



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

WENDY'S ANIMAL TALK

Host Wendy Nan Rees

January 15, 2008, Tuesday, 1:00-2:00 PM PST
with Guest Russell Louie, Optimum Choices, LLC

An Ounce of Prevention

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

We seem to see only two types of customers at Optimum Choices. 1) Those that wait for symptoms to show up before taking action and 2) Those that wait for symptoms to blow up before taking action. Unfortunately, by the time these customers come to us, their pet already has a degenerative disease and sometimes their actions are too little and too late.

Optimum Choices' mission is to create a third type of customer. Through our education and by informing people about their holistic options, we want customers that choose to take preventative action now when their pets are younger, so they can avoid the expense and heartaches of their pet contracting a serious degenerative when they are 15-20 years old.

Could my pet live to be 15–20 years old and still be healthy?

Yes, absolutely! When I was growing up 50 years ago, dogs and cats routinely lived to be 15-20 years old. It wasn't uncommon for a cat to live beyond 20 years of age. Cancer, diabetes, auto-immune disease was very rare in pets 50 years ago. But today, veterinary statistics and dog and cat registries show our pets have a life span half of what it used to be 50 years ago. The average life span of a Golden Retriever today is only 7-8 years old.

Our last cat died at 23 years old.

What are the chances of my pet getting a serious disease?

Studies show that cats have a 20% chance of getting feline leukemia. Chronic Renal Failure (or CRF) is almost in epidemic proportions today. 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.

Page 1/5



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

Martin Goldstein in NY several years ago and he told us he sees puppies 1-2 years old with cancer.

So, if one does what everyone else does, namely go to the grocery store or big box store and buy a 40 lb. bag of dry kibble for their pet for \$19.95, take their pet to the vet once per year for their annual vaccinations and never cleans their pet's teeth, these statistics are what the average pet owner can expect to get. Optimum Choices' goal is for all our customers to beat those statistics through educating people on a good nutritious diet and other holistic options.

What role does diet play in my pet's health?

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" by the vet. Our last cat has had minimal vaccines and was switched from dry kibble to a combination of premium canned and raw diet when she was 15 years old. She lived to be approximately 23 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 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".



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

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

Yes, 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.

If one feeds dry kibble, we also suggest adding a superfood supplement, like BioPreparation, to their diet because dry kibble is the most nutrient deficient form of food we could feed our carnivorous pets.

I want to keep things simple and affordable. What is one holistic product that I could supplement my pet's diet with?

A superfood product would be my choice. Superfoods supply the critical live enzymes needed by our pets. Without live enzymes to break down the food, absorption of nutrients cannot take place. I don't just mean digestive enzymes. The body needs plant and metabolic enzymes for such vital body functions as energy production, new tissue regeneration, reducing inflammation, speeding healing and just about every bodily function.

Without these 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. So, we use a superfood product called **BioPreparation** with all our pets because it has over 5,000 enzymes not just the half dozen or so digestive enzymes in a typical enzyme supplement.



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

You seem to have wealth of holistic information. How can we access your 50+ 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.

A second way is to sign up for our free monthly e-newsletter which contains holistic articles for people and pets. If your listeners will sign up for our e-newsletter, they'll get our free report entitled, *What Pet Food Companies Don't Want You to Know*. It will list the ingredients on pet food labels that are not good for your pet and give secrets pet food companies use on their labels to list ingredients in a deceiving way.

Another way is to download our new series of Holistic Choices e-Books. The first three titles that have been published are:

- *Save Your Dog or Cat*
- *Secrets of Longevity*
- *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.

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.



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

Proposed Radio Show Topics

Jan. 15, 2008—An Ounce of Prevention

March 11, 2008—What's Safe After the Pet Food Recall

April 8, 2008—What Pet Food Companies Don't Want You to Know

May 13, 2008—Save Your Dog or Cat

June 10, 2008—How to Choose a Good Holistic Supplement