



Ruggles & Stopitall Ltd
...utilising the power of nature, inside & out

SPRING 2011 - Newsletter #14 February/March 2011

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

- **HELP** – Volunteers Wanted for Natural Sun blocker/screen (animals/humans)
- **Prone to Laminitis & Stomach Issues** – in the danger zone
- **NEWS** – Stop Pollen/Spring Terror; Trigger Sprayers; Facebook Advantage; Winter Itching...STILL!
- **BBC 1 News – Sunlight Deficiency** – getting naked, happier & healthier...(and without rugs)
- **Local Orders & Current Stockists** – order online & pick up locally; find your local outlet
- **Dunwoody Holiday DISCOUNT** – with Wild Frontiers & Richard Dunwoody
- **Wonderful News** – thanks to Mother Nature & some Gentle Ways

VETERINARY MEDICINES COMPLIANT

1. HELP – Volunteers needed for Natural Sun Blocker/Screen

As announced on our Facebook page (4/2/11), in the last few years we've been asked so many times what (if anything) might be natural, gentle & effective for use on sun-sensitive skin, especially noses, ear tips & delicate children's skin, but that doesn't rely on masses of chemicals.

We've run some tests on a genuinely **Natural sunblock/sun-stop/moisturiser** that's designed for animal & human skin - it's demonstrated encouraging results on human skin ...



Wanted. Some **more VOLUNTEERS** please from our Ruggles & Stopitall clients (or your friends) - both animal (horse, alpaca, dog) & human (sadly it's not suitable for cats due to the eucalyptus essential oil).

Free Trial Product - there's zero cost to you - but participation shall require written feedback.

Register. If you're interested, please register by sending an **E-MAIL** so that we can e-mail you some documents to sign/return & then get the products on their way to you and/or your animals. Then it's just fingers crossed for some sunshine....!

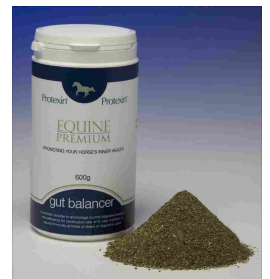
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2. Prone to Laminitis? (Or even Stomach Issues?)

Almost overnight, both issues can cause physical havoc to horses (or camelids).

There is increasing professional agreement that the **GUT is KEY**. We've read much on the subject & feel there are some definite ways to help reduce the risk of attack, and/or hasten the body's ability to recover should it have already got a grip. Last summer we published new findings & included it within that [Newsletter #11](#).

A key issue making a horse prone to Laminitis (and some stomach challenges for camelids/horses) lies in the animal's inability to correctly digest grass (especially chilled and/or the rich spring & late autumn growth) & forage although other issues such as stress & unknowns can trigger an attack. As the **gut runs so many vital functions of a body**, if it's nourished appropriately with 'friendly bacteria' to help maintain normal digestive function at these difficult times, the body's ability to self-recover is gently but surely supported.



The Science Bit! The effects of live yeast (*saccharomyces cerevisiae*) on the equine gut has been well

researched & with an understanding of lactic acid production & connections to feet issues, live yeast (probiotics) can be confidently considered for their potentially positive effect on digestive balance. As always, further research is needed but from the research we've read, we know they offer very great potential with no downsides & potentially outstanding upsides both during an attack & as a 'preventative'.

"Who says?" When high quality & 'pure' live yeast/probiotics are consumed it helps keep the gut microflora (friendly & other bacteria) at the right ratios, thus helping **reduce the peaks & troughs** when spring or new grass appears, when under stress, when a diet consists of high starch & low fibre, etc. (Moore B.E, Newman K.E, 1994. *Influence of feeding yeast culture*).

Without live yeast/probiotics, a high starch diet (e.g. cereals) could lead to four times more lactic acid than a high fibre diet (Medina B, Girard I.D, Jacotot E, Julliard V, 2002. *Effects of Saccharomyces cerevisiae on microbial profiles & fermentation patterns of horses fed a high fibre or a high starch diet*).

What that Means. By helping the body to maintain the correct ratios of friendly and other bacteria in the gut, they support & 'nourish' the immune system which in turn is then free & able to help ward off challenges such as the effects of sugars & proteins from spring grass, etc. For horses, we'd also suggest not feeding carrots or fruit & trying to exclude ALL molasses.

Pre & probiotics such as those manufactured by *Protexin* offer supremely cost effective servings sizes & a 'purity' that is truly kind to delicate guts (no nasty or cereal fillers) – we see it like a 'walking stick when we're feeling wobbly'. If your pony, horse or camelid is prone, can you afford not to have some in your daily feeds or even just sitting on the shelf ready to get to work the moment it's needed?

- **£10.25** - *Protexin* Quick Fix – intensive 6 day course; ideal in emergencies.
- **£23.95** - *Protexin* Equine Gut Balancer powder (just dried grass & pre/probiotics...no cereal fillers) – lasts around 2 months.
- **Online Discounts** - see [web shop](#) for discounts on multi-buys & the larger containers.
- **Information** - click [HERE](#) for general information on *Protexin* pre & probiotics for babies, adults, pets, horses, camelids & farm animals.

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3. NEWS FLASH....

a) Trigger Sprayer b) Don't DREAD Pollen & Spring c) Facebook = why it really can benefit YOU d) Winter Itching....Mites STILL around

a) Empty Trigger Sprayer – just £2.99. Available at last – thanks to those who have nagged us over the years to make it available! Empty 500ml bottle with wide-tube sprayer unit to help your diluted oil mix spray well (we cannot sell it pre-filled or else it's life expectancy starts on our shelves rather than yours...adding water to anything will start it's 'clock ticking').

The oil will always be temperature sensitive but with this & the reduced oil requirements (as per newsletter #13), we hope you'll find it useful. Just £2.99. Order at [web shop](#)



b) Don't Dread Pollen If Daffodils, spring flowers & cut grass fill you with dread, we say **GET ON THE BIO-KULT pre/probiotics** sharpish! It really can be absolutely amazing how well your body responds to these innocuous little capsules! If in doubt, feel free to speak with Emma here at the office...her story is rather wonderful! Her body now only needs 1 capsule every other day to keep things 'calm'...that means a £15.50 tub lasts her up to 4 months....!

c) Facebook. Whether you love or hate the idea, it's a brilliant way to keep up with the latest news, discounts, new products, competitions, & to share ideas & photos with fellow 'naturally inspired' souls.

- **Example – how it HELPS you:** when the mites continued their rampage in Jan/Feb' & so many asked us how midges or fleas could be out in the winter, we were able to reassure our FB friends that the culprits were MITES....and then how to deal with them & their special 'breeding zones'.
- If you're not already a 'Facebook Friend', take a look [HERE](#) for what you're missing!
- **Like** 👍 We hope you'll click the 'Like' button on the Facebook page too.

d) Winter itching – Horses, Camelids, Pets Believe it or not, the Mite activity has been very high all through this winter (the snows certainly made them worse)....and they still seem ravenous at the time of writing. And if we get another cold snap, be prepared for increased activity.

See Newsletters #12 & #13 (click [HERE](#)) & follow the MITES section in your orange Application Notes.

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4. BBC News – Vitamin D Worries (humans), Rugs, Sunlight

- February 2011 - click [HERE](#) (as on **BBC News**)
- Click [HERE](#) – our Newsletter #3, May 2008.

We have nothing against using fly rugs but there is a very serious downside to consider – Vitamin D deficiency due to lack of natural sunlight.

Just like the **pit ponies HAD TO HAVE TIME in natural sunlight** to help maintain their joint & general good health, so too do today's animals if covered 24/7....unless there really is a valid reason for total block-out during the warmer days.



Bug rugs can & will no doubt remain an important element for some horses, donkeys & camelids who suffer from bites, itching & its associated mental trauma – but as per many testimonials, perhaps using **Ruggle-it** will help reduce or completely negate the need for some rugs too!

- As per the recent **BBC** story (02/11) & in human research documents we've studied since 2006, evidence indicates that completely covering up from natural sunlight can be **very detrimental** for humans with skin issues....especially for children.
- A vitamin D deficiency can then lead to serious consequences including reducing calcium absorption in the gut - so bone strength can become a concern, as well as impacting on the immune system.
- Vitamin D is naturally present in **very few foods** but when ultraviolet rays from natural sunlight strike the skin, it triggers vitamin D synthesis both in humans & animals.
- The following is a snapshot of various 'findings' that might be of interest - click [HERE](#).

Suggestions for Warmer Weather Months:

- Even if only for small time slots each week (a few hours), try to give your animal(s) some 'naked' time, perhaps when you're poo-picking, catching up on DIY, i.e. when you can monitor them.
- If using **Ruggle-it** make sure their 'aroma bubble' is in place before they go out (as per your orange Application Notes). *Note:* try the diluted oil ratios at 10:1 as per the Winter 2010 Newsletter....it can save you even more money yet still be just as effective!
- Much anecdotal feedback is that animals who are rug-less (and coping with bug attacks) are **'happier'**...let alone cooler! They can also roll & mutually groom their field-mates – both are important 'animal' activities. And if you don't have a pile of torn rugs, your wallet is also happier..

Some Comments:

"Many ask how I keep Squirrel [Russian Trakehner] looking so good with NO RUG. I still find it hard to believe I'm using the same one product [since 2007], still finding new uses & most importantly Squirrel's still happy!" Mrs Moonan, Herts. Click [HERE](#)

"I can't praise these products enough: sensitive Thoroughbred now with NO RUG & no flies around him (even on every-other day application!)" Mrs SH, Cheshire. Click [HERE](#)

"Completely thrilled... George's itching was so bad he was in danger of being put down... out now with NO RUG & he hasn't rubbed" Mrs C Fletcher, Monmouthshire

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5. Local orders – Collect from us or your Local Stockist

If you have ordered from us before but like to collect your items from us directly to save on the shipping, you can now order online.

1. Select your items at the online shop.
2. Enter "LOCAL" into the voucher box; click recalculate to delete the shipping charge.
3. Please allow 48 hours before collection (Mon–Fri), i.e. order before 5pm Mon', collect Wed'.
4. Watch out for your confirmation e-mail that your order has been processed/is ready for collection so you don't waste a trip. Once ready, you can come anytime to suit you!

Or if you'd rather collect from your Local Stockist, click [HERE](#)

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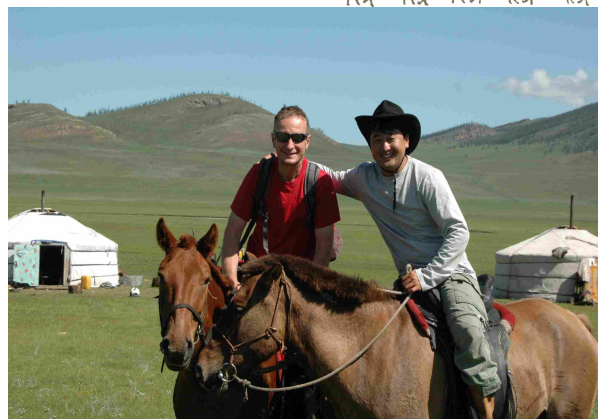
6. Richard Dunwoody – Special HOLIDAY Discount

Richard Dunwoody, three times **Champion Jump Jockey**, adventurer, **BBC 1's Strictly Come Dancing** competitor & long-time friend, will be exploring three exceptional countries during 2011 on behalf of award winning adventure travel company, Wild Frontiers:

- **Mongolia,**
- **Afghanistan, &**
- **Georgia.**

Even in his retirement Richard is never far away from a horse & in both Mongolia & Georgia his adventures will see him back in the saddle, whilst in Afghanistan he will be very reliant on his own two feet as he heads high into the Wakhan Corridor for a month. (The picture – Richard & his local guide in Mongolia 2009)

WILD FRONTIERS



Want to join Richard? He's on the look out for some fellow explorers to join him so if galloping through the Steppes of Mongolia, traversing the Caucasus mountains or heading to the edge of civilisation in the Wakhan Corridor tickles your fancy, you can find out more by logging on to www.wildfrontiers.co.uk. As well as the trips that Richard is leading, Wild Frontiers specialise in stylish & original tailor-made holidays & tours to some of the most interesting countries in Africa, Asia, Europe, the Middle East & Latin America.

****DISCOUNT** – SPECIAL FOR R&S Ltd Customers.**

- Mention this discount code, "Ruggles & Stopitall", for an extra **5% off** your holiday.
- And if you decide to join Richard, say an special 'thank you' as he & WF have kindly agreed to make this unique offer available to any R&S clients (or their friends) - **just mention the secret code!**

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7. Testimonials...some recent 'good news' stories

Your ruggle-it, omega 3 salmon oil & treats & probiotics are excellent. Henry went from a sad itchy dog to a glossy coated happy little dog. I have recommended your products as each one is excellent (+ excellent customer service)

Mrs Tointon, Angus, Scotland; rescue Dachshund dog - itching, paw chewing, sadness



"I definitely like your R&S Joint Cream & am confident it's helping my aches"
Mr JR, Sussex; human knee & thumb issues

"a) For my own skin [sensitive] your ruggle-it shampoo [the animal/human version] is the 1st one I've stuck with for 25 years" - leaves hair looking & feeling lush; also use it as hand/body wash.

b) It's also the 1st time I've ever ordered a 2nd pot of any face cream (used on hands too).

c) The Protexin [probiotics] has helped normalise my ex hurdler horse's appetite issues.

d) And no joint clicking since using your Green Lipped Mussel [Maxavita Pernamax] - I think it's doing him good."
Mrs SG, Somerset; ex Hurdler's appetite issues; creaking joints; Human sensitive skin & hair

"Your Protexin Bio-Kult is brilliant! I can't believe how much better I have felt since starting on it. For the first time in donkeys' years I haven't had a cold or flu over Christmas:- I am really quite thrilled at how good I am feeling lately."
Becky Taylor, Scunthorpe; human issues

*"From scabby lower legs & behind the knees & feathers under threat to **Supreme In Hand Champion** at The Royal London Show with Ruggle-it for my Friesian Mare. I used it on my very sore eye lids too - it worked inside 3 days - I really could not believe it. Thank You!"*

Lesley Pilgrim, Herts; Show horse's scabby knees & legs; Human eye-lid issue



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