



Ruggles & Stopitall[®] Ltd
.....utilising the power of nature, inside & out

Summer Newsletter, #11 May/June 2010

What's in this issue? (roll cursor over the following headings)

- **Special Offers** – save up to £10
- **Tips** – a) winners, b) dogs & insurance savings, c) 60% of horses suffer, d) webshop
- **Laminitis** – arm the body to resist it at the outset
- **GLM & OM3** – FAST results; boosting the vital OM3 for human/animal skin & joint issues
- **The Professor** – we NEED to listen for our pets' sakes; parallel thinking
- **Comments** – some interesting words

VETERINARY MEDICINES COMPLIANT

1. Special Offers – Trying is Believing - Omega 3-rich Fish Oils; E-mail order Discounts

- SAVE £2.00.** Buy 1 x 250ml OM3 Salmon oil at £13.00 & get the 2nd at £10.00 (whilst stocks last). Trying is believing..and it's helping boost likely OM3 deficiencies. All have long shelf lives.
- SAVE £10.00.** Whilst stocks last, order 1 Litre OM3-rich Salmon oil at £31.00 & get the 2nd at just £21.00.
- SAVE £2.00 with E-mail.** As the phone lines get so busy, it helps us if we receive orders via e-mail. If you use this method, claim your **£2 discount when you order Ruggle-it** (you can add in any other items too). Click **HERE** for the webpage (4 pages) to **i)** cut/paste into an e-mail & fill in the boxes within your e-mail **OR ii)** for printing off & posting to us. For repeat customers, if your address/delivery details are unchanged, just leave it blank! **Offer expires 12 June 2010**

Click **HERE** for order forms/option

2. Tips & Titbits

a) Winners b) Dogs & Insurance Saving c) 60% of Horses Suffer d) Webshop

a Richard Dunwoody Winners. Many thanks to all who entered our Spring 2010 competition & hearty congratulations to the following winners who received a very personalised copy of Richard's great book (click **HERE** to view the newsletter).

- Yvonne B, Stockbridge, Hants
- Sara E, Ashburton, Devon
- Val W, Hawkhurst, Kent



One of these winners actually had **Richard ride her horse into 1st place** at Windsor whilst favourite for the Triumph Hurdle at Cheltenham!

b) Dogs & Insurance Savings. We've not checked it out but someone in the insurance industry told us that if you state you have a dog at home, that many insurers treat that similarly to having an Intruder Alarm (irrespective of dog's size!) & it can save you money off your premium. Worth an ask?!

c) Equine Stomach issues – still 60% Suffer. For the 2nd year running, the results from a sample of over 1500 USA horses tested for stomach lesions & extreme sensitivities, were above 60%. But, "*horses frequently suffer in silence due to their natural tendencies as a prey animal to mask pain*" said the report. Click **HERE** for the full story.

With the odds still stacked against our horses, it might be safer to 'assume' they **do have some stomach issues** & gently try to help their bodies cope better or even get rid of them. Domesticated horses are all at risk for many reasons ranging from modern-day feeds, husbandry to stress (whether from competition, box rest, restricted grazing or travel, etc.).

Option. Feed the 'pure' Protexin Gut Balancer probiotics....and read the [TESTIMONIALS](#) for added confidence! 600G - £23.95 (c2 months supply).

d) Web Shop - it's proving a 'challenge' – so many thanks for your patience meanwhile.

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3. Aquamidas FRESHA-Discs

July 2010. These products no longer meet our criteria and are thus discontinued.

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4. Prone to Laminitis? Arm the body to help resist it from the insides

The effects of live yeast (*saccharomyces cerevisiae*) on the equine gut has been thoroughly researched & with an understanding of lactic acid production & connections to feet issues, live yeast (probiotics) can be confidently considered for their potentially positive effect on digestive balance. Further research into probiotics & those prone to laminitis is needed but from the animal & human research we've read, we believe they offer very great potential with no downsides & potentially outstanding upsides both during an attack & as a 'preventative'.

“Why?” When live yeast/probiotics are consumed it helps keep the gut microflora (friendly/bad bacteria) at the right ratios, thus helping reduce the peaks & troughs when spring or new grass appears, when under stress, when a diet consists of high starch & low fibre, etc. (Moore B.E, Newman K.E, 1994. *Influence of feeding yeast culture*). Without live yeast/probiotics, a high starch diet (e.g. cereals) could lead to four times more lactic acid than a high fibre diet (Medina B, Girard I.D, Jacotot E, Julliard V, 2002. *Effects of Saccharomyces cerevisiae on microbial profiles & fermentation patterns of horses fed a high fibre or a high starch diet*). In simple language, by helping to maintain the correct numbers of friendly & bad bacteria in the gut, they support & 'nourish' the immune system which in turn is then free & able to help ward off challenges such as the effects of sugars & proteins from spring grass, etc. Click [HERE](#) for probiotics information. Also, we'd suggest not feeding carrots or fruit or trying to exclude ALL molasses.

- **£9.98** - Protexin Quick Fix – intensive 6 day course
- **£23.95** - Protexin Equine Gut Balancer powder (just dried grass & probiotics...no fillers, cereals, etc) – lasts around 2 months. Or £99.99 for a 3kg tub (c10 months)

Click [HERE](#) to order, [E-MAIL](#) us for Word order forms, or call 01823 259952.

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5. Fast Mover - Omega 3 for Joint issues, Helping Boost Deficiencies, Skin Issues

If you've ordered recently you'll have seen our *Ruggles & Stopitall® Ltd* tri-fold leaflet that covers most of our extended product range. It goes into detail as to why boosting Omega 3 is so very vital for a huge range of today's health issues due to most of our bodies (human & animal) being deficient in it.



If the body has the right 'food' it naturally wants to be healthy...which saves us trying to 'fix' residual issues on an individual basis when it's starved of a fundamental building block, such as Omega 3.

Fast-acting Green Lipped Mussel (GLM).

Stiff joints are one of the hardest health issues to find a definite answer for as its up to the body to 'find' what it likes & every body is different because of its unique stressors, diet, physical history, etc.

The market is full of strongly promoted products promising the answer - we can spend a fortune trying umpteen products that mostly need 2-3 months to get into the system before results might be expected.

One of the key benefits of high quality GLM is that it **can act very quickly**. In fact, we believe that by just buying one little tub of our Maxavita range, **inside that 1st month** you'll either see an improvement or you won't...and if you don't, then you can consider moving on to the next product with minimal outlay & without having lost too much precious time.

We'd love to have a herbal product that offers as much potential as GLM (especially for our large animals)

but despite our constant research, we believe few on the market currently offer the same potential for the same costs and/or timetable for likely results. Two recently launched herbal products looked hugely exciting...but as we did the research & compared the daily serving suggestions to those used within the 'official trials' they became either very expensive and/or the quantities required were misleading....

Joint health is such a lottery...there's no short cut to finding one product that will help all. We believe that GLM offers a highly cost effective option. The big difference is you've only spent the price of a cheap meal to find out, AND, you'll get a good indicator inside 30 days, not waste a third of a year waiting to see what it does. Whilst us humans know to 'be patient', seeing our animals struggle is terrible....

Equine - £26.95 | **Canine** - £19.95 | **Human** - £19.95.

Click [HERE](#) to order , [E-MAIL](#) us for Word order forms, or call 01823 259952.

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6. Professor Ed Rosser – Canine Pet Health – we NEED to listen

At the recent British Small Animal Veterinary Association Annual Congress in Birmingham, Professor Ed Rosser of Michigan State University (USA) dared to speak out (actually he's rather good at it...thankfully for our pets!).

Whilst we are limited in what we can discuss from his lecture because we're a 'herbal/natural products' company, we were utterly delighted to see that our approach is actually **very similar** to his modern take of pet health, i.e. look at the whole, not just the 'symptoms'. He has grave concerns about:

- what's in most 'off the shelf' pet feeds (especially the bagged 'ready foods') – the pioneering American Vet Dr Andrew Jones has also come out this month & urged caution over feeding too much 'dry food';
- rice – did you know that the second most common food 'allergy' in Japan is rice yet it's in virtually all pet foods?;
- food sensitivities often being a reason behind itchiness, chewing paws, licking groins, rubbing faces & dragging bottoms; he also suggests that analysing blood can be of little benefit in identifying food issues.
- bizarrely behaving immune systems & seasonal sensitivities are frequently connected to feed issues. (As c70% of the immune system response is driven from the delicately balanced bacterial levels in the gut, it's a very strong reason why the use of our gentle probiotics can deliver such heartening results by helping the body to 're-boot' confused immune system responses)

So what can you do if you do not have time or space to feed the RAW meat/bones & BARF diets? The following 'Key Combinations' approach can also be applied for large animals & humans, but by just swapping around the products, e.g. use Gut Balancer probiotics for horses/farm animals. The following is a starting point for consideration.

The Key Combinations – utilising fundamental building blocks for good health.

- Use *Ruggle-it* to help calm, sooth, moisturise the outsides
- Use *Bio-Kult* probiotics to help re balance the bacterias within the gut & help 're-boot' any confusion with the immune system responses; you're 'nourishing the engine'.
- Increase intake of oils rich in Omega 3 not Omega 6 (e.g. pure Flaxseed or OM 3-rich Wild Salmon) to help calm & nourish the skin & joints, and, to help overcome any potential deficiencies (click [WINTER 2009 NEWSLETTER, #9](#)). This is especially important for pets on lots of dried feed...as they are nearly always very high in OM6 which can be unhelpful for itching, stiff joints etc.
- Omit rice from all pet diets; and for the very sick, rather than chicken & rice, use chicken & potato (cooked). The American & Australian researchers are already onto this...the UK is slow to listen.
- Never feed more than 50% of a dog's diet as 'complete' – feed tinned or raw the rest of the time (e.g. tinned pilchards, sardines, *Butcher's Tinned Tripe*, frozen nuggets – see our [DIET WEB PAGE](#)). Add in small amounts of left over veggies, potato, fruit from your meals; vary the feed so the gut has something to 'think about' – it's also far less likely to get 'upset' when doggie eats a hedgerow special as it's accustomed to adapting to variety!

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7. A Few Testimonials – utilising a FEW fundamental building blocks for good health.

As always, to read the full text, see the Testimonials sections on WWW.KARENUGGLES.CO.UK.

"1. I took your advice & put Bubba [rescue dog] on your **probiotics & salmon oil** & I **changed his diet** off rice (he's on BARF now). Wow has he grown, put on weight, his coat shines & no more food intolerance (he was meat intolerant!) - **he is a new dog.**

2. I found Nikko [Friesian horse] in Dover & took him to Liz Loader's 'Healing Livery' in a very thin & poor state with lots of immune issues – the before/after pictures say it all [see web for full story/images] – **how amazing what healing, your probiotics, Ruggle-it, etc. can do to work inside & outside.** I can't thank you enough for all your time, advice & encouragement."



Fiona Folley, Devon; rescue dog & horse

"In most cases of Alpaca skin/mite issues, we have found Ruggle-it **very good** indeed & it certainly seems to soothe the animals when it is being put on. It's pretty effective at **detering midges on us too!**"

Caroline S-C, WhyNot Alpacas, Cumbria; Alpaca mite issues; Humans & midges

"I can't praise these products enough: sensitive Thoroughbred now **without his rug** & no flies around him (even on every-other day application!), dog's old bite injury disappeared, 11 year old **child's itchy skin** soothed almost immediately." **Click here**

Mrs SH, Cheshire child's itchy skin, bugs around horse & stable, long-standing dog chewing on old injury

"Haven't needed any **flea "spot ons"** since using your Ruggle-it semi-solid salve & shampoo; Max's bald eye patches cleared, my mossie bites, swellings & itchiness **all disappeared within hours.** Great products...am trying to spread the word"

Sue Behennah, Launceston; Gundog's fleas, hair-loss (eyes), human mossie bites

"1. Your **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 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 & skin issues [flaxseed oil]; 2. Dog's paw chewing, hair loss, ticks, mites

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