



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

Daylight Savings Ends – Early Winter Newsletter, #13 November 2010

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

- **NEW PRODUCTS** – i) *R&S Naturally Inspired* Skin & Body Care; ii) Gift Packs
- **NEWS** – de-solidify, double & save; facebook; squeezey – clever idea
- **Gum Issues** – exciting new research from Harvard University for Omega 3
- **BEWARE - Toxic Shock** – wild parsnip
- **Winter Itching** – how fleas thrive...& help to stop them
- **£200 Cashback** – fabulous special offer
- **Chilling Facts** – don't get in a fix this winter
- **Competition** – WIN a month's supply of *Maxavita GLM*
- **Important UPDATES** – alpaca bTB herd lifeline – 'must see' | special offers | before & after photos

VETERINARY MEDICINES COMPLIANT

1. NEW – Skin & Body care range – from £5.50

We've long carried a small range of gentle skin & hair care products. But thanks to increased demand, we can now offer a much extended selection of naturally inspired products to pamper your body without all the usual 'harsh chemicals'.

Whether your skin is sensitive or just deserves to be nourished naturally, there's something for everyone. Using as many organic ingredients as possible, let the fantastic aromas of roses, alpine lavender, honey, patchouli & frangipani lift your mood & the soft & luxurious shea butters, almond, coconut & apricot oils feed your skin with kindness.

Whether something for yourself or as a wonderful gift, we hope you'll enjoy our face & body creams, intensive hand & feet nourishments & fragrantly exotic bathing products. And we'll be adding to the range shortly...so do keep watch on the web and/or Facebook!

Click [HERE](#) to view the new range.



2. NEW – Gift Packs & Bespoke Packs

There's so much to choose from whatever the time of year or event.

- Create your very own Bespoke pack – pick any items from any of our products.
- Or select one of the carefully created 'ready to go' packs
- Your choice can also financially benefit others less fortunate....
- For full details see the Gifts Online Shop (click [HERE](#)) or contact us.



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3. NEWS FLASH....

a) Double & Save b) Facebook = its benefits to YOU c) Easy Squeezey

a) Double your Oil. In the cold, your diluted oil mix will solidify (i.e. hassle!). But, in tests we've found it's very nearly as effective if you use half your old oil amount. So in your sprayer, add just 50ml **Ruggle-it** oil plus the normal amount of our shampoo & top up with warm water (see your orange Application

Notes too – recently revised to reflect this update).

- **You Win** = your neat oil goes twice as far, i.e. 500ml oil becomes **5 litres** of diluted bug mix; and
- **You Win** = it's less hassle and it helps you beat the Austerity season!
- **But** as you'll be needing less, do please tell your friends about us so that lots more animals can benefit from Mother Nature's brilliance whilst it's halving your bills!

b) Facebook. We've joined...better late than never!

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

- If you're not already a 'Facebook Friend', take a look [HERE](#) for what you're missing!
- We hope you'll click the 'Like' button on the Facebook page too [Like](#) 

c) Squeezy Peazy! Thank you to Mrs H for this useful tip for re-using your old **Ruggle-it** oil & shampoo bottles.

a) When finished with one of our bottles, fill up with some **Ruggle-it diluted oil mix** & use like a Squeezy bottle – the pourer lid means you can very accurately get the mix into deep coats/fur/feather.

Or

b) for cats/animals who don't bath and/or to assist with grooming thick coats, fill your old bottle with a couple of teaspoons of our shampoo & top up with warm water. Shake well & then drizzle onto coat; either gently massage in (they think you're just petting them!), or brush/comb through.

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4. Gum Troubles - Omega 3 NEW research – Humans/(Pets)

Hot off the press from Harvard Medical School. Omega 3 (OM3) fatty acid intake is inversely associated with [REDACTED] [*severe gum issues**] in the US population according to research published in the *Journal of the American Dietetic Association*.



The study from 1999-2004 had 9,000 adults participating & the data demonstrated a reduction of approximately 20% in [REDACTED] [*gum issue**] prevalence. DHA (docosahexaenoic acid) & EPA (eicosapentaenoic acid) polyunsaturated fatty acids are the key players (and to a lesser degree ALA (alpha-linolenic acid)). Both our Flaxseed & Pet fish oils are OM3-rich; but DHA/EPA is more bio-available in fish oil so for pets this could be especially good newsanother benefit from giving your pets a daily pump of our OM3 oil! To read the full article at www.nutra.com, click [HERE](#).

"Given the evidence indicating a role for n-3 fatty acids [OM3] in other chronic inflammatory conditions, it is possible that using n-3 fatty acids for gum disease could have added benefits for other chronic diseases associated with inflammation" stated Dr Asghar Naqvi's researchers.

Not only is a) this new study exciting but b) the above statement too. It reflects our focus (based on studying masses of research) for "going to the body's engine" to help it work optimally, rather than using lots of sticking plasters for 'symptoms' (whether for sickness, inflammation, ageing bodies, etc.). It *can* save a lot of money too! The engine runs the car/body – make it happy & the potential for 'good health' is huge!

- **OM3-rich Wild Salmon oil for Pets** (or Flaxseed oil for Humans) - click [HERE](#)

[* Blacked out text [REDACTED] are words which would contravene the VMD regulations by which we try to adhere]

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5. Beware of Toxic Shock in the fields – pets, large animals & humans

In the November issue of *Horse & Rider* magazine there was a 'star letter' from Ms Karn in West Sussex.

Wild Parsnip now grows extensively in the UK but especially in the South East of England.



It's toxic & can cause severe burns to soft-skinned animals & humans that touch it.

Ms Karn's picture of her horse's muzzle was shocking....the skin had melted off & was red raw.

Click [HERE](#) for information & photos (of the plant & the damage it can cause to skin...); it may take a short while to open.

As ever, it's better to be forewarned so we & our animals can try & avoid it.

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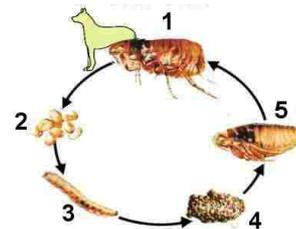
7. Central Heating, Fleas, Itching

If your pet is itching in the cold months, whilst it still can be mites (they are **very** active this November although you're unlikely to see them as they're all but invisible), it could be fleas thanks to our central heating making our homes havens for critters.

Idea. Rather than grabbing a chemical spot-on, give your pet's skin & your pocket a break & try the *Ruggle-it* shampoo (as a bath or even spray on).

Did you know that

1. flea larvae feed on skin debris & adult flea droppings;
2. adult fleas eat only blood;
3. the female flea lays 4-8 eggs after each blood meal;
4. the eggs hatch in c 10 days;
5. fleas can live for 2 years; and
6. lay 1000 eggs!



Suggestions.

- Bath your pet as per your orange Application Notes...the shampoo leaves a slight residual in the hair that critters detect & hate.
- If you can't bath, try putting a bit of the shampoo & warm water in a sprayer, comb some hair back & spray onto the skin/hair. Spray all over or try just in some key places like between the top of the shoulder blades, around the neck, in the armpits, across the belly & the insides of the top of the back legs as well as around the paws/ankles.
- You can also smear some of the semi-solid salve all around the insides of the ears (just do it very gently) as well as inside collars.
- Wash bedding (pet and/or human) in your machine with some of our shampoo (about a dessertspoon) – it'll smell nice to us & be kind to sensitive pet skin, but critters will still run miles from it!
- For external living pets, spray the bedding with the diluted oil mix once every few weeks (see the NEWS FLASH section above for 'winter' ratios).

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6. £200 Cashback – helping animals ride out the recession!

Release Equity – sell property fast - release assets. We've known KMS Property for a while – they're a family run business based in the West Country but dealing with properties nationwide.



If you'd like to sell your home or property **FAST**, whether just to release some extra funds, an unwanted inherited property, divorce or for any other reason, they can give you an offer within 48 hours, pay your legal fees & have your cash released super-quick.

However, in case it helps your beloved animals, we've negotiated **a £200 cashback** to you if you complete a deal with them. Naturally its 100% confidential...so we never know who contacts them. Just another way R&S Ltd is trying to help animals ride out this 'recession'!

Click [HERE](#) for full details.

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8. Chilling Facts. Horses, Alpacas, Farm animals

Don't let the cold weather threaten our grass-eating animals.

From frosty fields, over-cold drinking water, the elderly feeling the cold, to a hard day's hunting, long days traveling, racing or competing, struggling to breathe when kept indoors, a stressful episode, or perhaps weaving & sucking on wood to ward off boredom when stabled for long periods, it's the gut that we need to take special care of. Nourish the 'engine' & it's amazing how well it can cope.



Don't get caught out for the price of a Tenner! Keep a couple of Quick Fix intensive probiotic pastes handy...acting instantly is sometimes critical.

- **£9.98** - *Protexin Equine Quick Fix* – intensive 6 day course
- For horses, alpacas, farm animals



Click [HERE](#) – *Protexin* pre & probiotics for babies, adults, pets, horses, camelids, farm animals. And don't forget the **Special Offers** on multi-buys.

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9. COMPETITION – Win a Month's supply

- Do you love your *Maxavita Pernamax* Green Lipped Mussels?
- Are the ageing & stiff joints moving more freely these days?

Simply send us your feedback on your, your horse's or pet's experience with using the *Maxavita Pernamax* GLM & we'll enter you into the competition to win this great prize (worth <£26.95).

To enter: **E-MAIL** or post us your feedback (photos welcomed!)*

Closing: 30/11/2010



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

- A powerful aid to joint health – rich in Omega 3
- In crush-able tablet or caplets
- Want detailed information/research - see previous Newsletters ([HERE](#)), the Omega 3 web section ([HERE](#)) or inside our R&S Ltd tri-fold corporate leaflet (which has recently been revised).
- RRP - *Equine* - £26.95 | *Canine* - £19.95 | *Human* - £19.95. Click [HERE](#) for online shop & offers

[* By entering the competition, you agree to let *Ruggles & Stopitall Ltd* use your words on its website and/or for promotional purposes. If you do not wish your full name to be used, state the abbreviation that's suitable, e.g. Mrs Anne J, Cardiff.]

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10. **IMPORTANT UPDATE** - Bovine TB in Camelids

Dr Gina Bromage MA,Vet MB,DVM,MRVCS., Dianne Summers & Mike Birch are the brains behind a most important new website www.alpacatb.org.



Very sadly, this issue continues to ravage these beautiful animals - the UK map of affected herds is already scary.... The web offers:

1. a huge central hub of information, detailed help & advice for those who suffer a **bTB breakdown** in their herd and
2. to help alpaca & llama owners greatly reduce the risk of it happening to your herds.

Awareness is everything....please pass it on to anyone you feel might benefit.

Rest in peace those who have already passed on...it will not have been in vain...

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11. Special Offers – for 'multiple' buys | VAT increase

1. Don't forget **VAT rises to 20%** on January 4 2010ⁿ...save yourself the extra 2.5% & buy before Christmas.
2. **BIG discounts @ Web Shop.** Make some HUGE savings when buying multiple products – Protexin, Maxavita, OM3, Ruggle-it, Gift Packs, etc.
With long shelf-lives, you'll also make your flat rate P&P even better value for money!
Order today...before it's too late. Click [here](#) for the Online Shop.

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12. Testimonials...a couple of recent ones

"Love your smelly product! Beautiful tail this year on the pony; brilliant on my 3 year old's scabby head & no head lice when they're rampant at the nursery; has helped the dogs' itching & paw chewing too."

Karen Perry, Leics www.cuddlyponyparty.co.uk

*"5 years of Demodex mite, immune issues, upset tummy, recurring attack by fox mites, extreme itching & all-over hair loss. Inside **15 days** of your Ruggle-it shampoo, probiotics & salmon oil, the change in Mac has been immense."*

Toni, Berkshire (see before & after images on right)



The shampoo is astonishing - the itching and, therefore, skin on my dogs improved overnight! With the strong smelling salve, my Saluki no longer licks the damaged skin on her tummy. Impressive & fast-acting. Wonderful product. p.s. love the Facebook pages!"

Julia, Cheltenham (for pet berry bugs/harvest mites, itching, hair loss)

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