



OPTIMUM CHOICES, LLC
Healthy choices for people and pets

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

**Why Fix What Isn't Broken?:
Maintenance or Therapeutic Formulas?**
May 5, 2009, 1-2:00 PM PDT

Russell, first 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.

OK, we have all heard the phrase, why fix what isn't broken? Tell me how that relates to your topic today of maintenance versus therapeutic formulas?

Wendy, the topic for today's show was motivated by a recent customer's question. They had a 19 year old cat with [Chronic Renal Failure \(or CRF\)](#) that was not showing any outward or behavioral signs of kidney failure. But blood tests definitely confirmed CRF. The cat's guardian was giving our maintenance formula of [BioPreparation](#) and I suggested they ought to think about switching to the therapeutic formula since the cat was 19 years old and already had CRF. Since their cat wasn't showing any outward signs of CRF, the guardian asked me, why switch to the therapeutic formula since the maintenance formula seemed to be working. After all, their 19 year old cat was still jumping up on the bed, playing with toys and lab tests showed no intravenous fluids were necessary. In essence, why fix what isn't broken.

OK, what answer did you give??

I told them because chronic renal failure was a degenerative disease, one cannot always gauge how their cat was doing by the outward symptoms. For most degenerative diseases such as CRF, diabetes, liver and heart conditions, arthritis and especially cancer, symptoms and clinical evidence will not show up until at least 50% degeneration has occurred. This means whatever

organ or system of the body is affected, 50% deterioration has already taken place when we observe symptoms. For CRF in cats, this figure is generally recognized as 70-75% loss of kidney function. So, when one starts a holistic process of helping the body when 50-75% of the function has already ceased, one is fighting a losing battle.

Now I see what you mean. What can one do to prevent these degenerative diseases before they occur?

Before I answer that question, let me cite some statistics.

- 🐾 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 seven years.

When I was growing up 50 years ago, I distinctly remember dogs routinely living to be 15-20 years old and it was not uncommon for a cat to be 20+ years old.

That is horrible. What can you tell my listeners to reverse these trends?

If one does what a majority of pet guardians do, namely buy their 40 pound bag of dry kibble at the grocery or discount store for \$19.95 and vaccinate their pet every single year, then they can expect to get the statistics that I just mentioned. If they want a different result, then they have to do something different.

That makes sense to me. So, back to my original question, what can one do to prevent these degenerative diseases before they occur?

1. Transition their pet off of the nutrient deficient dry kibble diet and onto premium canned food, fix a home-made diet and even better, feed a raw food diet.
2. In addition to whatever diet they choose, add a whole food product (not isolated supplements but probiotics, algae and whole food vitamin, mineral and enzyme products), so that their pet gets ALL the nutrients Nature intended wild dogs and cats to eat in the wild.
3. Investigate how they can get on the three year vaccination protocol in their state, instead of vaccinating every year.

Now you are suggesting premium canned food, home-diet and even a raw food diet. Isn't all that expensive?

If one waits until symptoms show up (remember that's anywhere between 50-75% degeneration), the medical bills will more than eclipse the incremental cost for a better diet. Let me give your listeners some more shocking statistics.

- 🐾 Nearly 50 percent of natural deaths in older cats and dogs are attributed to cancer.

- 🐾 A recent study showed that over 60% of Golden Retrievers will die of cancer. Moreover, approximately 40% of other breed dogs will develop cancer and close to 20% of cats will develop feline leukemia.
- 🐾 Cancer is the number one cause of death in dogs over the age of 2.

Now, here are the costs for these statistics. The first cancer exam and lab tests could cost several thousand dollars. Together with ongoing cancer treatment the total medical bills could easily top \$10,000 per pet. Say the average cancer pet lives 5 years with treatment. If one did not have to spend that \$10,000 on cancer treatment, one could spend an extra \$167/month on a better diet and holistic whole food products as a preventative measure and still break even. Wendy, how much good home-made food and holistic products can \$167/month buy?

Now that you put it that way, a lot? So, getting back to the topic for today's show, Maintenance versus Therapeutic Formulas, what are your suggestions?

Wendy, we seem to have two types of customers: ones that wait for symptoms to show up before taking action and ones that wait for symptoms to blow up before taking action. Through our holistic education, we would like to create a third group of people for those that really love their pet as a member of their family. This third group will take preventative holistic action NOW, while their pet is still young and healthy and BEFORE symptoms show up.

So, you are advocating taking preventative holistic action now, even though their pet does not appear to be broken, so to speak?

That's exactly right, Wendy. Getting back to the example I mentioned at the beginning of your show, I suggested to the CRF cat guardian that he switch to our therapeutic formula of BioPreparation even though his cat was not showing any clinical signs of Chronic Renal Failure. By not waiting until the outward symptoms of CRF appeared, he could extend the life of his cat perhaps 3-5 years more and give it a much better quality of life. Now, wouldn't that be worth it for your pets?

Absolutely!?

Wendy, I even advocate preventative holistic measures when a pet is young and degenerative diseases are 10-15 years off. That's precisely why we have a maintenance formula of BioPreparation. If one does not wait until their pet shows signs clinical signs of a degenerative disease and feeds the maintenance formula now, maybe they can avoid the expense and heart aches of degenerative diseases, especially cancer, later on. Do you want your pet to be in that 50% cancer statistic?

Absolutely not! OK, I see now why one should not wait for something to break before fixing it.

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, <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 and click on the [e-Books] button on the left-hand navigation menu on our home page. Our e-Books page will describe each of the three e-Books we have written and how to purchase them. Wendy, would you like to get one of our e-Books absolutely free?

Yes, tell me how.

As a special offer, I will give your listeners one e-Book of their choice *free* with their first purchase. Just have them enter, "**Wendy Rees sent me**" in our How did you hear about us? box and ask for the *free* e-Book title of their choice in the Special Instructions box of our shopping cart. We will include the free e-Book with any product purchase.

Thank you, Russell, for that very generous offer for my listeners.

Come back on May 19, when Russell will discuss—Safe Aromatherapy and My Pet. He will discuss how essential oils can benefit your pet and some do's and don'ts with cats.

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