

December 2008

Stop-it-All in the News



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Products and News

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Stop-it-All

www.stop-it-all.co.uk

Helpdesk: 01823 259952

Beat the Recession the Natural Way

As credit crunch tightens its grip, now more than ever if you know how to keep your horse in fine fettle whilst reducing unnecessary supplements and bills, you both win. True good health and a strong immune system are integrally linked to internal and external stresses, just like us humans.

But did you know that 70% of a horse's immune system depends on a healthy intestine? If the gut's bacteria levels are out of balance, then the immune system struggles. Stress from bugs, mud and weather-related issues, cereal & molasses diets, illness, travel, worming, natural wastage as food passes through, and antibiotics, can all dramatically unbalance the digestive and immune systems. If the immune system response is over-active when say bitten by bugs or under-active during a fungal or bacterial attack, the 'engine' of your horse is effectively retarded. Then you and your vets can end up supporting animals that can no longer help themselves...

In the maze of choice of today's internal and topical products, it's hard to know who to trust. Enter Protexin Equine Premium probiotics and Stop-it-All oil and shampoo, two premier, natural, gentle and multi-purpose ranges with enviable reputations for 'doing what they say on the tin'

whilst protecting your pockets. They work wonderfully in tandem to help make the lives of users less challenging, be it from internal or external attack.

The recent yogurt TV adverts help clarify probiotics – pre and probiotics replace and maintain the gut's 'friendly bacteria' levels which are so easily knocked out of kilter by modern life. If we imagine the digestive system as 'the street corner', if too many 'bad guy bacteria' dominate the 'good bacteria', the street becomes an unhealthy and dangerous place... you are vulnerable to attack.

With only two legally registered probiotic strains in the UK for equine use, and unlicensed strains and unnecessary 'fillers' included in many, it's hard to know what products are safe for your beloved horse now that they've become so 'fashionable'. Protexin was a probiotic pioneer in the UK, and has been recommended by Vets for years. Since 1995, Stop-it-All's founder and ex-international rider, Karen Ruggles, has 'trusted' Protexin for its quality, strength, palatability and gentleness be it for competition horses, hacks, veterans, broodmares, foals, pets or even herself! Known for her in-depth research and high moral standards when it comes to products used on animals, Karen's 'stamp of approval' on products is considered increasingly helpful in a world full of tiny ingredient labels and clever marketing spin.

The Stop-it-All 100% natural oil and ultra-mild & medicated shampoo for topical application are

frequently a key to reducing stress too even though they're used for external issues. Reduce the external stresses and the body has time to help itself rather than having another job on it's 'to do' list. Calmer, happier, healthier animals cost us less! Whether it is a horse, farm animal, pet, baby, adult or OAP, Stop-it-All can be used on at least 18 different issues including scurfy, hot and itchy skin, against mud and wet, for crusty lumps, fungus, mites, flies and mossies, scabs and hair loss, paw chewing, minor wounds, mane, tail and body itching, ticks and even head lice.

They are anti-bacterial and anti-fungal yet contain no harsh chemicals or ingredients such as Parabens, Sodium Lauryl Sulfate or Tea Tree that research indicates can cause skin irritations. They are ultra gentle, completely multi-purpose and definitely kind on your pocket.

Said Karen 'Cash is hugely precious right now so knowing which products genuinely deliver and are not inadvertently damaging our beloved animals is at the heart of the Ruggles & Stopitall ethos. When the internal 'engine' is tuned and ready, and the external attacks minimized, I've seen peoples' bills and animals' suffering slashed massively. 'Whole health' doesn't need to cost the earth if you use the right products.'

Mention this magazine to claim your first order Stop-it-All discounts and a FREE Protexin Quick Fix when you buy any of our probiotics. See www.karenruggles.co.uk or call 01823 259952

Many thanks to **Equine, Canine & Country Life** magazine for their interest.

[EQUINE, CANINE & COUNTRY LIFE](http://www.equinecanineandcountrylife.co.uk)

Available from South Wales to Cornwall, across to Dorset and up to Gloucestershire at all good saddleries, pet shops & feed merchants.

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