



Ruggles & Stopitall® Ltd

...utilising the Power of Nature, inside & out

**February/March 2010
Spring Newsletter #10**



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

- **Winter Sale** - special offers + FREE product giveaway
- **Tips** - a) snow/cold increases itching; b) itchy tails are RARELY itchy tails; c) deter early & save
- **New Web** - new look, easier to use + online shop coming soon
- **Haylage** - don't let its side-effects cost you unnecessarily
- **TLC** - help increase healing speed by 30%...and it's FREE
- **Events & Travel Stress** - quick ways to help stress at alpaca, horse, dog & human shows
- **Richard Dunwoody Competition** - FREE signed copies of his new book "Method in my Madness"
- **Winter Pet Fleas Thrive** - who needs 'spot ons'?
- **Comments** - some interesting words

VETERINARY MEDICINES COMPLIANT

1. Winter Sale & FREE giveaway

- Whilst stocks last, order any size Starter Pack (oil & shampoo) to claim your discounts as listed on the web.
- Spend £60 or more on any products & we'll give you a **FREE** FRESHA disc to try - you just choose if you want a Tank, Flora or Flush disc. See web for details or scroll down this newsletter. To claim this offer, please quote "No. 10 Offer". But hurry, offer expires 1 March 2010!

Click [HERE](#) to order

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2. TIPS

a) Snow & cold = itchy animals b) Itchy Tails are RARELY tail related; c) Start early & save

i. Winter itching worsens in snow. Recent feedbacks clearly indicate a connection between snow & cold weather & increased itching/mite activity in horses, dogs & alpacas.

* If you can bath the 'key' breeding zone areas (between front legs, base of belly, inside stifle joint areas/undercarriage) with your *Ruggle-it* shampoo, it'll help soothe the skin, kill off the mites & retard the eggs from hatching.

* If you really cannot bathe (e.g. elderly horse/no warm water), apply lots of diluted *Ruggle-it* oil mix plus some neat oil onto all the coat but especially in the 'key' areas so the majority of the body is 'impregnated'.

* Unless animals are elderly, bathing will save you much time/effort as it'll access the mites easily & cheaply. For horses, a good time to bath is directly after a ride & whilst they are still warm. And remember you do not need to be that fussed about washing it all out.

* If you cannot wash the rugs, always spray/wipe on the diluted mix onto the insides.

ii. Spring/Summer Itching - delay the onslaught. Apply *Ruggle-it* only every 7-14 days to help delay the bugs attacking your animals (if it's not mites) - just follow the 'flies/bugs' section on your orange Application Notes.

* Apply some neat & mostly diluted oil in all the 'key areas' but especially all across the base of the belly & inside stifle joint area/undercarriage. If you can see & smell it, so can the bugs & you won't need much! Then as bug attacks intensify, increase the frequency as per your Application Notes & include baths as



necessary. Remember that 500ml oil becomes 2.5 litres of diluted bug mix so it's cheap & long-lasting.

iii Itchy Tails/Bums. As mentioned in the Summer 2009 Newsletter, itchy tails/bums are frequently due to midge or mite bites in the undercarriage/nether regions & nothing to do with the tail....as the animals struggle to get to this area, they rub the closest thing to it. If they try to bite the sides of the belly and/or bite under their back legs, it's a strong indicator that the undercarriage is under attack.

iv. Extreme Summer Itching. If historically your animal really suffers, as detailed in the Spring 2009 Newsletter, please consider using Protexin probiotics too to help the immune system response & stress stay low.

Need more stocks? Click [HERE](#) or call 01823 259952. Don't forget the **Winter Sale** offers.

To access any of the previous newsletters, just click [HERE](#).

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3. FRESHA-Discs

July 2010. ALL THESE PRODUCTS ARE NO LONGER ENDORSED, PROMOTED OR SOLD THROUGH US.

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4. New Website; Online Shop...coming soon

We hope you've seen, used & found our new website easier to use.

For a small company it's an expensive element to re-design & NOT lose control of being able to update it ourselves. The content was surprisingly big which challenged many companies who quoted for the work...the prices they gave us clearly show we're in the wrong business!!!

We also hope to announce the Online Shop soon which will hopefully make it easier & quicker for you to buy things at times of the day or night to suit you.



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5. Haylage Balancers – Save yourself the cost

Haylage is convenient to use & store & easy to source even when good-quality hay is scarce. But many of you know that we are not fans of it.

In our opinion, horses are not designed to eat 'pickled' grass with its often much richer & heating properties as well as its acids & sugars. Classic issues associated with its use can be upset tummies, loose droppings & behavioural changes frequently leading to an uncomfortable, unsettled horse.

However, if you have to use it for breathing issues then just consider soaking it to leach out some of the sugars. For others who cannot stop using haylage, rather than spending on yet another 'balancer' to clutter up your feed-room, we think its much more cost-effective for you & genuinely kind & supportive to your horse, if you let your multi-purpose Protexin Gut Balancer help soften out all these issues. After all, it's just grass & pre & pro-biotics...nothing else, no wheat feed, no fillers, no extras which look fancy on labels but really are not necessary. Whilst many of today's feeds include probiotics, sadly it's just not enough...a bit like giving a dehydrated man in the desert a teaspoon of water when he needs a litre.... So if you've a tub of Protexin already, we believe you don't need to buy a haylage balancer.

As Protexin Gut Balancer is so useful for many other things (including itching, mud issues, stress, stiff joints, for those prone to laminitis, after antibiotics+++), this one pot can be used for all these issues. By nourishing the body's 'engine', it's amazing how many balls it can juggle at one time whilst saving you money longterm.

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6. TLC...can increase healing rates by 30%...and it's FREE!

An American Vet recently pointed out a fascinating study conducted on dogs in isolation in clinics (because of infectious disease), that demonstrated that if clinic staff spent more time with these dogs, they healed 30% faster.

So the next time your animal is struggling (or say after surgery), if you can spend a little extra time with it you might just see how a big dose of TLC can go a long way to hastening its recovery. After all, what's

better than having an excuse to spend more time with our beloved animals....?

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7. Showing season = stress – keep a £9.98 Quick Fix on the truck

Travel & competition stress is a reality not only for horses, alpacas & dogs but also for us humans.

In a study published in the *Equine Veterinary Journal* investigating the effects of long-term transport on horses, Carolyn Stull, DVM, showed measurable changes in immunological status. She also found the immune systems of transported horses took about 24 hours to recover, making travel-stressed horses more prone to problems upon arrival at their destinations. According to Stull, from the Center for Equine Health at University of California, Davis, "*The horses' immune systems (in the study) were suppressed at every level, significantly increasing their susceptibility to illness.*" See www.thehorse.com for full article.



Suggestion:

- keep a few Quick Fix intensive probiotic pastes in the yard & on the truck for use just before, during & on the way home from an event. Suitable for horses, alpacas & farm animals. £9.98 each syringe/paste.
- use Protexin Bio-Kult capsules for pets & humans.

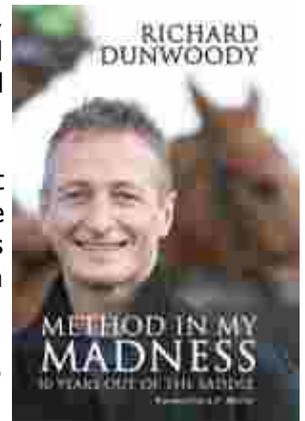
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8. Richard Dunwoody – Competition

Richard Dunwoody, three times champion jockey, Strictly Come Dancing competitor, adventurer & personal friend, has very kindly offered three lucky Ruggles & Stopitall Ltd clients the chance to win his new book "Method in my Madness" which he'll personally sign for you too.

A decade after his reluctant retirement, this is a gripping, painful & hilarious account of life on the ground, whether following Shackleton's footsteps to the South Pole, the highs & lows of racing & its key characters today, walking 1000 miles in 1000 hours or the huge 'mental challenges' that all sports people face when they retire. Like a thriller, you really will find it hard to put down...

"Richard has been much better copy since he retired than when he was riding!", *The Daily Telegraph*.



To enter, just e-mail us with your name & address & he'll pull out 3 of your names from the hat...and for the sceptics, we promise there will be 3 winners!! If you cannot wait to see if you've won, visit www.thomasbrightman.com to buy it.

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9. Pet Fleas – save a fortune on 'spot ons' with your *Ruggle-it* shampoo

Thanks to central heating, fleas now flourish all year round not just in the warmer months. We've inadvertently created their perfect breeding ground!

But rather than using yet more chemicals, just give pets an occasional winter bath with your *Ruggle-it* shampoo & hey presto, fleas will leave well alone. Suggestion for cold weather: walk dogs (to heat them up), bath (don't worry if you don't wash out all of the shampoo), then take for another 10 mins run (to warm up & hasten drying).

Put 1-2 capfuls in your washing machine which not only washes bedding but also leaves a feint aroma that critters don't like. If housed outside, spray straw/bedding/floor with some diluted mix too.

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10. Recent Testimonials – Flaxseed oil, Ruggle-it, Probiotics, FRESHA

As always, to read the full text, see the Testimonials sections on www.karenruggles.co.uk.

"1. The Flaxseed oil has helped my 5 year old setter who gets a bit stiff after an agility competition & it's helped Jock's itching too. 2. After a few days of Ruggle-it, Jock was obviously happier & had stopped chewing his feet & in a couple of weeks, his tummy hair began to grow back. It's also excellent for ticks - inside 24 hours they'd shriveled & died; good on dog & goat cuts/grazes too."

Helen S, Yorkshire; 1. Joint stiffness & skin issues [flaxseed oil]; 2. Gordon Setter's severe itching, paw chewing, hair loss, ticks, mites

"The disc has made a huge difference. My horse likes to dunk her hay in the water but this makes the water smelly & the trug walls slimy. I was sceptical that the disc would help..."

Hoofbeat Magazine; FRESHA-Tank 'Tried & Tested' report

"1) The oil is a fantastic beauty product for wrinkles (but then I don't mind the smell!). The shampoo has improved my hair condition. 2) I was beaten up recently & inside 2 days of the shampoo & oil on my face, the results were amazing. 3). A young Sharpei dog was thrown over our fence - his back from his ears to his waist was raw (see pictures) - in 2 months he's now a picture of health thanks to your oil, shampoo & probiotics. 4) Also use it as a fly spray on the horses, on dog bedding & on itchy dog skin."

Sally Russell, Spain; 1. human skin/wrinkles & hair 2. human accident 3. dog accident & tick damage, 4. bug spray on horses, dogs, pet bedding

"For 3 years my 23 year old horse has had bad mud issues which needed professional attention. After applying Ruggle-it **the effect was almost immediate & I can continue to turn him out in the wet & muddy field.** I also applied it to the nasty patches on the back of his knees...and its gone too. **I took your advice & used probiotics too.** Thanks for this marvelous stuff!"

Mrs Andrew, Swindon, Wilts; elderly horse's mud issues (feet/knees)

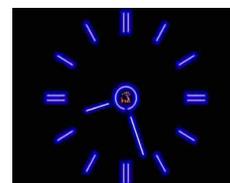
"The shampoo my dog was given by the experts **rotted the bath mat** in 16 shampoos whilst Yoda had 8 months of very bad skin issues, itching, feet chewing & hair loss. Since using your **Ruggle-it shampoo & oil-salve & the Bio-Kult probiotics, we haven't looked back since.** I trust your products completely, my dog is a lot happier & his coat absolutely gleams. I hope others will trust Mother Nature to help their dogs...and to have a good look at what is actually in some of these 'so called' shampoos."

Mrs Sue Berrisford, Staffs; very bad dog paw chewing, yeast issues, itching, hair loss

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Don't Miss Out

Thank You for your continued support. As a way of saying 'thanks' we want to give you some benefits, **so place your orders quickly** & you won't miss the Special Discounts & FREE product offers.



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