

March 2008

Stop-it-All in the News "January 12th...the bugs were back"

All **blocked out** areas are text/names/descriptions that may contravene Veterinary Medicines Directorate (VMD) regulation; text within [] has been inserted by this office.

Early bugs this year

What we have a stored with the store of the

and people. Stop-it-All oil and shampoo work gently in tandem to the standard for summer' or winter issues. ...adding cost effectiveness and versatility to its list of attributes.

Whilst many of us don't want to think about wretched fly issues until we dust off our T-shirts from winter storage, with global warming it seems midges and blood-sucking bugs are arriving earlier each year. According to the Stop-it-All Helpdesk, it was January the 12th when the phones started ringing hot with calls from anxious horse and pet owners who had spotted bug swarms and tell-tale skin welts.

"My Shire's

sutter.

Stop-it-All's founder Karen Ruggles told us "Many callers feel that being proactive before the flying critter season really traumatises their animals is far cheaper on their pocket than 'reacting' once the tell-tale rubbing and anxiety sets in. I still find it hard to believe that just after Christmas our clients' animals were being bitten... what a nightmare!"

When Karen visited Africa a few years ago she became aware of the multiple healing properties of vegetable oils (including from the Neem tree), so developed a 100% natural oil blend and a ______t shampoo that have been extensively trialed. The list of successes _______, Files & Midges, Mud _____, Leg & Ear Mites, Hair Loss, _____ Skin d_____, Files & Ticks, Head Lice, Pet Hot Skin & Itching, _____, Body Sores and even baby Cradle Cap.

And if it just seems too good to be true, we suggest you check out the website for seemingly never-ending lists of client testimonials for almost every kind of health issue imaginable!

"Absolutely brilliant as a fly deterrent our pony stopped scratching like mad & I didn't have to worry about the children spraying it on him & possibly breathing some in."

"These are versatile products that >

really work. Stop-It-All has been a great success on one Labrador dog's warts, on another's paw chewing, on my cold sores and my horse's chronic mud

So don't delay...tell those bugs to Bog Off NOWI And even better news, when you place your first order, just mention Equine Canine and Country Life and you'll be entitled to discounts, with a bottle starting at just £8.99 + P&P

For more information see www.stop-it-all.co.uk or call the Helpdesk on 01823 259952.

Equicraft wins S

Equicraft of Backwell on the outskirts of Bri the Year Awards at the national finals of the Awards.

Equicraft of Backwell, in North Somerset, award by a consumer who said, "This is a sn always interested in me, my pony and what

This store impressed the incognito judge any specialist shop. The members of staff w Equicraft of Backwell was founded in De staff – Ruth, Polly and Celia

"It's very exiting to have won a BETA Bus meet local horsey people, supply what the solve an occasional problem. It was very kin "With over 350 retailers receiving nomin itself." Said Claire Williams from BETA.

Many thanks to **Equine, Canine & Country Life** magazine for their interest. www.equinecanineandcountrylife.co.uk

Stop-it-All from Karen Ruggles • 01823 259952 • <u>www.stop-it-all.co.uk</u> • <u>www.karenruggles.co.uk</u>