



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 Choose a Good Holistic Supplement:
Separating Facts from Hype
July 22, 2008, 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 25 years and lived a holistic lifestyle for over 55 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 to tell people what is truly holistic. Most of my holistic knowledge about pets has come about through my own experiences with our 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.

Russell, there are so many supplements in the market today, how do you determine what is good and what is not?

First of all, I compare what a supplement says it can do with my 56 years of holistic living experience. I've seen a lot of so-called "holistic" products come and go in my time. My mother loved to experiment with all the latest discoveries as I was growing up. But five years later, these "holistic" wonder products were gone. They simply did not stand the test of time or rigorous scrutiny if you will. So, if a supplement seems to be true based on my holistic experience, I take the next step and evaluate it based on science. I have a geophysical engineering degree and my wife has a biology degree. We read all the manufacturer's marketing material and research and compare this to our own knowledge base to see if the product is really holistic.

Wow, sounds like Optimum Choices is a trusted holistic resource.

Yes, Wendy, that's actually how we got started. So many of our friends were constantly coming to us to evaluate whatever product they wanted to take. We gave them our holistic opinion which they appreciated. Now we are sharing our 75+ years of combined holistic wisdom and our



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passion for holistic health with the general public, to help take their holistic experience to the next level.

What do you mean by “next level?”

Most of the holistic products on the market are not truly holistic. Let me first give you our definition of holistic. “Holistic” means to treat the whole body and not just a specific symptom or disease. For example, many people take glucosamine, chondroitin sulfate or MSM supplements for arthritis. But one wouldn’t take that same supplement for digestive problems. One would probably take a digestive enzyme supplement, right? So, these supplements are simply treating the symptoms and not the whole body. In my opinion, that’s not holistic

But I know many people and pets who do take glucosamine and chondroitin sulfate supplements for arthritis. What is wrong with that?

The problem is, all isolated supplements have side effects and tend to imbalance the body if taken long term. For example, you mentioned glucosamine supplements. Most people don’t know this (and even doctors don’t) but the side effects of high therapeutic doses of glucosamine are the following:

1. Glucosamine may impair insulin secretion and/or alter peripheral glucose uptake. Patients with diabetes should be cautious since glucosamine may affect insulin sensitivity or glucose tolerance.
(Source: Physicians Desk Reference for Non-Prescription Drugs & Supplements, 2005)
2. Glucosamine (derivative of glucose) made within your cells typically is hidden from the areas where yeast and fungi grow. Orally ingested glucosamine passes through your digestive tract and into your bloodstream where yeast live, then they feed on the glucosamine. Thus, glucosamine provides yeast with a source of energy as well as an important building block for overgrowth and a flare-up of Candida symptoms
(Source: <http://www.biochemicals.com/productfiles/arthrostat.php>)

I didn’t know that. Why don’t doctors tell you these things?

Doctors simply do not have time to read up on every supplement in the market. Just keeping up with the latest material data sheets for drugs is very time consuming. They are also not looking holistically at your body but just the symptoms you complain about.



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OK, so isolated supplements just treat symptoms and can have side effects. Are there any other reasons why supplements are not truly holistic?

Yes, Wendy. Let's take the example of digestive enzymes. Either you or your doctor notice symptoms of undigested food so you take digestive enzymes. Here is a holistic picture of what is going on. Say 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 people who don't eat enough raw foods. Or say the pancreas is overloaded because the person 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 you are taking. 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 solved. 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 everyone who takes digestive enzymes must increase the dosage the longer one takes them.

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 cause of the problem has not been addressed. This is what we mean when we say just taking supplements to fix the symptoms is not holistic.

So, if taking supplements is not holistic, what is?

Getting nutrition in the form Nature intended: in whole foods and whole food products.

Why is that better?

Let me give you an example. 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



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symptoms and disease returns. However, if one gets Vitamin C made from an extract of whole green peppers not only do the symptoms disappear but the scurvy is gone when discontinued.

That's fascinating. Why is that?

Vitamin C in the form of a whole food product contains rutin, bioflavonoids, Vitamin E, selenium and zinc that Nature dictated is needed for Vitamin C to work optimally in our body. All these complementary compounds are present in whole food sources of Vitamin C (e.g., green peppers, oranges, rose hips, acerola cherries, algae). By eating only an isolated supplement with just ascorbic acid or by juicing an orange and throwing away the pulp and peel, one is missing all the above necessary compounds. I have proven this to myself by taking a time-released, megadose=2,000 mg Vitamin C tablet and a whole food Vitamin C made from rose hips and acerola cherries (Vitamin C=350 mg) to my chiropractor when I had a cold or flu. Through nutritional testing the chiropractor determined the 2,000 mg supplement would help me recovery from the cold or flu but the 350 mg whole food tablet would do just as well or better. So, a Vitamin C supplement of 2,000 mg is not necessarily better than a whole food product containing 250 mg of Vitamin.

Now that we have all that scientific background, how do you go about evaluating holistic supplements for your pets?

First of all, I look for a product that has ingredients native to an animal's diet. I feel that giving an exotic herb from the Amazon jungle or an extract from a tropical fruit to fix a symptom is simply using a natural product in an allopathic way. While this may be necessary in the short-term, one is still treating the symptoms and has introduced the possibility of side effects and further imbalance in the body from foreign substances an animal would not normally get in the wild.

That makes sense. What else?

Next, I look for a process where the product is activating the animal's own natural ability to heal. Once all the symptoms are gone, can the animal's body stand on its own? Will the dosage of the supplement have to be continually increased over time?

Is there anything else you look for in a good holistic product?

If a supplement is truly a whole food product, I look for what other benefits throughout the whole body are gained other than elimination of specific symptoms? For instance, if the whole body is truly affected, is the skin and coat of an animal looking better, do they have more energy and flexibility and have their emotions been calmed down. A whole food product should help all three conditions and not have to be remedied by three separate supplements.



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I see what you mean now.

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.

What holistic products do you use on your pets?

One we use everyday is called BioPreparation. BioPreparation is an algae/Spirulina blend. It was discovered by a Russian scientist who was tasked with getting rid of the cancer epidemic in chickens, rabbits and mink in the former Soviet Union. He spent 20+ years experimenting on all the promising natural ingredients before finally assembling these specific four algae.

So, his final formula eliminated the cancer in chickens, rabbit and mink?

Yes, that's right. Dr Kiriac was able to return 50% of the cancerous chickens back into egg-laying production. He also found that 100% of the chicken's offspring were cancer-free. All this was done without antibiotics, growth hormones and any other drugs.

How does BioPreparation help my pet if it doesn't have cancer?

That's where the holistic nature of BioPreparation comes in. BioPreparation works like no other holistic product. It is sold as a nutritional product and not as a "cure" for any specific disease or symptom. And yet the research shows that the way it helps with cancer in animals can be applied to all other diseases and symptoms less severe than cancer. BioPreparation will literally wake up a pet's natural ability to heal, no matter what the symptom or disease. Wendy, your pets have benefited from BioPreparation. Share with your listeners what you have seen.

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

You seem to have wealth of pet knowledge. How can we access more of 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 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



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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'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 Save Your Dog or Cat 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, 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 another product purchase.

Come back next month, when Russell will discuss— What is BioPreparation and Why Does My Pet Need It? He'll discuss how one can holistically help allergies, irritable bowel disease, chronic renal failure, lipomas or fatty tumors and much more.

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.