



pet health

# “CONFIDENTIAL”

what everyone ought to know about skin allergies, disease and your pet’s immune system



Is your pet fighting bacterial infections, allergies or cancer? Could your pet’s immune system be in trouble? We hear more and more stories today about pet cancers in one form or another – in both our dog and cat populations. And, without a doubt, the most common problems and symptoms we deal with at BARF World are your pet’s skin and food allergies. While theories abound on why these diseases and problems are now manifesting themselves with such devastating regularity we believe the commonality is most definitely a compromised immune system.

Is your pet always on antibiotics fighting chronic skin infections or bacterial problems? What about such devastating viral diseases like feline leukemia, or the parvovirus? Is your dog sick a lot? The main reason is that something is interfering with your pet’s natural order of defense – his immune system.

## Is Your Pet’s “Built-In” Natural Defense System at Risk?

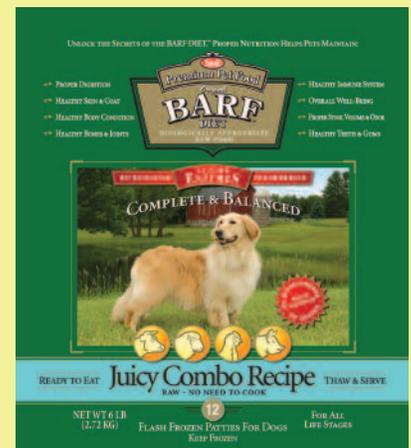
Although we hear the words “immune system” frequently, what we are really talking about is your dog or cat’s natural defense system.

This internal defense mechanism is a highly complex and effective system that fights disease. If it’s strong and healthy it protects your pets from everything from cancers to common germs they may encounter. If however it is weakened or compromised, disease or other adverse medical conditions could result.

*(article continued on next page)*

## The Secret to a Happy Healthy Pet – Benefits of BARF!

- ✓ **Eliminate Skin Problems!** (Antibiotics and cortisone shots may be a thing of the past!)
- ✓ **Produces a Shiny, Lustrous and Healthy Coat!**
- ✓ **Eliminate Tartar!** (Save \$\$\$ on dental surgery)
- ✓ **Reduce Ear Infections!**
- ✓ **Boost Energy!** (Older dogs have more zest for life.)
- ✓ **Lose Unwanted Fat!** (Chronically overweight dogs gain muscle mass and trim down, safely)
- ✓ **Strengthens Immune System!** (Scooting and anal sac problems disappear; dogs are more resilient)
- ✓ **Live a Longer, Healthier Life!**
- ✓ **Helps Reduce Degenerative Diseases**



A year ago we didn’t know if Abbey would make it to her 13th birthday. She had become very ill; her kidneys were failing. We immediately changed her diet. A year later, Abbey is happy, healthy and vibrant. We were also able to take her off the monthly allergy shots.

– Abbey’s owner, Katrina B. from Carmel, IN

Common sense tells us to do whatever it takes to strengthen our pet's immune system in an effort to reduce the risk of disease.

## The Immune System – *and you thought computers were complicated?*

Simply put, the immune system is a network and collection of pathways, organs and the body's own cellular system. Lymphocytes – cells produced by the body's lymphatic organs – thymus, bone marrow, lymph nodes and spleen help maintain the system.

Millions of cells of different types pass information back and forth like a swarm of bees or a highly complex exchange of information between computers. And because it is so complex there are sometimes undesired results such as autoimmune responses and allergies.

Specialized white blood cells in your pet's body learn what does and does not belong, and then communicate with other cells in the body to recognize enemy infiltrators and eliminate them. In other words they recognize cells that are antigens – viruses, fungus, bacterium and any other foreign tissues and destroy them.

**This is what is supposed to happen.  
That is, if the immune system is healthy  
and functioning properly.**

When the immune system is strong it can handle any challenge it is given. It is like an army. The stronger the line of defense, the more capable it is of preventing disease and winning the battle.

## Your Pet's Invisible Army

Your pet's fighting defenders are a combination of a variety of white blood cells within the body. Different names are given for the different types according to their functions:

T-Cells – switch various aspects of the system on and off;  
B Cells – manufacture the needed antibodies; phagocytes are a larger type of white blood cell and they are the scavengers; macrophage cells eat the debris in the tissue and the bloodstream and alert certain T-Cells to the presence of antigens in the body; mast cells release histamines into the bloodstream and killer and helper T-Cells zero in on the affected cells.

The skin, including the mucous membranes is the most vital defense organ. It forms a wall against any intruders and alerts the white blood cells if invading organisms breach the wall (for example, through a wound).

Other defenders include the tonsils, adenoids, thymus, spleen, lymph nodes, appendix, small intestine and bone marrow. All are working to produce the needed specialized white blood cells.

## The Never Ending Battle...

Can you imagine the complexity of this system? Bacteria, viruses, other infection causing parasites are continually trying to enter your animal's body. Your pet is under continuous attack from pathogens and disease-carrying parasites.

Your pet's body also knows what good and bad germs and bacterial to accept, based on their own evolutionary process and development. That's why people who worry that certain pathogens and bacteria in the raw diet may harm their animals really need not worry. It is hard to question the magnificence of this internal system.

While the skin and coat offer the first level of protection to stop pathogens from entering, if these microorganisms get past this first level then two things have to happen: the body must recognize it has been invaded by either pathogens or toxins or some outside threat and secondly, the immune response **must be activated quickly** before the invaders destroy many healthy cells. There are many other processes that come into play but suffice to say – **the secret to the immune system's success is the elaborate and dynamic communication network and memory.**





# The Immune System and Food and Skin Allergies

How many of these conditions does your pet suffer from?

Scaly dry skin that is driving your dog crazy (and you too)

Skin is smelly, itchy and infected

Coat is dry, sparse and dull

Ear infections (or just plenty of that black smelly gook)

Constantly gnawing and chewing at the paws

Pet seems unhappy and even worn out from these conditions

You've already spent a fortune on allergy testing, antibiotics and creams but nothing works for long

Even your vet **doesn't like giving the cortisone injections** but it's the only thing that seems to work and bring temporary relief

A finicky eater, not much interested in his food

Without a doubt, the most common symptom we deal with, as a company is skin and food allergies. They have become a "hot topic" with the veterinary community because of the continued ingestion of heat-processed foods.

Could these all be related to a compromised and reduced immune system? Yes, of course.

The most common clinical sign of a food or skin allergy is generalized pruritus or itching. The best way to diagnose and treat a skin condition that you suspect might be a food allergy would be to institute a food elimination diet. However, it is the ingestion of dead, devitalized and foods lacking living enzymes that is what generally causes the condition.

## Are Blood Tests Effective?

Some veterinarians suggest that you subject your pet to a series of blood tests to determine the possible antibodies that have been formed to fight the antigen, but these tests are expensive and often unreliable. We certainly would not want to deprive pets of good wholesome nutrition on the basis of unreliable test results.

Our recommendation and what we have seen to be highly effective with many of our customers is to switch your pet to the BARF Diet.



We have a 7 year old Maltese, Roxy, who our vet said had a 'very bad' case of pancreatitis and would need to go on a drip. Instead, we started Roxy on the BARF Diet, eating small amounts three times a day. To our absolute delight she loved it and is a lot better. She stopped vomiting and has been eating it ever since. Thank you so much for this product because it helped Roxy get better; we are so grateful!

– Roxy's owner, Sarah Z. from Parkwood, AU





# BEWARE!

## *Other Common Enemies of Your Pet's Immune System*

### UNWELCOME KIBBLE GUESTS

When invaders such as unknown food additives or flavor enhancers found in dry foods and kibble enter your pet's digestive track they put even more strain on the body as it must break them down and get rid of them. The kidneys and liver are put to extra hard work because of this.

### DRUGS AND VACCINES

This is a big topic but needs to be mentioned very briefly here. We've described the complexity of the immune system in your pet's body. When we put drugs and vaccines into the bloodstream we are tampering with this precious system. Once drugs and vaccines are put into the blood stream it is hard to counteract the effect of a treatment gone wrong.

Only with deep homeopathic treatments or other holistic modalities can we ameliorate the effects of the drugs and vaccinations.

The practice of massive and repeated booster vaccinations requires more study and needs to be questioned. Improper and indiscriminate use of vaccines may be one of the most frequent causes of immune system depression.

### COULD YOUR PET BE DYING OF THIRST?

Dehydration in pets and humans as well can lead to serious health problems. What is dehydration? It is defined as an excess loss of bodily fluids – a loss of water and minerals (electrolytes). Whether it is caused by an illness, exposure to heat or from lack of liquid intake, dehydration must be addressed immediately or it can lead to multiple health problems including organ failure and even death.

**Be aware of the signs of dehydration in your pet:** A lack of skin elasticity, dry and sunken eyes and a dry mouth and nose.

The detrimental effect of dehydration is the lack of cellular regeneration causing immune system stress and resulting in a reduction of the natural protection mechanisms in the body. Additional problems will develop because of the imbalance of electrolytes. Kidney function suffers and cystitis is often the result.

## My Dog Pants So Much!

A dog's natural defense mechanism is panting. Since a dog doesn't have sweat glands to keep him cool, he pants in an effort to regulate his body temperature. Panting results in a loss of fluids and can result in dehydration if the fluids are not replenished.

What to do if you suspect your pet is dehydrated:

- ✓ Allow your pet to drink small portions of water over a period of time rather than drinking a lot of water all at once. This will prevent vomiting which could cause even further dehydration.
- ✓ If feeding a dry kibble product, a larger quantity of water will be necessary to replenish the system.
- ✓ The best natural source of water comes from consuming high moisture foods such as the BARF DIET. High moisture foods help maintain appropriate levels of bodily fluids in pets.
- ✓ If you feed a high moisture food such as the BARF DIET, you will find that less water intake must be supplemented with an external source of distilled water. Distilled water will have the least amount of stress on the kidneys.





# Solutions and Victory!

## *Food, the Diet, and the Magic of Raw Meat*

One of the easiest and quickest ways to reverse and control skin and allergy conditions is with a change in diet and we believe a change to a raw meat diet – the BARF Diet – is your best choice.

Imagine that your pet's body is like a vehicle – if you feed it the wrong fuel and don't keep the maintenance up you'll run into problems. You may not see the problems at first; they do take time to manifest. But eventually you will see the failings and breakdowns of the system ending sometimes in premature death.

If your pet is eating commercial pet foods I urge you to read the labels. Most are loaded with artificial additives, coloring agents, preservatives and flavor enhancers. You'll need your dictionary close at hand to decipher some of what's written there.

**The labels have fooled us all. I don't mean just on pet food bags but what about our human foods as well?**

Remember, our dogs and cats survived for centuries on natural foods and their systems are designed for this. Now commercial foods not only expose them to the nasty things like artificial flavorings and additives, but also to chemicals that their bodies cannot handle either. We believe it is the continuous, daily ingestion of these artificial agents that over time, reduce longevity and initiate disease.

You can imagine what's trying to enter your pet's body when they ingest commercial kibble and other dry or canned pet foods. Their immune systems must mount an amazing defense.

Your pet's immune system may also need to produce antibodies to fight the invaders. It can only do this if it is healthy and eating a proper diet.

## Isn't it time to put your cat or dog on the BARF diet?

### A Startling Fact Revealed

A startling discovery and a major difference between BARF, the natural, raw meat diet and a heat processed kibble diet is the content of live enzymes and phytonutrients found in the fruit, vegetables and meat contained in the diet. These are advantages that will never be received by a dog or cat being fed heat processed foods. Cooked and processed foods destroy the health generating benefits and advantages of living enzymes and phytonutrients.

A balanced immune system normally distinguishes friend from foe and only attacks foreign invaders avoiding the body's own tissues. When an immune

system is compromised, many opportunistic invaders such as viruses, parasites and bacteria cleverly avoid detection in the body by hiding and taking up residence inside the **healthy cells**.

It has been established that allergies and autoimmune diseases are triggered by dead and devitalized processed foods. This relates to an imbalance of the immune system. It is important to rebalance the immune system to get a long-term cure and not just symptomatic relief or a quick fix with cortisone type steroidal drugs. If anything, these should only be used for short-term therapy.





# 7 Steps to Building a Healthy Immune System

## 1 THE BARF DIET

We've stressed the importance and benefits of eating a healthy BARF Diet to build and/or rebuild the immune system. This natural raw meat diet contains fresher, higher quality nutrients that can be more readily absorbed into your pet's system.

## 2 "7" SPECIAL HERBS THAT POSSESS HEALING CAPABILITIES AND INDIVIDUALLY ARE NOT HARMFUL TO THE DOG'S BODY

Garlic, ginger, mint, cilantro, turmeric, rosemary and basil. If you have the ability to grow these yourself it is even more advantageous. Believe it or not, there are more phytochemicals in some herbs than even in vegetables thus they become an important addition to foods to build up the immune system. *(We'll be writing more on this subject in our next report).*

## 3 ELIMINATE ANY FOODS PROCESSED WITH HIGH HEAT, WHICH DESTROYS LIFE-GIVING ENZYMATIC ACTION

Enzymes are not exotic substances. They are needed and mandatory for proper digestion and absorption of nutrients. When food is fresh, natural, raw, uncooked and unprocessed, it's not only packed with nutrients our animals want and need, it's also alive with the enzymes necessary for proper digestion. This maximizes the body's natural ability to heal by utilizing the digestive enzymes contained in raw foods and therefore decreasing the need for the body to rely on it's own enzyme reserves.

## 4 ELIMINATE POOR QUALITY INGREDIENTS

That is, eliminate left over ingredients from the human food chain. These will be less utilized and have a lower nutritional value. Read the labels and stay away from anything that you can't pronounce or don't understand on the label.

## 5 ADD NUTRIENT RICH BARF SUPPLEMENTS LIKE E-BARF PLUS

Animals with specific needs during particular life stages or those suffering from health problems may need additional supplementation of vitamins, minerals and enzymes or probiotics over and above the amounts found in the BARF DIET. If your pet suffers from a weakened immune system, sensitive digestive system or a degenerative disease this additional supplement is highly recommended.

## 6 FASTING YOUR PET

Kibble diets normally contain preservatives, chemicals, fat sprays, palatability enhancers and fillers that should totally be eliminated from the diet. Fasting may help to eliminate the toxic buildup from these impurities.

## 7 MAKE SURE YOUR PET IS HYDRATED!

Proper rehydration of cells is critical and aids in the prevention and restoration of tissue destruction caused by dehydration. Hydration from a natural food source, such as the BARF Diet is far more effective than from external sources.

Cassie developed dry, itchy skin as well as scabs on her ears and throat. I thought I should change her diet. I started to supplement her kibble with BARF and began to see a dramatic improvement in her condition. Now that she's been on the BARF diet she no longer has patches on her throat and ears and she has stopped itching!

– Cassie's owner Pam U. from Lakewood, WA

