



Autumn Newsletter, #12 August/September 2010

What's in this issue? (roll cursor over the following headings)

- **Special Offers** – 4 ways to save up to £10
- **Mites & Rabbit Fleas** – Itching Explosion – ALL animals/pets
- **Online Rewards** – claim your 'Thank You' Rewards online
- **Highlands/Islands/'Remote'** – ways to avoid the shipping surcharge
- **Elderly Immunes** – age reduced immune function & increased vulnerability – fresh research
- **Post Menopause** – Flaxseed oil research shows exciting results
- **Maxavita Pernamax Green Lipped Mussel** – quick acting OM3 for human/animal joint issues
- **Tips** – a) chewing stables, b) skin absorption, c) sugar-free treats
- **Mud & Winter Wet** – act early to repel & delay its onset

VETERINARY MEDICINES COMPLIANT

1. Special Offers – for web and verbal orders

- Online Shop – Save £1.49.** The **new online shop** is proving a great success – it went live on 27th July (we hope you received our e-mail). As a **Thank You** for continuing to order at the shop, if you place any order(s) online before 30/9/10 with a minimum order value of £30, you can claim a **£1.49 discount**. Just type in "NEWSLETTER12" into the 'Voucher box' on the 'Basket' page, then click 'Recalculate'. Feel free to use this voucher as often as you want before it expires.
- SAVE £10.00.** Buy 1 Litre OM3-rich Salmon oil at £31.00 & save £10 with the 2nd at just £21.00 (whilst stocks last). Trying is believing..and it's helping boost likely OM3 deficiencies. Select the "2x1L" option in the OM 3 online shop (or request with phone orders)
- SAVE £3.00.** 250ml OM3 Salmon Oil. Buy 1 at £13.00 & get the 2nd at just £10.00 (whilst stocks last). Select the "2x250ml" option in the Omega 3 online shop (or tell us if ordering verbally).
- FREE** bag of OM3 Kronch Treats (worth £3.99) when you buy *Ruggle-it* with any other products & your order totals £80 or more (whilst stocks last). To claim it, just type in "TREATS" into the 'Special Requests Box' on the 'Basket' page (or tell us if phoning in an order).

Click [HERE](#) for the Online Shop.

2. Mites & Rabbit Fleas – Current Itching Explosion for ALL animals

After the fierce winter when Mites were so active & now a pretty decent summer, both Mite & Rabbit Flea populations seem to have exploded on alpacas, dogs, cats, horses & pigs.



Critters. The **key mite breeding zones** (except Harvest Mites) are usually between the front legs, base of the belly & inside stifle joint/upper undercarriage/inside back leg areas so you **MUST** get *Ruggle-it* there.

* Our products & their unusual application not only help to calm & soothe the irritations but importantly, to **leave a 'residual'** on the skin/in the hair follicle that mites, fleas, ticks, head lice & other critters detect & don't like. It also helps wash away the dead/dying & help retard any eggs from hatching.

* By making your animal **'the mobile deterrent'** if it decides one day to lie on a mites nest (if there is such a thing!), technically with *Ruggle-it* in place, the critters will *think* it's their lucky day but once they sense the products, they'll be running away faster than a prize-winning greyhound!!

- * Harvest mites (which are very active at this time of year – tell-tale signs are red/rusty 'dots' on the skin) can get everywhere, especially the feet of pets – their 'insanely itchy bite' only gets active after they've fed off their host & have long disappeared. So be sure to use plenty of our products to help deter them in the 1st place.
- * Fleas – well they just get everywhere including inside our houses (especially once the heating comes back on...it's a flea mecca!).
- * See your Orange Application Notes (OAN) – see the MITES and/or FLEAS section.

- **Horses.** Use a bit of neat with plenty of our diluted oil mix in all the **key areas**; shampoo these areas (and/or whole body) intermittently to help with calming, prevention & leaving the 'residual' in the hair.
- **Alpacas, Pigs, Farm Animals.** Where shampooing is impractical, just use our oils (neat/diluted) in the **key areas**. See your dedicated ALPACA Application Notes in tandem with our OAN.
- **Pets.** See the Pet section on your OAN. Shampoo the whole body as often as necessary (perhaps once every 1-2 weeks in the peak seasons...then only when you see more than an occasional scratch). For Cats & dogs that don't do or can't do bathing, you can mix up some shampoo & water (as per the OAN) & then sponge onto the Key Areas (don't wash it out...just let the pet air-dry). You can also smear some of the oil or salve on the inside of collars, inside ears & perhaps between the toes. Also see our #5 Winter 2008 Newsletter, Item #1 regarding Flea info' (click [HERE](#))
- **Head Lice.** They can be easily & simply deterred with your oil or salve & a bit of our shampoo. If you need a copy of our Head Lice sheet, [E-MAIL](#) us (or request a hard copy with your next order).

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3. Rewards Program – Easy Claiming Online.

If you've received an e-mail/text from us thanking you for reaching **500+ Reward points** (or your last invoice shows a points total of 500+ points) you can now claim your **FREE gifts** at the online shop (or by phone).



Click [HERE](#) for how to claim your **FREE** gifts. Just close the new window when finished.

And don't forget, it's so easy to earn Reward Points if you mention us to your friends. See any of the yellow leaflets inside your parcels/Information Pack envelopes (or call/ [E-MAIL](#) us if unsure).

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4. Shipping Charges for 'Remote' UK locations – parcels over 3kg/3 litres

Courier/shipping charges for liquids to areas deemed 'Remote' have escalated massively – e.g. up to £50 for carriage to Inverness. If you live in the following 'Remote' locations & your order is over 3kg/3 litres, please call us (01823 259952) to order as we may need to add a surcharge.

- **AB, BT, HS, IM, IV, KA, KW, PA, PH, ZE, Channel Islands, Overseas.**

Where possible we'll use some 'tricks' for getting around the 3kg threshold, thus saving you any surcharge. All weights up to 3kg & within Mainland UK can still be shipped at the flat £3.99 rate.

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5. Ageing Immune Systems Reviewed

An interesting article crossed our desks recently that clearly shows how ageing horses can have dramatically reduced immune system function. Although it discusses horses, our research indicates that this is 100% relevant for any body - human, pet or other.



So not only are our equine 'oldies' more likely to feel the cold more, struggle to get the most from their feed, be prone to attack from constantly wet limbs & have less flexible joints in the freezing temperatures, but now this research by the University of Kentucky's Equine Research Centre also shows their immune responses are decreased, thus leaving them susceptible. It's definitely worth reading the full report (1 page) – if it asks you to sign up, we'd thoroughly recommend this website for quality articles - click [HERE](#) to read it.

But what to do about it? If we nourish the 'engine at source', it really can help our pockets as well as the bodies we're trying to help. By using the 'pure' Protexin pre/probiotics as a supplement, it helps the body increase 'friendly bacteria' in the gut...and it's the delicate bacterial balance within the gut that runs around 70-80% of immune system's responses...

We've seen it time & time again over the years that if the body's 'happy & happening', old age & wintry conditions won't matter half as much. 'Pure' probiotics, when fed in sufficient quantities (not just as

another ingredient within a foodstuff as it is most unlikely to be in sufficient quantities to do much good), can help a body feel younger, healthier & vibrant, whatever the weather.

Using the right products doesn't need to cost the earth either...whether for ourselves, our families or our animals. Click [HERE](#) for our dedicated probiotics web section. We stock all the following

- **£9.98** - *Protexin Equine Quick Fix* – intensive 6 day course (for horses, alpacas, farm animals)
- **£23.95** - *Protexin Equine Gut Balancer* powder (just dried grass & probiotics...no fillers, cereals, etc) – lasts around 2 months. Or **£99.99** for a 3kg tub (c10 months) (For horses, alpacas, farm animals)
- **£14.99** - *Protexin Bio-Kult* – adults, children (& pets).
- **£13.20** - *Protexin Restore* – for babies.

Click [HERE](#) for the probiotics online shop (or call us). Don't forget the **Special Offers/Discounts** on P. 1.

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6. Omega 3 – new research

Flaxseed Oil – new research for Post Menopause Low Bone Mass

- We recently received a fascinating article featuring a trial at the National Research Centre in Cairo (published in the *International Journal of Food Safety, Nutrition & Public Health*) that indicates very exciting potential of the Omega-3 (OM3) fatty acids found within pure flaxseed oil. Click [HERE](#) to read the full story.
- After menopause one of the many changes within womens' bodies is a loss of bone density & an increased risk of fractures, especially the hips, spine & wrists. In 2009, low bone mass was suffered by around 75 million people in Europe, the US & Japan.
- Helping our bodies work optimally whatever our age is a key to enduring good health.
- Combine the above findings with other well researched & known benefits of supplementing our diets with OM3-rich products such as Flaxseed oil, and our ageing joints & bodies as well as skin issues might have just found a brilliant new 'friend'.
- **From £13.00**. See our website for much more info' on this talented gift from Mother Nature.



Maxavita - Pernamax Green Lipped Mussel – for Elderly & Stiff Joints.

- A powerful aid to joint health – rich in OM3 (in tablet or caplet formats).
- Extensively featured in our #11 *Summer 2010 Newsletter* (click [HERE](#)); or see the Omega 3 section on WWW.KARENUGGLES.CO.UK; or see inside the *Ruggles & Stopitalll Ltd* tri-fold corporate leaflet.
- **Equine** - £26.95 | **Canine** - £19.95 | **Human** - £19.95.

Click [HERE](#) for the OM3 online shop & remember the **Special Offers** on Page 1!

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7. Tips & Titbits

a) Chewing Wood/Stables b) Absorption – New BEWARE - All Bodies c) Sugar-free Treats

a Wood Chewing.

If your horse chews wood it can indicate a mineral deficiency, but it might also be from boredom, habit or gut imbalances. Whilst the 'cause' needs investigation, you might try painting on some of your *Ruggle-it* oil onto the wood to act as a deterrent – it's pretty bitter...try it yourself!

Or as mentioned in our #5 *Winter 2008 Newsletter* (click [HERE](#)), probiotics can help with gut imbalances which have strong links to air-gulping and/or chewing wooden/fixed structures.

b) Absorption Through the Skin – Alpacas, Pets, Horses, Humans

The very useful www.thehorse.com website issued an extremely interesting article on the concerns of certain common products which are **absorbed through the skin & clearly challenge the immune system** & its 'normal' responses. Although the study was conducted at the Faculty of Veterinary Medicine at Leipzig University on horses, we have seen other research that concurs with their findings for pets & companion animals, etc. Click [HERE](#) to read the story.

Horses. Being realists at all times, we would never say 'never use them', but if we're all aware of how absorbent animal skin is, it helps us be aware that topical skin products can have 'effects' inside the body. (All *Ruggle-it* products have been reviewed & deemed safe for use under FEI & BHA/BHB regulations.)

Pets. Both recently & in March this year, the pioneering American Vet Dr Andrew Jones (WWW.THEONLINEVET.COM), asked us to be very aware of some downsides of using certain flea products. In 2008 in the USA there were over 44,000 reported cases of pets (dogs & cats) having difficulties after 'spot-on' application..... As always, we don't say 'never use them', but rather be **a)** aware they can have knock-on undesirable effects, **b)** if used frequently their efficiency can be reduced and **c)** if you use your *Ruggle-it* shampoo, in many cases you'll not need spot-ons again!

Humans. Since 2006 we've been selling some wonderful non-chemical skincare products...but as animals have been our biggest focus, we've never really mentioned this product range before despite them quietly having built a loyal following!

But before you consider them, you might find our '**CHEMICALS**' page on our web of interest...we've long been worried about absorption of 'nasties' through our skin layers. It also offers a link to international journalist & author Josephine Fairley's article (originally published by **Sainsbury's** back in 2007) that is pretty brutal about what goes into many skin products (you can see how long it's been up there as it mentions our old name for 'Ruggle-it').

For those already 'hooked' on our natural skin & hair care whether for you, your children, or grand kiddies, using them offers added peace of mind that your skins are not being assaulted by some hidden nasties.

If you never realised we did these soaps, creams, conditioners, shampoo & lotions, then just scroll down the Ruggle-it online shop page (click [HERE](#)).

c) Sugar-free Treats...rich in Omega 3 for naturally 'good health' too

Whilst most of us feed treats or training treats to our cats & dogs at some time, finding products that do not contain chemical preservatives, flavourings (not even the real ingredient!), sugars, syrups and/or other undesirables is pretty challenging.

Not only can these 'unnatural' ingredients quite dramatically challenge the workings of a healthy body, but they can affect a pet's behaviour too whilst becoming quite addictive too.

If you've not tried your beloved pets on our Kronch Treats, why not try some today?



- 100% fish biscuits – 85% real salmon
- Naturally rich in Omega 3 which is commonly deficient in pets' bodies
- 100% nothing nasty in them...just natural goodness
- Adored by dogs & cats.

When we've sent them in parcels with other products, people have regularly commented that their dog was 'worrying' the parcel as soon as the Postie dropped it on the mat...animals can smell a good thing when it happens!

175g - £3.99 | **800g** - £12.00. Add some tasty goodness to your Basket today – click [HERE](#). Don't forget the **Special Offers/Discounts** on Page 1.

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8. MUD – Get the Defences in place now

Previous years have shown us that getting on the case early with your 'preventative' steps can help keep **your** costs down & the **animal's** suffering low.

Mud & Wet. For any leg & back areas that have suffered with mud issues in the past, just apply your *Ruggle-it* oil infrequently (perhaps once a week) as a 'barrier'. See the MUD section in your orange Application Notes (OAN) – or [E-MAIL](#) us for our MUD Planner. By using the anti-bacterial & anti-fungal properties of the oil as a damp 'barrier', it can help the animal's skin cope.



However, if you're unlucky & things have already deteriorated (perhaps from Mites damaging the skin), follow the full program as per our OAN/Planner & please consider using some *Protexin* Gut Balancer probiotics. Repetitive mud issues are very commonly linked to **weakened immune systems** so assisting the body to fight it from within is also key. (See the Dr Ferraro research we featured in the #9 Winter 2009 Newsletter - click [HERE](#).)

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