



18 issues... 1 product...

Stop-it-All

Spring Newsletter #6
March 2009

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What's in this issue from *Ruggles & Stop-it-All*? (roll cursor over the following headings)

- **New Look**
- **Banish Midges BEFORE the season starts**
- **Codex Alimentarius – making plants illegal – please ACT NOW**
- **Pet Itchy Ears & Paws – connections to Rice, Cereals, Soya**
- **Cut your Feed Bills with Friendly Bacteria**
- **Alpaca Trial Pack**
- **Useful Tips: a. Bathing in Cold Weather; b. Hot Water on the Move; c. Invisible Mites; d. Rafter Rags**

Veterinary Medicines Compliant

1. New Logo, bottles, re-usable ethical drawstring bags

Ruggles & Stop it All products encompass gentle methods & frequently the power of Mother Nature. The logo was created to convey *Stop-it-All's* multiple applications yet also show that it's firmly rooted in nature via the 'plant' sprouting from the name.

We're also changing the bottles to hopefully make their use even easier. And soon we'll be introducing 100% natural & ethically sourced cotton drawstring bags which will not only hold your products but can double up to carry your brushes & rags, mobile phone & wallet, etc. So whether you keep it in the tackroom, in the car, the truck or for carrying all your 'must haves' at the collecting ring, it's big enough to be useful, strong enough to last, yet kind on the environment. When it becomes threadbare, just add it on the compost heap!



Please bear with us whilst we transit between bottles & logos & we apologise for any oddities meanwhile!

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2. The midges are back.... DO NOT delay with the diluted oil....& some internal support

When animals get bitten, (a) their immune system response accelerates and (b) the animals can quickly become stressed by their inability to cope. In turn, they become increasingly mentally & physically 'overloaded' which can have other ramifications on their body's ability to remain in general good health. Stress becomes a major player. However, here's some simple steps to consider.

1. Start using your diluted oil intermittently to create the 'aroma bubble' – if you can smell it, so can the bugs! Then as bug attacks intensify, just increase the neat/diluted oil applications as per your Orange Application Notes. Remember that 500ml oil becomes 2.5 litres of diluted bug mix so it's highly economical.
2. For all current clients, if you would like a copy of our A4 **Summer/Bugs Planner** which also suggests what to do NOW before the midges really set in, just [E-MAIL](#) us. As you're only using mostly diluted oil it's very cheap but perhaps most importantly, you're giving your animals a fighting chance of 'coping' in 2009.
3. Supporting the animals from the insides is important too & probiotics can play a part. They help keep the gut's microflora balanced (which runs c70% of the immune system) & thus helps keep the immune system response 'considered' rather than over-reacting to being bitten. Pure milled/cooked linseed has also shown very exciting results by 'communicating with the immune system response' (American Equine research studies)....however the downside of this outstanding plant versus probiotics is that it requires large servings & if not manufactured correctly, the beneficial properties can be significantly reduced.

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3. Codex Alimentarius – making plants & extracts **ILLEGAL** from December 2009....be it peppermint, echinacea, garlic, orange, rosehips, cod liver oil, primrose oil ++

Please kindly take 15 seconds to read this & 15 seconds to sign up at No. 10 Downing Street Petitions. You know that we're not misguided extremists, so please know that sadly this is not a hoax. A **Vet** actually told us about this World Trade Organisation (WTO) initiative – he is sufficiently worried about the health implications on our animals (let alone our health) if this legislation is implemented. Germany & Norway are already heavily restricted - it's coming to the **UK** post **December 2009 if we do not act**. In precis:



- **ALL natural herbs & nutrient supplements will be banned; vitamins will become illegal.**
- **It will become law that ALL foods would have to be sprayed with chemicals & ALL animals for food will be given growth stimulants ++**

As one of our clients said:

*“What arrogance to think that humans can create all the answers when we've only been at it for a **few hundred years** yet Mother Nature has taken pretty good care of our World for the last **few thousand years**”*

Science has many wonderful & vital answers...but it **does not own all the answers**. If you feel this stifles our freedom of choice and/or want more details on this frightening & imminent event, click [HERE](#). If you search the web, there is much written about it & in much more detail than here.

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4. Pets – use caution with Rice, Soya, Cereals, etc.

Sadly we are seeing a lot of issues with the above ingredients. Classic signs of a digested ingredient not suiting your pet can be itchy ears & feet with the red & itchy tummies already being a fairly well known indicator. What are the options alongside always consulting your Vet?

- Use **Stop-it-All** to help calm & soothe the 'outside'. However, if the 'root' of the issue is driven from internal disharmony, then topical products are just 'plasters'. As we are known for trying to help owners look at 'whole health', if you can find the 'real driver', then you & your pet win in the short & long-term. The ever-growing web Testimonials speak loudest about the capabilities of our dual approach.
- Try taking out all rice, cereals & soya. Just because it says 'hypoallergenic' or 'natural' sadly you do still need to read the label and/or even call up the manufacturer as it's surprising how often wheatfeed or bran or brown rice IS in there yet the marketeers deem it acceptable to call something say 'cereal-grain free' when all they mean is it doesn't have cereal grains...but it does have mashed up grains!!! We are constantly researching for new products that don't include cereals, rice & soya so watch our web as new companies answer our enquiries & meet this criteria. For the current list, see our [WEB](#) in the 'Diet' sub-section.
- Probiotics can be hugely beneficial as they run 70% of an animal's immune system & internal disharmony frequently displays itself via the skin. If the body is in a 'tizzy' then the duck & his paddling feet may be your pet's reality! Help calm the body, ideally take away the 'driver' (such as rice, wheat, mites or whatever) & the pet's body often relaxes quickly. And as the body calms & the good & bad bacteria levels in the gut rebalance, we're often told that loose stools become historical, animals visibly calm down & begin to enjoy simple pleasures such as lying peacefully by the fire rather than eating itself alive (or clawing off muzzles, socks & lampshade hats). Many Vets stock dedicated probiotics (usually *Protexin*) or you can get them from us.
- One client recently wrote to us **“I am now convinced rice/cereals have been the root of the long-standing paw chewing/irritated ears on four of our Tibetan Spaniels. It is wonderful to see them so contented now - I cannot tell you how grateful I am that you identified it”** Click [HERE](#).

A great web for pioneering ideas to truly help our pets is Canine Health Concern – click [HERE](#). Catherine O'Driscoll speaks her mind so that we can then make up ours. With knowledge we can make informed judgements...but as long as we're in the dark, we're disadvantaged. See [NEWSLETTER #5](#) for previous discussions. It also offers web links to the pioneering American Vet Dr Andrew Jones. His newsletters are worth signing up to.....there are some interesting observations from his side of the fence.....!

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5. Crush Your Costs during Credit Crunch....thanks to some friendly bacteria

With recession clawing at all our pockets, if we can cut costs without threatening 'good health' then it's worth considering. Here's another idea suggested by the probiotic experts.

Feed is one area to consider yet 'best quality' can never be compromised. So to maintain this level but on a budget, it's worth assessing if your horse, camelid, farm animal, pet or even yourself, need all the supplements & balancers. Sadly probiotics found within a general feed bag or even yogurt pots are rarely strong enough compared to a 'pure' product (plus they often come with preservatives, fillers & things that are not helping the body). However, it's probably better than nothing but we'd question the real benefit & ultimately the cost.



Whilst indiscriminately eliminating balancers, etc. might mean your animal loses condition, a high quality probiotic supplement might be the key. A grass-based probiotic such as *Protexin Equine Gut Balancer* helps grass-eating animals **make the most of the feed given**, ensuring they can **extract the most nutritional value**. They cost only a few pence a day & ensure digestive systems are working to the best of their ability by improving & maintaining gut microflora which in turns runs c70% of the immune system. And it's the same for pets & humans - optimally tuned microflora equals happier bodies - with no chemicals or cereal fillers in sight!

For the science behind probiotics & their truly diverse benefits, see WWW.PROTEXIN.COM or our [PROBIOTICS](#) section.

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6. Alpacas – sensibly fussy! The £10.00 Trial

Alpacas are hugely intelligent animals so it's not surprising that they eat warily. But as they suffer so much from stress & issues connected to cereals, molasses, chemical preservatives, etc. there is increasing expert opinion supporting the regular use of probiotics to help them cope.

Unlike milk-based products, the grass-based *Protexin Equine Gut Balancer* is very popular with Alpacas & is rarely left in any bowl – some even eat it off your hand or even chase after you if you're carrying the tub!

For Alpaca owners new to probiotics & where you'd rather not 'risk' a £24 tub, we have **200g Trial Packs** available at just **£10 + P&P** which gives you **c40 servings**.

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7. Useful Tips: a. Bathing in Winter; b. Instant Hot Water; c. Invisible Mites; d. Rafter Rags

A. When you don't have lots of hot water or when needing to bath an elderly animal if it is say suffering with mites, you can often localise bath them using rolled up bath towels as 'dams' to stop water run-off spreading. Especially important to protect the delicate kidney area from getting wet/chilling (between the back of the saddle & the croup).

B. One client told us that to overcome lack of water at her stables, she bought containers from her local caravan/camping shop (c£4 for a collapsible 15L one), then just filled them up with hot water at the house, covered them with a blanket to keep them warm & hey presto, lashings of hot water in the car & at the yard!

C. Is your horse, alpaca or dog madly scratching yet there's no signs of mites? Well 'invisible mites' are running at unprecedented levels (so Vets/others tell us) with no let up since summer 2008. If in doubt, follow our Mites Planner & be sure to use plenty of product in the key breeding zones. [E-MAIL](#) us if you want the planner.

D. Don't forget to soak rags in the neat/diluted oil & hang off rafters in stables, shelters – surprisingly effective!



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8. YOUR feedback matters

We're really keen to hear about your experiences with our products (photos very welcome). so please do write in or [E-MAIL](#) us.

As ever, thank you for your ongoing support....and please continue telling others about us if you like the results from Mother Nature & our gentle products & ideas – it helps spread the word & it quickly earns you free products too!



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Ruggles & Stop it All

