

May 2010

Ruggle-it Testimonial

for

Boxer Dog's Seasonal Blackened Skin/Hair Loss, Seasonal Issues, Extreme Paw Chewing, Head-shaking

[ZOOM NOTE: To clearly see this text, please use the '+' keys on the top of this screen to enlarge it to 100% or greater]

All [REDACTED] areas are text/names/descriptions that may contravene Veterinary Medicines Directorate regulation; text within [] has been inserted by this office.

NOTE: When customers refer to our old product name, we'll identify it with **RUGGLES & STOPITALL**

Letter #1 of 2 – Received 5/5/10 (4 pages)

Ms Karen Ruggles
Pop House Cottage
Ruddleson
Tawton
Tav 20W

Received 5/5/10. 22 Valencia Road
May 3rd 2010

Dear Ms Ruggles,

I am writing to let you know the outcome of my experience using your products STOP-IT-ALL Shampoo and Ointment. **Ruggles & Stopitall's Ruggle-it**

My Boxer Dog suffers seasonal issues, which manifests in various ways. The most disturbing of which is head/ear shaking, which can be up to 25-times daily. He has various ~~remedies~~ remedies, to help with this. There has been different treatments, including ear drops and once examination under anaesthetic, which showed nothing. All I can do is keep up the remedies and keep them clean and pollen free, by wiping with cotton wool with a little olive oil (or. Ruggles)

but there can be some very bad days. The other problems of scratching and biting himself, mostly his paws, were greatly helped last year, by using your Shampoo and Ointment. I saw these advertised in a dog magazine and called you, whereby you discussed the problems with me at length and showed great interest. Over the last year I have recommended you to two friends who have also found the Shampoo and Ointment most helpful with their dog's problems of a similar nature. One of the most unsightly problems my dog suffers from, is hair loss on each of his sides. He forms an abstract line around his body of some 5 or 6 inches across, inside which the skin darkens to black and then hair simply falls out. This starts early spring, even as early as February. This is apparently very unusual in male dogs, and to date no

Veterinarian has been able to offer an explanation or solution. He has usually starts to regrow sometime in June, but it is often July before all looks normal. This year at the first sign of this abstract line and slight hair loss, the first week of March. I experimented, I used the ointment on the area concerned, quite liberally, every other day. I called you and ordered another tub. I was pleased to be told this was free of charge as I had earned this with your points system. I also purchased a further bottle of Shampoo. Within two weeks it became clear there was no further hair loss and the pigmentation was returning to normal. I was most delighted. 6-7 weeks after first starting the ointment, hair had regrown and became quite normal, in appearance - I now maintain this with using ointment weekly.

I use the Shampoo regularly as a footbath after walking. This keeps his paws irritation free. This is wonderful as last year his paw biting often produced blood.

I sincerely hope sometime soon, maybe by next Spring, you will produce something for his problem with his ears and the irritation inside them. All this shaking distresses him and is very upsetting to witness.

Yours Sincerely
Ann Row (ms)

Use Salve Ointment inside all of ear rather than Olive Oil (ppl)

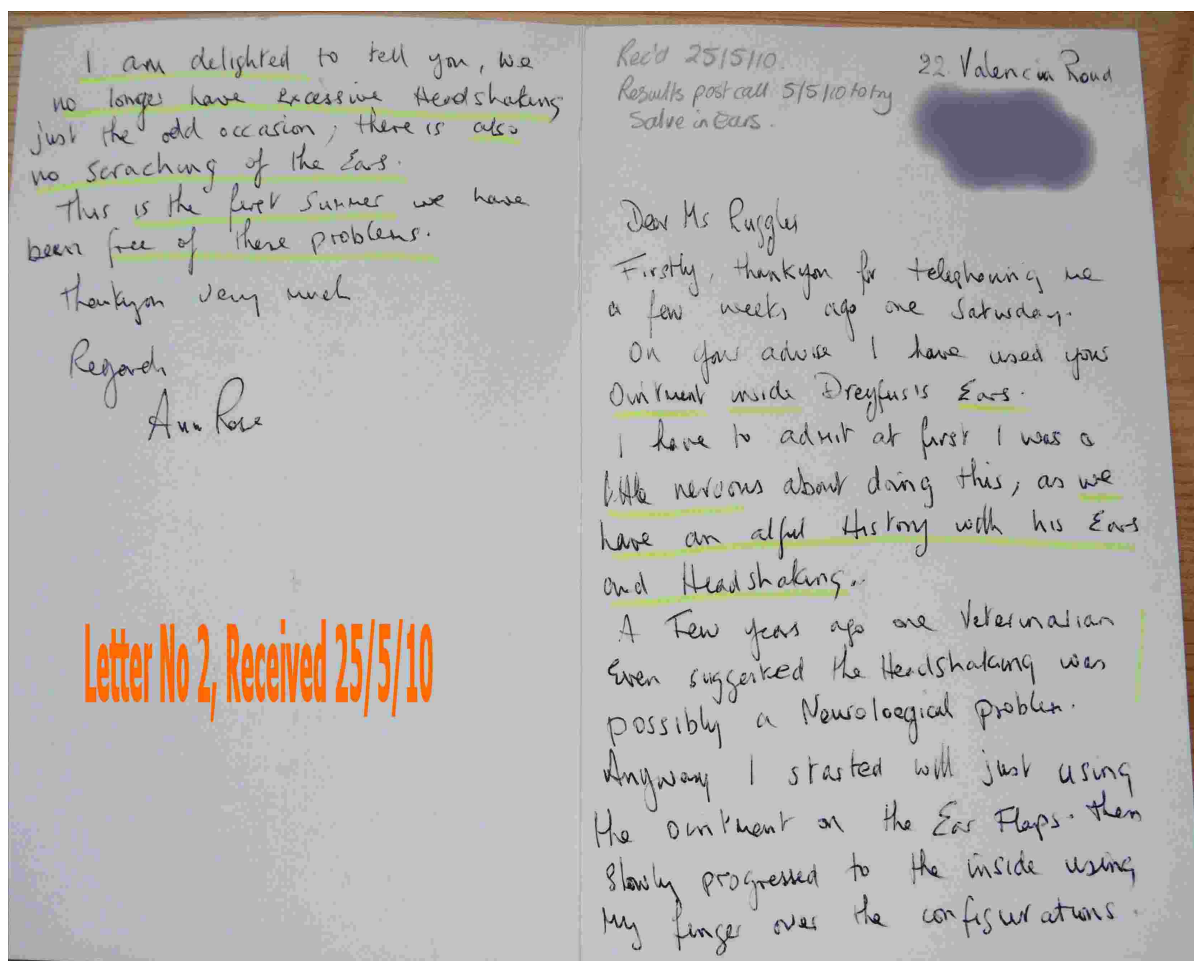
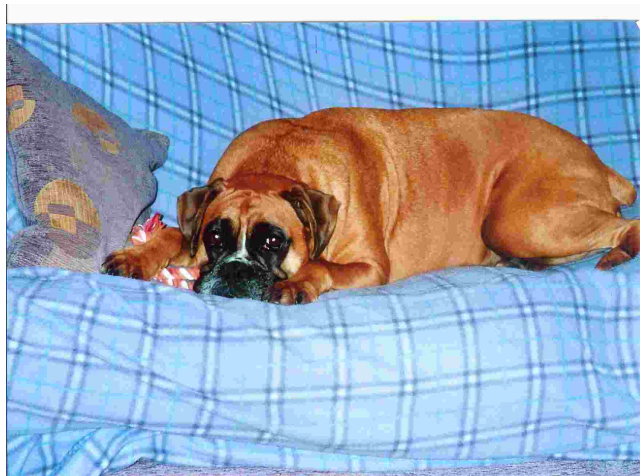
See Next Letter after our phone call on 5/5/10 about using the Ruggle-it Salve inside the ears rather than Olive Oil

(Note: comments in pencil are made by this office)

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.../continued

Letter/Card #2 of 2 – Received 25/5/10



Letter No 2, Received 25/5/10

Many thanks to **Mrs Rose** for taking the time to write such detailed feedback on two occasions.

Note: Whilst we are hugely grateful for all the telephone feedbacks we receive on our products, only ones received in writing will be considered for inclusion on this web or as part of any PR...so that readers have peace of mind that we're not making this up! All quoted testimonials can be viewed at our offices.