



OPTIMUM CHOICES, LLC  
*Healthy choices for people and pets*

**HealthyLife.Net Radio Show**  
**Wendy's Animal Talk, Host Wendy Nan Rees**  
**Guest Russell Louie**

**How to Buy Fewer Supplements, Save Money &  
Have Your Pet be Healthier**  
**February 17, 2009, 1-2:00 PM PDT**

**Russell, tell us a little about your background and how you came upon all your knowledge regarding pets.**

I have studied holistic health and spirituality for over 30 years and lived a holistic lifestyle for over 56 years. My education includes a degree in geophysical engineering and I am a Certified Reiki Master. I specialize in integrating my scientific background with my knowledge of holistic health to create wellness programs that promote optimum health for both people and pets. My greatest talent is being able to cut through all the marketing hype using my scientific background to tell people what is truly holistic. Most of my holistic knowledge about pets has come about through my experiences with our own pets and a desire to have our pets live to be 15-20 years old and still being healthy like pets used to 50 years ago.

**So, you believe pets can still live to be 20 years old?**

Not only do I believe that, Wendy, I proved it with our last cat that lived to be about 23 years old. In the end, she was hyperthyroid, had severe arthritis and chronic renal failure but we did not need the radioactive iodine treatment or surgery for her thyroid and she was on absolutely no medications for her thyroid or severe arthritis. She died peacefully in my hands at home.

**And you accomplished this all using holistic means?**

Yes, Wendy, and we did not use a ton of supplements, we saved money and I believe our cat, Connie, was happier not having all those pills stuffed down her throat or mixed into her food.

**Why isn't using a lot of supplements holistic?**

I have seen a lot of so-called "holistic" products come and go in my time. Because I have a bachelor's of science, I researched why these products were no longer around. The basic conclusion I came to, was that these products were NOT totally holistic but just treating the symptoms. They may have been good natural products, made from all-natural ingredients but the principles behind how they worked, were NOT holistic and therefore their marketing hype only lasted so long.

When one uses these all-natural but not necessarily holistic supplements, the symptoms seemingly go away. But when the supplements are discontinued, the symptoms come back. This tells me the original cause or disease was not holistically dealt with. I prefer to use whole food products for ourselves and our pets because they support the whole body rather than just treat the symptoms like supplements do.

## **Can you explain to me the difference between a whole food product and a supplement?**

A supplement usually contains high concentrations of just the active ingredients. Supplements are usually extracts or concentrates of the food source they come from. Whereas whole food products contain the entire food, including the peel, pulp, juice that contain not only the active ingredients but also all the complementary nutrients, buffer ingredients, amino acids, enzymes, vitamins and minerals Nature dictated are needed to make the active ingredient work.

## **I am still trying to grasp the difference. Can you give me an example?**

Sure. Back in the 18th century, European travelers were crossing the Atlantic Ocean to the New World. They discovered if they drank fresh lime juice they did not get scurvy. That's why British sailors were called limeys. It wasn't until the 20th century, that scientists finally isolated the beneficial nutrient in citrus fruits as vitamin C. What is not commonly known is by taking isolated Vitamin C in the form of an ascorbic acid supplement one only gets rid of the symptoms of scurvy. When the ascorbic acid supplement is discontinued the symptoms and disease returns. However, if one gets the active ingredient of Vitamin C made from whole food green peppers not only do the symptoms disappear but the scurvy is gone when discontinued.

## **I can see where getting rid of the original disease permanently is a big benefit of using whole food products over supplements. Are there any other benefits?**

Yes, Wendy, one can avoid expensive lab and diagnostic tests. All drugs and most supplements need a specific diagnosis to apply them properly. For example, one would need to do a blood test to determine if the body was hypothyroid or hyperthyroid in order to choose the right drug. That is treating the symptom of low or high thyroid condition, not the whole body. But if one were to use a whole food product instead, one could balance not just the thyroid gland but also the adrenals, pancreas, pituitary, pineal, hypothalamus and all the other glands.

## **Now I am starting to see how I can save money using whole food products rather than supplements and drugs. But are whole food products potent enough to handle serious health conditions?**

Yes, let me tell you about two cases where the pets were actually dying. One cat was brought to the vet hospital that had not eaten in 4 days. All lab tests and blood work were negative. Further examination found absolutely nothing wrong with the cat but it was still dying. We suggested to the vet take our whole food product, BioPreparation mix it in water and squirt it into the cat's

mouth. The cat started to eat and drink a little by the end of the day. By the next day the cat was eating normally and totally recovered. The vet never figured out what was wrong with the cat but the owner was very thankful that we had literally saved his cat's life. So, even with all the expensive diagnostic tests, the vet could not determine why the cat was dying and could therefore not prescribe a specific drug. But a whole food product does not address specific symptoms and activated the cat's **own natural ability to heal**.

## **That's truly amazing. Having any more good stories?**

One 2 year old cat stopped producing red blood cells and was dying but did not test positive for leukemia. After several vets examined the cat, none could diagnose the cause. So, again we suggest the simple approach of just giving the cat a whole food product and not targeting any one symptom with a drug or supplement. Within 24 hours the cat was eating something and by the end of 48 hours the cat was back on the raw food diet it was used to eating.

Interestingly enough, the cat's owner is an animal communicator. The cat told the communicator that the cause of his life-threatening problem was his weak intestinal cells which had gotten clogged and could no longer absorb nutrients and release wastes. When he eats BioPreparation daily, normal cell function returns. This super food product feeds the weak cells and supports their healthy function. As a result, the cat efficiently digests and absorbs nutrients from his food and can build rich and vibrant blood!

Now don't get me wrong Wendy. I am not advocating not going to a vet when a pet gets sick, I am just pointing out there are holistic alternatives, even when a pet is dying and the vets cannot even determine the cause.

**Yes, I think that is important to let our listeners know you always suggest they take their pet to a vet for proper veterinary diagnosis. But then they can also research holistic alternatives.**

## **Next, how can one buy fewer supplements and still have our pets be healthier?**

A lot of supplements have exotic ingredients not natural to our pet's diet. For example, one might contain a tropical fruit or an extract from an Amazon jungle plant to help with arthritis symptoms. While these products might eliminate our pet's symptoms, that is allopathically treating the arthritis symptoms only. One is simply introducing a foreign substance into the body to produce an effect. That's the definition of allopathic medicine.

I feel it is more holistic to supply the body with natural ingredients that are native to our pet's diet, in order to awaken our pet's own natural ability to heal. In other words, the body is taking care of the symptoms and not the product, so one is not buying a single supplement for every symptom. This concept IS 100% holistic.

## **So, instead of giving glucosamine or chondroitin sulfate supplements for my pet's arthritis, what is something even more holistic?**

Yes, many people give glucosamine, chondroitin sulfate or MSM supplements to their pet for arthritis. But one would not give that same supplement for digestive problems. One would probably take a digestive enzyme supplement, right? So, the glucosamine and chondroitin sulfate supplements are simply treating the arthritis symptoms and not the whole body. In my opinion, that's not totally holistic.

I would suggest using a whole food product with therapeutic antioxidants and enzymes to help reduce inflammation, Omega oils which also help decrease inflammation but also increase flexibility and EFA and GLA fatty acids to improve the immune system. Even though GLA is so important in addressing arthritis because of its anti-inflammatory properties, it also has been shown in clinical studies to help heart disease, obesity and zinc deficiency. So you see, we are not just treating the arthritis but nutritionally supporting other various chronic health problems.

## **All right, you got me thinking now. What else can this whole food product do?**

Another way BioPreparation can help the body is by supplying superior antioxidants. BioPreparation has 500-1000 times the antioxidant capacity of Vitamin E and 40 times the antioxidant capacity of beta-carotene. Therefore, BioPreparation's free radical protection improves all inflammatory conditions, not just arthritis and also reduces the negative effects of allergic diseases by sparking the autoimmune system. Again, we are not just helping arthritis but allergies and other immune system challenges too.

## **OK, give me another example of how a whole food product is not just treating the symptoms.**

Sure, Wendy. Let's say you or your doctor notice symptoms of incomplete digestion so you take digestive enzymes. Holistically, the pancreas is not producing enough digestive enzymes. Maybe it is not getting enough raw materials in the diet — co-enzymes and co-factors needed to produce digestive enzymes. This is common in both people and pets that do not eat enough raw foods. Or say the pancreas is overloaded because the person or pet is either diabetic or pre-diabetic and is stressed from trying to control the blood sugar levels. Whatever the reason, not enough digestive enzymes are produced and the pancreas sends a signal to the brain asking for help. So the brain looks for more co-enzymes and co-factors in the diet and sends a stronger signal to the pancreas to produce more digestive enzymes. But all of a sudden digestive enzymes appear in the digestive tract from the supplement. So the digestive tract signals the pancreas, "I don't know where they came from, but I seem to have enough enzymes now." So the pancreas sends a corresponding signal to the brain that the enzyme deficiency is met. So, the brain shuts down the process of producing more digestive enzymes. In effect, the digestive enzyme supplement has left a lazy pancreas and made the body dependent on this external source of digestive enzymes for life. We know this for a fact because after taking digestive enzymes for a while, one must increase the dosage for the same benefits over time.

## **So, taking digestive enzymes is a crutch for the body?**

That's exactly right. Remember the little Dutch boy fable about how he saved the town from flooding by sticking his finger in the dike to stop the water leak? The only problem is, that is not a permanent fix, in that the boy's finger has to plug the hole in the dike forever. Same problem with taking digestive enzymes: one has to take them for the rest of one's life because the original problem, either a lack of co-enzymes and co-factors from raw food or a lazy pancreas has not been addressed. This is what we mean when we say just taking supplements to fix the symptoms is not holistic.

## **What other nutritional advantages does a whole food product have over supplements?**

A whole food product would contain all the necessary vitamins, amino acids, minerals and trace elements Nature dictated are necessary for the food's ingredients to work. Take for instance calcium. Research has shown that Vitamin D and magnesium are critical for proper calcium utilization. Cheap calcium supplements will just contain calcium. More expensive calcium supplements will add the necessary Vitamin D and magnesium for efficiency. But a whole food product will already have Vitamin D and magnesium in it, along with a host of other complementary vitamins, minerals, amino acids and enzymes necessary for complete assimilation. You see, one doesn't have to do all the research to find out what other complementary ingredients are necessary to make calcium work in the body. One just has to take the complete whole food product that Nature formulated.

## **I see what you mean now between all-natural supplements and truly holistic products.**

Just because a supplement is made from all-natural ingredients, doesn't mean it is holistic. Many products are made from a proprietary extraction process which just takes out the active ingredients. While this produces a very strong therapeutic supplement that gives instant results, the overall effect on the body could be a suppression of symptoms and a further unbalancing of the body.

## **So how can my pets be healthier while taking fewer supplements?**

We seem to have two types of customers: ones that wait for symptoms to show up before taking actions and ones that wait for symptoms blow up before taking action. When symptoms blow up, this quite often leads to expensive diagnostic tests and treatment. You have already discussed the perils of feeding cheap dry food kibble on your show. I am going to suggest going a step further by adding a truly holistic, whole food product to their wonderfully cooked home diets. Do not even wait for symptoms to show up before taking this preventative action and your pets WILL live to be a healthy 15-20 years old.

## **Wendy shares experiences with Senator, Cappy and Little Man....**

### **You seem to have wealth of pet knowledge. How can we access more of your 56+ years of holistic wisdom?**

One way is to go to our website, [www.OptimumChoices.com](http://www.OptimumChoices.com) and sign up for our free monthly e-newsletters. We have written articles on such topics as, Is glucosamine the answer for arthritis? Healthy water for you and your pets and Whole Food Nutrition vs. Supplements. All past articles are archived online and one can search for a specific topic. If your listeners will check the box at the bottom of the subscription form, we'll send subscribers a free report entitled **What Pet Food Companies Don't Want You to Know**. This report contains 11-points some of which we covered today.

### **What other holistic resources do you have that would be of interest my listeners?**

We have written a series of Holistic Choices e-Books. Readers can take advantage of the latest holistic research we find and absorb the information in a small chunk rather than a 100+ page book. The first three titles that have been published are:

- Save Your Dog or Cat
- Secrets of Longevity (for people )
- How to become a canine massage provider

### **Tell me more about what is 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 Save Your Dog or Cat e-Book. How can I and my listeners get a copy?**

Go to our website [www.OptimumChoices.com](http://www.OptimumChoices.com) and click on the [Products] button on our home page, then the [Books] button on the subsequent page. As a special offer, I will give your listeners one e-Book of their choice *free* with their first purchase. Just have them say, "**Wendy sent me**" and ask for the *free* e-Book title of their choice with any product purchase.

**Come back next month, when Russell will discuss— The Next Paradigm in Holistic Pet Care—Amazing Results from Whole Food Products. He will discuss how one can holistically help allergies, irritable bowel disease, chronic renal failure, lipomas or fatty tumors and much more, without using isolated supplements.**

**For more information on Optimum Choices and holistic options for your pet, go to Russell's website at [www.OptimumChoices.com](http://www.OptimumChoices.com). You can call toll-free 866-305-2306 or email them at [info@OptimumChoices.com](mailto:info@OptimumChoices.com).**