



The HealthyPetNet News

FOR THE LOVE AND THE LIFE OF OUR PRECIOUS PETS

Issue 5

The Truth Behind Pet Food Labels ... *What Some Pet Food Companies Aren't Telling Us*

Inside this Issue:

Truth Behind Pet Food Labels 1

Life's Abundance Our Labels 2

Feline's Fiery Rescue 3

Testimonials & Ask Dr. Jane 4

Product List 5

Food Comparison 6

Food Info & More 7

If you are reading the labels on your pet's foods, you are doing the right thing. However, labels don't often tell the whole story. Frequently, they are superficial representations of a product. When we cruise down the pet food aisles, labels are seldom able to adequately describe the product they represent. Though the fine print may contain the ingredients, how educated are we when it comes to which ingredients are desirable and undesirable for our pets? When it comes to the things our pets take into their bodies, we should pay attention ... not only to the ingredients on the label, but also to what's behind the ingredients. What aren't the labels saying? This issue of The HealthyPetNet News will focus on label reading. Let's start with some of the ingredients.

Proteins ... Our pets' diets should contain high quantities of protein. Protein is the building block of the body. Every cell in the body requires

protein. However, just like everything else, protein has rich sources and poor sources. When you are reading labels, look out for the poor sources of protein such as soybean meal, wheat and corn. Because they are cheaper, these ingredients are often used as protein content in many foods. They have some protein, though not enough. Nothing can replace meat, chicken, fish and eggs -- the type of protein our dogs and cats require. While we can turn a tofu burger into a protein delight, dogs and cats have very different digestive systems than we do.

Finding the better types of protein on the label does not justify a stamp of approval on that food. The quality of the proteins and where they come from are vital. For example, chicken meal is the dry muscle of the chicken, containing some bone and skin. The higher the amount of bone and skin, the less muscle meat ... thus the lower the quality of the

chicken meal. Included in your quality check is the type of chicken used in your pet's food. Chickens given hormones and steroids certainly can't be as healthy for your pet as those raised without these chemicals. But that's not your only protein concern. You need to know if that same chicken could have been sold to your supermarket for your meal. Pet food manufacturers often use animals that don't pass for human consumption because they are far less expensive than higher-grade meats. The problems with the animals that don't pass inspection are plentiful. These rejects, often known as the four D's (dead, dying, diseased or decayed) aren't identified on the label. While the manufacturers that use these types of meat think cooking is going to render the meats safe for our pets to eat, you may ask yourself if you would want to cook these types of meats for yourself or your children. This is an atrocious practice in the

(Continued Page 2)

The Truth Behind Pet Food Labels *(continued)*

commercial pet food industry that many of us aren't aware of...after all, who would put *that* on their label?

Chemical Preservatives and Food Coloring ...

Many pet foods contain the chemical preservatives BHA, BHT and ethoxyquin. Scientific studies have deemed these chemicals harmful. According to the National Toxicology Program Report on Carcinogens 10th Report, part of the National Institute of Health, BHA is listed as being "Reasonably anticipated to be a human carcinogen." While it may allow the food to stay fresh

longer, why would we want our pets to ingest it -- even small amounts of it? Ethoxyquin is another preservative your pets shouldn't have to eat. Even though the allowable levels of ethoxyquin that can be included in the food have been decreased due to health concerns, it is still allowed. Why would we knowingly feed this obviously harmful chemical to our pets? There are other chemicals to be on the look out for. Food colorings are still very commonly used in pet foods on the market today despite the fact that they are completely

unnecessary and medically unwise. Our dogs and cats can't see color. Those chemical dyes are put in for our esthetic benefits.

Byproducts ... Byproducts are the virtual opposite of whole foods. They are used by many manufacturers because once again, they are often much cheaper. They can contain the internal and less desirable parts of animals such as heads, necks, undeveloped eggs, feet, intestines, lungs, tendons and ligaments.

Life's Abundance[®] Premium Foods ... *What Our Labels Might Not Tell You*

Dr. Jane Bicks formulated Life's Abundance[®] Premium Health Foods for Dogs and Cats. They are natural, wholesome and packed with nutrients. Here are some things that our labels might not say.

High Quality Proteins ...

Life's Abundance[®] uses only the highest sources of protein. We use absolutely no protein byproducts. Also, we use only hormone and steroid free chicken meal as opposed to whole chicken, which tends to contain a lot of water and fat. In addition, Life's Abundance[®] uses only the best turkey meal and liver meal. We use farmed catfish, so they are free of ocean pollutants. The fish meal and fish oils contain omega 3 fatty acids. These

nutrients are the subject of tremendous scientific interest. They have been scientifically proven to promote a healthier body, supporting all areas of the body including the nervous system, immune system, circulatory system and skin and coat.

Natural Preservatives and Freshness ...

While you can read the label to know that we add no artificial colors or chemical preservatives to our foods, they won't be found in any of the ingredients we use. Our food is preserved with natural mixed tocopherols (vitamin E). Freshness is insured by using the ingredients as they arrive rather than stocking up on them so we can buy greater



quantities at a savings. Our food is made in small batches to further insure freshness. Chances are if you buy any given bag of Life's Abundance[®], it was made no more than four weeks ago.

Antioxidants ... One of the current theories of aging is the "free radical" theory. We know that free radicals are formed every second of our lives. These dangerous active molecules attack the cells all over the body, eventually killing them.

Life's Abundance[®] Premium Foods *(continued)*

... What Our Labels Might Not Tell You

Antioxidants help eliminate free radicals. They are so important to our health that they are now included in most daily supplements, for us! Life's Abundance[®] food is packed with powerful antioxidants.

Other health essential nutrients ...

No matter how good the formula and quality of ingredients, if the intestines are not healthy the nutrients can't be absorbed. Probiotics, otherwise known as friendly bacteria are added to Life's Abundance[®]. We all know the virtues of yogurt with the live bacterial culture (probiotic) called Acidophilus. We use acidophilus as well and we combine it with four other

types of friendly bacteria. That's because the intestines require a healthy balance of bacteria. If unhealthy bacteria flourish, it can compromise your pets immune system and the ability to use the nutrients in the food. Probiotics support a healthy intestinal system. Minerals are absorbed through the intestines and into the body. If minerals are tied to protein, they become even better absorbed, and that's why we use chelated minerals.

Manufacturing facilities ...

Although you may have the best pet food formula in the world, if it is not made by a trusted manufacturer, all of that sound formulating can go to waste! Manufacturers

ultimately determine the wholesomeness and the freshness of the food depending on the way ingredients are selected, how they are cooked and the quality control behind it all. Our manufacturer is a third generation father son business and has very high standards of operation. Their expertise with their low temperature, fast cooking method ensures maximum nutritional value in the food. They have a special certification, which allows the sale of food to the European markets. Since Europe has higher standards of food safety than we do in the United States, the manufacturing plant and ingredients undergo rigid inspection under the APHIS program.



Feline's Fiery Rescue

Pixie never bothered us while we slept. She was much too well trained and her sensibilities were too courteous. Whenever she wished to sleep in our bed, she would enter our bedroom quietly in the middle of the night and curl up near our feet and go to sleep with us. We would wake up and find her there the next morning, an orange, meowing pool of light.

One abrupt night Cero and I woke up to Pixie jumping all over our chests and screeching at the top of her lungs. We were completely startled. This behavior was so unlike her. Next came the oppressive smell, then the sound of our newborn baby

Jessie crying through the baby monitor. Now we were fully awake and aware that our lives were in danger.

We bolted out of bed. I stormed into Jessie's room while Cero eased towards the kitchen where the thick reams of smoke were coming from. By the time I got Jessie out of her crib and went to the front of the house, the entire kitchen and family room were both consumed in fire. The fire had spread so far it was impossible to get to the front door. Even Pixie couldn't get out now through her kitty door. We didn't have a back door, so Cero and I started to panic. I've never felt so helpless in my life. It was

like my brain shut down and I couldn't think. I think Cero was feeling the same way. The fire was hot and menacing and the smoke was making us feel lightheaded.

We followed Pixie to Jessie's room and she jumped up and started scratching on the window. We couldn't believe that we didn't even think of it! We were so busy panicking that we had failed to think clearly. We escaped from the fire through the window. We wouldn't be alive today if it wasn't for our precious cat. If we ever doubted her unconditional love for us, we never will again. Erin H., Charlottesville, VA

Testimonials from Happy Customers

Dear HPN:

We ordered and received the eight-pound package of Life's Abundance – in two business days. The good news is that our persnickety little Maltese normally turns her nose up at anything new or 'stuff' out of the grocery store. When I opened the package, she immediately got down off her perch and wanted to know what I was doing. I gave her a serving, and then she ate it!!!
R.S.

Dear HPN:

My 16-year-old Shih-Tzu has been doing wonderfully since eating Life's Abundance and taking his Agility pills. Thanks.
G.Y.

Dear HPN:

I have had the dogs on the food for a couple of months now and their coats are awesome! So shiny and getting so thick. Something that is very important in the show ring with a golden. I am totally elated over their coats! You do good work. Again, thank you.
R.E.

Dear HPN:

Thank you very much. I am so happy to find the best food I can feed my dog. I never felt any other dog food was worthy enough to give her. I am so glad I found you guys!
Angela

Dear HPN:

I have done an extensive comparison of dog food products and have come to the conclusion you are correct. Your products are far superior to other dog foods available. I have two Golden Retrievers who are on Life's Abundance and doing very well. I have recommended it to many of my friends who care about their animals as much as I do. Thank you.
C.G.



Ask Dr. Jane Bicks

Dear Dr. Jane:

May I mix a dry food with a wet food for both my cats and dogs?

Dr. Jane's Answer:

If the same manufacturer makes both foods, you can. If not, you may throw off the balance of the dry food. Realize that once you mix a canned food with a dry food, you have a perishable meal and will not be able to keep the food down all day long.

Dear Dr. Jane:

My cat has had urinary tract problems on and off for the last few years. May I feed her Life's Abundance Cat food?

Dr. Jane's Answer:

Feline Lower Urinary Tract Disease has many causes. These causes include obesity, breed predilection (Persians and Himalayans are more susceptible), allergy, bacteria, and possible virus. Foods should produce a urine pH that is slightly acidic, about 6.6-6.8. That is what Life's Abundance produces in healthy cats. If a cat doesn't drink enough water, the urine can become too concentrated. Those cats may require a canned food a few times a week or all the time. Speak to your family veterinarian.

Dear Dr. Jane:

Is canned food better than dry? It looks more like real food.

Dr. Jane Bicks is a highly respected and nationally recognized holistic veterinarian. She is author of three books on pet care and nutrition and has served on professional boards including the Cornell Feline Health Center. Dr. Bicks uses the best of modern science and "mother nature" to formulate all HealthyPetNet™ Products.

Dr. Jane's Answer:

Canned food contains 75-78% water. That doesn't leave very much room for nutrients and thus your pet has to eat a great deal of food to get its nutritional requirement. Dry food is a more concentrated source of nutrition with about 10% water, leaving 90% for nutrients. Canned food may look like meat but it can consist of textured soy that is colored and flavored to taste like meat.

Healthy Solutions & Nutritional Supplements

Product	Size	Retail Price	Autoship Price	Item #	Description
Agility for Dogs & Cats	60 chewable tablets	\$39.95	\$31.95	#101011	Vitamin, mineral & herbal formula -supports bones & joints
Skin & Coat Formula for Dogs & Cats	60 chewable tablets	\$29.95	\$22.95	#102001	Optimal skin & coat health with microencapsulated Omega 3 Fatty Acids
Advanced Daily Supplement for Dogs	60 chewable tablets	\$23.95	17.95	#102012	Advanced Daily Supplements - cutting-edge formulas with unique health-promoting ingredients. Contains a broad spectrum of vitamins, minerals and plant nutrients. An array of proteins and a high levels of antioxidants.
Advanced Daily Supplement for Dogs	30 chewable tablets	\$12.95	\$9.95	#102017	
Advanced Daily Supplement for Cats	360 chewable tablets	\$17.95	\$13.95	#103012	

Healthy Treats for Dogs and Cats

Gourmet Dental Treats for Dogs	14 oz. Bag	\$10.95	\$8.95	#410014	Triple action formula promotes, healthy teeth, gums & fresh breath – delicious!
Gourmet Dental Treats for Dogs	28 oz. bag	\$19.95	\$16.50	#410028	
Antioxidant Health Bars for Dogs	14 oz. Bag	\$10.95	\$8.95	#410114	Treat your dog to better health naturally with 70+ antioxidants – delicious
Antioxidant Health Bars for Dogs	24 oz. bag	\$16.95	\$13.95	#410124	
Gourmet Porky Puffs	5 in a bag	\$8.95	\$7.29	#420006	All natural, pork snout dog chews - fully digestible chews – hickory smoked
Edible Dog Bones – Sm to Med Dogs	4 in a bag	\$11.25	\$8.95	#420024	Delicious, all natural, fully digestible chew treats – bacon flavor
Edible Dog Bones – Med to Lg Dogs	4 in a bag	\$12.49	\$9.95	#420032	
Purr-fectly Natural™ Gourmet Cat Treats	4 oz. bag	\$8.95	\$6.95	#405404	Improves coat health & supports digestion
Oven Baked Cookies for Horses	24 oz. cont.	\$21.95	\$17.95	#500024	Delicious & nutritious – great for a glowing coat and overall health

Premium Health Food for Dogs and Cats

Life's Abundance Premium Health Food for Dogs	8 lb. bag	\$13.95	\$11.59	#401008	Life's Abundance Premium Health Foods for Dogs & Cats contain all natural, premium ingredients with powerful antioxidants, probiotics, Omega 3 fatty acids & more. NO by-products, NO corn, wheat, dairy, NO artificial flavors or chemical preservatives
Life's Abundance Premium Health Food for Dogs	20 lb. bag	\$27.95	\$24.49	#401020	
Life's Abundance Premium Health Food for Dogs	40 lb. bag	\$52.95	\$46.95	#401041	
Life's Abundance Premium Health Food for Cats	6.6 lb. bag	\$14.95	\$12.69	#405006	
Life's Abundance Premium Health Food for Cats	16.5 lb. bag	\$34.95	\$29.49	#405016	
Canine Zone Weight Loss Food for Dogs	6.6 lb. bag	\$15.50	\$12.95	#401106	Revolutionary new food based on Dr. Barry Sears' Zone Diet. Helps dogs lose weight - nutrient rich formula
Canine Zone Weight Loss Food for Dogs	17.6 lb. Bag	\$34.50	\$29.95	#401117	
Canine Zone Weight Loss Food for Dogs	35.3 lb. bag	\$64.95	\$56.95	#401135	

Daily Nutritional Systems

Life's Abundance Daily Nutritional System for Dogs – Small	8 lb. bag & 1 sm bottle	\$26.90	\$20.90	#410408	Life's Abundance® Premium Health Foods for Dogs & Cats and Canine Zone™ Weight Loss Food for Dogs both provide a solid daily nutritional foundation. Once a good foundation is established, a daily supplement is required because every pet has unique nutritional needs . For example, huskies often need more zinc than other breeds and long hair cats often need more biotin than other cats. Advanced Daily Supplement with Phytonutrient Power provides the additional nutrient to support the optimum health of your precious dog or cat.
Life's Abundance Daily Nutritional System for Dogs – Large	20 lb. bag & 1 lg bottle	\$51.90	\$40.90	#401420	
Life's Abundance Daily Nutritional System for Dogs – Extra Large	40 lb. bag & 2 lg bottles	\$99.95	\$79.95	#401440	
Life's Abundance Daily Nutritional System for Cats – Small	6.6 lb. bag & 1 bottle	\$32.90	\$25.90	#405306	
Life's Abundance Daily Nutritional System for Cats – Large	16.5 lb. bag & 2 bottles	\$70.85	\$55.85	#405316	
Canine Zone Daily Nutritional System for Dogs – Small	6.6 lb. bag & 1 sm Bottle	\$28.45	\$22.25	#401406	
Canine Zone Daily Nutritional System for Dogs – Large	17.6 lb. bag & 1 lg Bottle	\$58.45	\$45.95	#401417	
Canine Zone Daily Nutritional System for Dogs – Extra Large	35.3 lb. bag & 2 lg bottles	\$112.85	\$89.50	#401435	

Compare Your Brand of Dog Food to Life's Abundance Premium Health Food

Compare Your Brand of Dog Food to Life's Abundance Premium Health Food									
Favorable Unfavorable	Life's Abundance	Nutro Natural Choice	ScienceDiet Adult Maintenance	Flint River Oven Baked Puppy/Adult	Purina One Adult Chicken & Rice	Purina Beneful	Iams Adult Lamb Meal & Rice	Eukanuba Adult Maint.	Alpo
Look at the First 3 Ingredients - They Often Make Up the Principal Components of a Food									
First Three Ingredients Corn, wheat, gluten & soy are generally inferior sources of protein & are often difficult to digest & to use by the body. Also can cause G.I. problems. Meat & bone meal can contain an unknown quality of bone, which is an inferior protein.	Chicken Meal (hormone & steroid free)	Lamb Meal	Chicken	Chicken Meal	Chicken	Ground Yellow Corn	Lamb Meal	Chicken	Ground Yellow Corn
	Ground Brown Rice	Ground Rice	Corn Meal	Whole Wheat Flour	Brewers Rice	Chicken By-product meal	Brewers Rice	Chicken Byproduct Meal	Beef & Bone Meal
	Potato Product	Rice Bran	Ground Grain Sorghum	Ground Rice	Whole Grain Corn	Corn Gluten Meal	Corn Meal	Corn Meal	Soybean meal
Watch Out for Harmful Chemicals & Unsavory Byproducts									
Preservatives Can be very harmful	Mixed Tocopherols	Mixed Tocopherols	BHA, BHT	Mixed Tocopherols	Mixed Tocopherols	Mixed Tocopherols	Mixed Tocopherols	Mixed Tocopherols	BHA
By-products Generally inferior sources of protein	none	none	yes	none	yes	yes	yes	yes	yes
Artificial Dyes Many vets believe they are linked to health problems	none	none	none	none	none	Yellow 5, Red 40, Yellow 6, Blue 2	none	none	Red 40
Look for Powerful Health Promoting Ingredients									
Probiotics Good for Digestive & Immune System	yes	none	none	none	none	none	none	none	none
Antioxidants Vital to Good Health (Grapeseed Extract powerful source)	yes Grapeseed Extract	yes	yes	yes	yes	yes	yes	yes	yes
Chelated Minerals Better absorbed	yes	none	none	yes	none	none	none	none	none
Vegetables Excellent Source of Antioxidants & Phytonutrients	yes	none	none	none	none	yes	none	none	none
Food Rating*	10	7	4	7	5	3	5	4	1
Cost to Feed and Cost Delivered to Your Door									
Cost Per Cup Based on the number of Cups in Each Bag	\$0.29	\$0.16	\$0.19	\$0.29**	\$0.17	\$0.13	\$0.17	\$0.21	\$0.09
Daily Feeding Amount Based on 50 lb dog	2 cups	3.5 cups	3.25 cups	2.5 cups**	2.5 cups	3.33 cups	2.5 cups	2 cups	3.25 cups
Daily Cost to Feed Based on feeding amounts & # of cups/bag	\$0.59	\$0.58	\$0.60	\$0.72**	\$0.42	\$0.43	\$0.42	\$0.43	\$0.31
Total Cost to Feed + Shipping	\$0.70	\$0.86	\$0.86	\$0.72	\$0.67	\$0.67	\$0.67	\$0.61	\$0.59
Food Rating*	10	7	4	7	5	3	5	4	1

* Rating: Each food starts with 10 points. 1 point is deducted for each unfavorable ingredient or lack of a health-promoting ingredient.

** Includes shipping and cups to feed 45-55 lb. dog. In most cases, food costs are an average of prices found in local stores and popular Internet sites. Shipping costs are an average of three popular Internet sites. Chart created 2/24/03.

Life's Abundance Premium Pet Foods

Life's Abundance for Dogs	
Serving Sizes:	
8 lb. bag	32 cups
20 lb. bag	80 cups
40 lb. bag	160 cups
Feeding Chart:	
3 lb. dog	1/4 cup daily
10 lb. dog	2/3 cup daily
20 lb. dog	1 cup daily
30 lb. dog	1 1/2 cups daily
40 lb. dog	1 3/4 cups daily
60 lb. dog	2 1/2 cups daily
80 lb. dog	3 cups daily
100 lb. dog	3 1/2 cups daily



Life's Abundance for Cats	
Serving Sizes:	
6.6 lb	20 cups
16.5 lbs	66 cups
Feeding Chart:	
3-6 lb	1/4 -- 1/3 cup daily
7-12 lb	1/3 -- 1/2 cup daily
13-18 lb	1/2 -- 3/4cup daily

What is Autoship?

Autoship is our **FREE** Automatic Shipment Program ... we ship products right to your door automatically! On Autoship, you can get shipments from every 14 days to every 90 days or anywhere in between. Or you can get shipments on the same day of each month (between the 1st and 28th). Autoship is absolutely risk free and it can be cancelled at any time. But that's not all ... customers that are on Autoship can get **ALL their products for wholesale prices!** Contact your Field Representative to go on Autoship and you'll never have to worry about running out of pet products again!

When will my Autoship order arrive?

If you give us your e-mail address, a notification will be sent to you with your tracking information. This will enable you to track your shipment through the UPS web site. The number of days required to ship your order from the HPN warehouse to your home depends on your individual location.

If I change my Autoship order for the next month, will it revert back to my original order on the following shipment?

No. Once an Autoship order has been changed, that order becomes your standard Autoship shipment.

How do I change my Autoship?

To change your autoship, you can call customer service toll free at 1-877-387-4564 from Monday through Friday from 8:00 AM to 7:00 PM Eastern Time or you can email your Autoship changes to support@healthypetnet.com -- please type "Autoship" in the subject line.



Our Pet Promise

HealthyPetNet™ will always provide you with responsible products that help pets live the healthiest, happiest and longest life possible.



TRILOGY
PEOPLE • PETS • PLANET

HealthyPetNet™ is a Trilogy brand name. Trilogy ... people, planet and pets, where Mother Nature and modern science come together to provide safe and effective products for the health and well being of people, our pets and the planet in which we live.

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