



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

KKNW (1150 AM) Radio Show ***Talk With Your Animals***

January 9, 2008 at 12:00–1:00 PM (PDT)
Host: Joy Turner
with Guest Russell Louie, Optimum Choices, LLC

Introduction

Hi, today we're talking with Russell Louie, who owns Optimum Choices, a holistic wellness business. He believes that if one cannot find the time or money for health now, sooner or later one is obliged to find time and money for medical treatment later. So, his mission is to educate people on healthy choices for themselves and their pets to prevent this. He shares his experience, knowledge and choices towards optimum health with a line of whole food products including BioPreparation algae for pets, therapeutic essential oils, Chinese Goji berries and subtle energy modalities of Reiki and Bach Flower remedies.

Russell has studied holistic health and spirituality for over 25 years and lived a holistic lifestyle for over 55 years. He specializes in integrating his scientific background with his knowledge of holistic health to create wellness programs that promote optimum health for people and pets.

Russell teaches classes in animal nutrition and natural pet care in Denver. His education includes a degree in geophysical engineering from the Colorado School of Mines and Russell is a Certified Reiki Master.

Optimum Choices offers optimum health care products and services for pets. Through their combined 75+ years of experience in the holistic health field, Optimum Choices recommends a select group of products they consider to be the world's best. Their product offerings include BioPreparation algae for pets, SeaCure, Chinese Goji Berries, NingXia (*pronounced ning' sha*) Red wolfberry juice and essential oils. Services offered include aromatherapy treatments, Reiki for both people and pets, and Bach flower remedies. Contact Optimum Choices toll-free at 866-305-2306 or e-mail them at info@OptimumChoices.com or visit their website at www.OptimumChoices.com.

Today, he will be talking about how you can resolve to make your pet healthier in 2008.



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Resolve to Make Your Pet Healthier in 2008

Russell, why should I resolve to make my pet healthier in 2008, if it is young or doesn't exhibit any symptoms now?

If one does the same thing everyone else does, one will get the same results everyone else does. Let me explain. According to a 2005 Morris Animal Foundation Study, nearly 50 percent of natural deaths in older cats and dogs are attributed to cancer. Cancer has become epidemic in some breeds, with 63% of Golden Retrievers dying of it. We met Dr. Martin Goldstein in NY several years ago and he told us he sees puppies 1-2 years old with cancer. In addition, veterinary statistics and dogs and cat registries, show our pets are living half of what they did 40-50 years ago. When I was growing up 50 years ago dogs routinely lived to be 15-20 years old and it was not uncommon for a cat to live past 20 years. Our last cat passed away at around 23 years.

Say I have a dog that is 2 years old that is running around with too much energy. Why should I be concerned about prevention at this stage in his life?

By taking preventative measures today you can extend the life of your dog by, perhaps 1.5 to 2 times, and enjoy many more years with your companion. Many animal guardians assume that if their pet is free of symptoms, it must be healthy and what they're feeding is supporting its health. They see no reason to spend money on a more expensive "premium" food or add superfood and other supplements to their pet's diet. Then 4 to 5 years down the road, their pet gets severe arthritis, kidney disease, diabetes, cancer or some other degenerative disease. Now they are searching for answers and are willing to spend whatever it takes to make their beloved companion well. Unfortunately, sometimes it is "too little, too late" at this point. Their pet's body has been so damaged that they cannot be helped and the best that can be done is to improve the quality of life remaining. Our goal at Optimum Choices is to prevent or postpone this scenario until their pets are at least 15-20 years of age and not 5-10 years as is happening today.

You mean my pet could live to be 15-20 years old and still be healthy?

Yes, taking steps now to keep pets healthy will extend their life and help prevent expensive medical problems later. Statistics from veterinary organizations and dog and cat registries show that the life span of America's companion animals is now **half** what it was in the 1950's and 1960's. Forty years ago the average Golden Retriever lived to be fifteen or sixteen, while house cats routinely lived into their twenties. Today the Golden Retriever's life expectancy is only seven years and cats living to be 12-15 years of age are considered old. Our cat, Connie, is 20-years old and our holistic vet cannot believe what a great looking coat she has and the fact that we declined the medication and radioactive iodine treatment she recommended for Connie's



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hyperthyroid condition. We were able to get Connie's thyroid values back in the normal range through a raw food diet and adding our superfood product BioPreparation, which balances all the glands and organs of the body not just the thyroid.

Isn't just feeding a good quality dry kibble good enough?

We feel a good diet is the number one thing an animal guardian can do to preserve their pet's health and longevity. Let me use our cats as an example. The first several cats we had were fed exclusively dry kibble and died at ages between 11 to 17 years of kidney disease. We were told that was totally "normal". Our current cat has had minimal vaccines and was switched from dry kibble to a combination of premium canned and raw diet only four years ago and is now 20-21 years old. We attribute this longevity mainly to her better diet. Most holistic vets recommend a home-cooked or raw diet of meat, bones and organs for both dogs and cats. That is what nature designed them to eat. Recognizing this, many local pet stores now offer pre-made, balanced frozen raw diets. If feeding raw food is not possible, then one can use freeze-dried raw food or some very good super premium canned food available at natural pet stores.

Won't premium food and other holistic options cost me more money?

Yes but there is an old saying based on an old oil filter commercial, "You can pay me now or pay me later." Let me give you an example. A customer of ours had a Golden Retriever, about 7 years old, that was severely overweight. I am guessing he weighed at least 100 lbs. We tried to convince her that it would be in the dog's best interest if she would switch to a premium brand food and get the dog to lose weight. She said she couldn't afford to do that. In less than six months, she called us saying she had to take the dog to the vet because he literally couldn't get up. Between the vet visit, shots, medications and prescription diet she spent over \$600. The same \$600 could have been spent at \$50/month for a whole year on a healthier food that might have prevented this one vet visit. But how many more vet visits will be needed in the future if the guardian continues to do nothing? Later, it could be not just be arthritis but diabetes or something even more serious. As the saying goes, "an ounce of prevention is worth a pound of cure".

Raw food is too expensive (I have large dogs, too many pets). If I must feed dry kibble what is one holistic addition I could make to their diet?

Superfoods supply the critical live enzymes needed by our pets. Without live enzymes to break down the food, absorption of nutrients cannot take place. Enzymes make possible the digestive process but in addition to digestive enzymes the body needs metabolic enzymes for such vital body functions as energy production, new tissue regeneration, reducing inflammation, speeding healing and just about every bodily function.



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Without enzymes, animals age faster and could get degenerative diseases so prevalent in animals today. Animals fed dry kibble do not get live enzymes because all cooked food is void of enzymes because heat kills enzymes. We believe one of the causes of degenerative diseases includes feeding our pets nothing but cooked, processed foods void of enzymes.

Russell, you think algae are a better source of enzymes and nutrients than other supplements. How have you come to that conclusion?

I believe whole food supplements are better and safer than isolated or synthetic supplements. Also, isolated supplements may be missing other synergistic substances found in whole foods that are needed to make it work optimally. For instance, Vitamin C works better when combined with rutin and bioflavonoids. So, just taking Vitamin C as pure ascorbic acid will not work as well as taking the whole food source of Vitamin C in acerola cherries or oranges that naturally contain rutin and bioflavonoids. Algae are a whole super food product that contains over 4,000 enzymes.

Since algae is formulated by nature and contains literally nature's vitamin chest, it is better and safer than taking isolated supplements of multi-vitamins, fish oils, joint support and digestive enzymes. I think nature is a better formulator of supplements than a scientist in a laboratory. It is also less expensive to give just one holistic product than a handful of supplements.

Many older animals have arthritis and are taking drugs and glucosamine supplements. Do you have a preventative option for that?

Yes, Joy, we have found a whole food source of glucosamine, chondroitin sulfate and hyaluronic acid that supplies the cartilage cells with the building blocks they need to actually re-build joints. We prefer not to give glucosamine in an isolated supplement because our research shows it could cause the side effects of impairing insulin secretion which could lead to diabetes, cause yeast flare-ups or Candida and overload the liver.

Breeder's Choice makes a line of dry kibble, canned food product as well as joint treats called Active Care. We particularly like their Active Care Joint Chews which are a whole food doggie treat made from bovine cartilage, trachea, connective tissue and beef liver. These cow parts are naturally high in glucosamine, chondroitin sulfate and GAGs (glycosaminoglycans) and other nutrients that healthy joints need. So, instead of feeding a dog treats made from wheat, corn, or soy that contain sugar and artificial flavoring, feed them Active Care Joint Chews before they get arthritic. In all the years we have been using these chews, I have not found one dog that did not like them.



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You seem to have wealth of holistic information. How can we access your 55+ years of holistic wisdom?

One way is to go to our website, www.OptimumChoices.com and sign up for our free monthly e-newsletters. We have written on such topics as, Is glucosamine the answer for arthritis? How to improve your pet's health holistically, Healthy water for you and your pets and Whole Food Nutrition vs. Supplements that are all archived online by searching on the specific topic.

Another way is to download our new series of Holistic Choices e-Books. We recently decided to publish each chapter of our Natural Pet Care book separately as an e-Book. In that way, the reader can take advantage of the latest holistic research we find and absorb the information in a smaller chunk. The first three titles that have been published are:

- Optimum nutrition for dogs and cats
- Optimum nutrition for people
- How to become a canine massage provider

Tell me more about what's in your dogs and cats e-Book.

We start off by telling the reader what Nature designed wild dogs and cats to eat. Then we compare all the various food options from dry kibble to raw food to the optimum diet in Nature. We educate the readers on how to find good premium pet food by reading the labels. Next we discuss all the advantages and disadvantages of a raw food diet and how to transition to a raw diet. We also have a section on what human foods are toxic to pets. Many people don't know that grapes, onions and Xylitol, a sweetener, can be toxic.

Sounds like I need to get a copy of your Optimum nutrition for dogs and cats e-Book. How can I and my listeners get a copy?

Go to our website www.OptimumChoices.com and click on the picture of our Holistic Choices e-book on our home page. As a special offer, if any one of your listeners will purchase just two products, I will give them one e-Book of their choice *free*. Just have them say, "Joy Turner sent me" and ask for the *free* e-Book title of their choice.



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For more information on Optimum Choices and holistic options for your pet, go to Russell's website at www.OptimumChoices.com. You can also call toll-free 866-305-2306 or email them at info@OptimumChoices.com.



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{Optional Questions}

Do you have any fun ways I can be proactive in prevention?

You might think our pets' lives are stress-free because they don't have to go to work and they get to lounge at home all day. However, for dogs in particular, being home alone is very stressful for a pack animal. They are not designed to stay by themselves for long periods of time but are often forced to, because their owners must go to work. Even cats can get lonely and depressed when left alone. Also, our pets often don't get sufficient daily exercise, which is stressful and health-depleting. Part of the "ounce of prevention" for our pets includes providing adequate exercise and socialization for our pets. This also helps them fight obesity, a growing problem in our pets that can lead to many health issues.

What other factors should I be concerned about?

Our environment is full of toxins now and our pets are exposed to higher levels of toxins than us, since they walk and lie on the ground and then lick themselves. Some vets feel environmental toxins are a major factor contributing to cancer in our pets. To minimize toxins, use natural cleaning products, don't put pesticides on your lawn and give your pets filtered or bottled water rather than tap. One of our customers recently moved into a retirement community where the lawns were perfectly manicured and the landscape was so plush. She said they saw maybe one dandelion in the first four months they were there. But their dog's feet were swelling up and he was scratching all the time and chewing on his paws. They also noticed that many smaller dogs in the community had rashes on their bellies. I suggested to them that maybe the pesticides being sprayed on the lawns were destroying the dogs' immune system causing most of these symptoms. We used some of our BioPreparation to holistically boost up the dog's immune system and the dog's swollen feet went away and he stopped chewing on his paws.

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