All Protexin human probiotics (*Balance*, *Bio-Kult*, *Restore*) contain multiple strains including the above two.



Whether for children, busy adults who cannot afford the time of being ill or for the elderly, help the body say 'NO' to winter colds & flu by a little friendly support from pure probiotics (not yoghurts & other diluted offerings!). To order *Balance*, *Bio-Kult* or *Restore* (or *Ruggle-it*) click [HERE](#).

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11. Recent *Ruggle-it* & Protexin Testimonials

As always, the full text is in the Testimonials section on the [WEB](#) many with excellent before/after photos:

- "The **mealybug** disappeared in only 2 applications of the diluted bug mix."
- "My mare had clean legs this winter from her usual **mud** issues thanks to the oil - she's now fly-free too. A friend's old horse (30 years old) had really bad **back & leg issues during winter**...he's like a spring chicken these days"
- "Utterly fantastic for **head lice**, on my hair, horse flies and fungal issues, and on the **wood in the stable** against flies."
- "It's the best we've used on **Alpaca Mites**; also, after a few days the scabs on her arm-pits started to loosen."
- "The **dog's eye lump** wouldn't go...the Vet was about to do a biopsy – inside 6 days of the salve it'd gone".
- "Candela, my Spanish mare's **mane/tail/body** before/after pictures say it all...you would NOT believe it's the same horse."
- "The **knee-scabs** have all come off inside 7 days AND she hasn't rubbed her mane or tail since! Now she also lets me **touch her sensitive legs** – what a brilliant product."
- "For **fox/rabbit mites on our dogs**, it seems the best thing I've ever used – hair re-growth started inside a few days. Not seen a sign of a flea either."



- "A **very sensitive scalp** for as long as I can remember – I'd tried supplements, shampoos, feeds – inside of a week of the **Protexin**, oil & shampoo my scalp is clear."
- "**Protexin's** helped my young horse's **droppings** & now he has less issues when staying away at clinics. The oil & shampoo have been great for **mites**, stamping & itching & brilliant on the old boy's 'behind the knee' scabs (**mallanders**)."
- "**Protexin** has sorted the young **Alpaca's** mouth foaming."
- "I'm convinced the **dogs** [4 of them] **paw chewing & irritated ears** is down to the rice – it's wonderful to see them so contented now." [**Protexin** + salve & shampoo]

May Mother Nature & other gentle ways keep us & our animals happy & safe. If we can help, please [E-MAIL](#) or call us on 01823 259952.

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