



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

SUMMER 2011 - Newsletter #15 May 2011

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

- **HELP** – Click & help save Herbal products
- **Mud Wanted** – please help the Swallows
- **Don't get Pipped**– expires 31/5/11 – alpacas, horses, farm animals
- **News** - office closure; money off; discounts & help; instant updates; make Facebook help you
- **Launch** – new product
- **Important Updates** – hedgerow toxin affecting dogs?; itching phenomenon; ticks
- **Pollens & Grasses** – update; why can exams & stress make it worse?
- **The Same Old Potato?** – 550 miles vs 1 inch; when clever is not so smart; the worry with rice

VETERINARY MEDICINES COMPLIANT

1. HELP – Save Herbal Products

A new EU Directive came into force on 1/4/11 that erects high barriers to any herbal "remedy" that hasn't been on the market for 30 years -including **virtually all Chinese, Ayurvedic, & African traditional medicine**. The EU Commission has recognised this is an over-regulation that will restrict consumer choice - it also has ramifications for animals. The goal is 1 million signatures – it's at 828,618 today.



PLEASE - we need a massive outcry against this.

YOU can make a difference.

Please click [HERE](#) to sign the online petition.

It takes only 45 seconds...name, e-mail, postcode....that's it. **Thank you very much.**

2. Swallows & House Martins – NEED OUR HELP with MUD

As per **BBC Breakfast Monday 16/5/11**, these magical (& still weary marvels after their massive journey to our shores) are struggling with our dry countryside. They need MUD to create their nests. And if the nests use dry soil, **they're very likely to break with the babies in the nest.....tragedy.**

1. **What can we do? Is it quick & easy? YES!**
2. If possible make some 'muddy areas' in open places (safe from predators) & with easy landing.
3. **OR**, upturn a bin lid, fill with some soil, add water (enough so it glistens & catches their eye) & place in an open/easily accessible place. Click [HERE](#) for the BBC story. Many thanks.

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3. Don't get Pipped at the Post – EXPIRY 31 May 2011

Protexin's Exclusive Offer to all R&S Ltd clients.

- Save a **THIRD** - spend minimum £30 – save £10 or £26*
- Long shelf-lives....even if you don't need the FREE items today, keep them for that 'rainy day' or emergency.



- See our Facebook Note for full details/explanation. Just click [HERE](#)
- Or scroll to the base of Probiotics Online Shop for details - [HERE](#)
- If in doubt, just order & meet the £30 or £99 thresholds & we'll work out your FREEBIES!

* Minimum order value is based on purchasing Equine Gut Balancer for horses (alpacas, farm); see above/web for Terms.

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4. NEWS

a) Office Closure b) Unclaimed Freebies c) Discounts & HELP! d) HATE Facebook? Make it HELP you without joining! e) Get connected



a) August Closure. Please kindly note that we'll be closed (or on minimal manpower) from **Tuesday 22-29 August inclusive 2011**. We've not taken holidays for over six years so we thank you for pre-ordering so you've plenty of stocks, & for your patience in our catching up with orders on our return! This advance warning is so clients without internet are aware.

b) Rewards Tracking. The **YELLOW leaflet** that accompanies orders explains how easy it is to earn **FREE products or £5.00 & £10.00 off**. A BIG *Thank You* to all who are telling new people about our products. Referrals = Rewards...but **ONLY** if we know to whom to award the points! So please urge any new person to quote your surname when they order. Click [HERE](#) for a reminder of the yellow sheet.

c) Discounts & Help. Faster Orders & More Savings

- ➔ Faster shipping and savings – try shopping at our web shop for exclusive online-only discounts.
- ➔ Our **FIVE** online shop sections have all the latest products, sizes, options, discounts....
- ➔ **Our Request – please help if you can.** Online orders help keep the phone relatively unblocked during the busy times (Mondays & Fridays).
- ➔ Why? Because we have at least **1/3 of our clients with no internet**...which is a large percentage who can feel very ignored by many companies. On some 'multiple buys' we also offer discounts to those needing to place verbal orders. We love you all....but if you can order online, it's a great help & allows us to pass on some savings.
- ➔ It also helps "**1st Time Customers**" get through if they want some initial guidance - we know our products & ethos are not the easiest to understand initially.
- ➔ An online order is often shipped faster than a verbal order **and** you can shop when it suits YOU.
- ➔ The web shop can remember your address (but not card) details so that it'll save you time.
- ➔ Fast products = Happy Animals (& humans!).
- ➔ We hope you'll enjoy ordering **online**. Many thanks.

d) Latest NEWS Reasons NOT to hate Facebook!

- #1. We use our FB page to keep you **100% Up to Date** e.g. unusual seasonal challenges, special offers, inspiring items, charity days, breaking news (not just R&SL but natural health news too), & good old-fashioned good news.
- #2. You **DO NOT** have to join it to keep up with our news..although it'll prompt you of new items if you do join up (otherwise you'll need to remember to check our FB page yourself).
- #3. Even if you don't join it (see next item below), you can still click & read stories of interest.
- #4. You don't need to wait for our Quarterly Newsletters

e) Facebook. Whether you love or hate the idea, it's a clever way to keep up with matters that MATTER! And unlike some FB pages, if you use ours you **WILL NOT** be inundated with stories...just ones that are relevant & topical...and not too often either!

- **Example – how it can HELP you:** at 22 March, we noticed a big increase in MITE activity affecting most 4-legged animals within mainland UK. In the last 5 years we've **NEVER** had this happen...perhaps it's Global Warming...or imported pests from overseas?
- **Mites** have usually died off by late February when the Mossies/midges can start to get a grip if we're unseasonally warm. We knew it wasn't midges at 22/3/11 as mites frequent specific areas on a body that are frequently unconnected to midge 'feeding zones'. So the Facebook Update kept you informed. And we had many clients thank us for highlighting this Spring oddity...as they then knew what to do about it rather than worry it was only them struggling.
- **Friend.** If you're not already a 'Facebook Friend', take a look [HERE](#) at what you're missing!
- **Like** 🍷 We hope you'll click the 'Like' button on the Facebook page too.

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5. LAUNCH - R&S Naturally Inspired Intensive Nourish & Repair

Super-intensive natural nourishment for 'hard working skin'. Let Mother Nature take care of you with Her Alpine Lavender, Beeswax & Calendula creation.

Food for your dried, chapped, sensitive, challenged hands & skin - ideal for medical staff, riders & grooms, farmers, workmen, gardeners etc, or as beautiful gifts. Also suitable for rough & dry patches on the body, e.g. elbows, heels, legs & arm. If water, extreme weather, soaps & dish liquids, soil & rough surfaces let alone hospital gel cleansers are stripping your natural moisture, get some of Mother Nature's Nurture!



Only use small amounts...but can be applied as often as you need, if you need. £9.95 for 60ml. Click [HERE](#) & scroll down to the HANDS section.

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6. Important Updates....

- i) **Itching Phenomenon** (Spring '11) – **dogs, cats, horses, donkeys, alpacas**
- ii) **Toad Venom/Milk** – **has your Dog had Mystery symptoms?**
- iii) **Ticks are back in Town** – **dogs, humans, alpacas, horses**



- i) Read this unusual but national story & how to help protect against it - click [HERE](#)
- ii) Read about this little-known issue...yet one that leaves an increasing number of UK pets vulnerable - click [HERE](#)
- iii) Read about it & help you & yours stay protected. Subsequent to the WMN article, many other articles are now available in most dog, horse & farm magazines. It's a VERY serious & increasingly common issue that we & our animals face both in the UK & Europe if a tick gets us & we don't realise it. Click [HERE](#)

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7. Hay fever & Spring Pollens; adding extra stress during Exam time

We mentioned this in detail in the last [NEWSLETTER](#).

Some of you have given it a go. Although 're-educating' the immune system response (ISR) not to react so violently to the challenges of Spring is not usually a fast process, feedback so far is very encouraging. Equally we know our thinking (based of research) is still pretty pioneering...so some may not be ready to give it a go yet. Please do remember that it's completely non-invasive & supportive to the body as a whole, not just for this issue...



With such ISR irrationality, it's like turning a Tankership not a speedboat. Even though we're trying to help the body turn its steering wheel towards calmer waters, the big ship may feel the change of direction but it's too big/ingrained in its old ways to turn instantly...so it does so gently (& slowly!). But once it's turning, get ready to be amazed.

Exams. A recent story on the **BBC News** queried why students' spring & pollen issues seem to get much worse at exam time. Isn't that obvious? Add this stress to an already stressed ISR & the body can get overwhelmed. Because the gut runs so much of the ISR & probiotics work directly within the gut, we feel confident this is why using 'pure' pre/probiotics can play such an encouraging role as they constantly help the body **re-populate** the gut's **friendly** bacteria. Stress is a key irritant to the friendly bacteria....so if stress is helping deplete the 'friendlies', the body's ability to cope is compromised.

Unsure? Take a look at this feedback - click [HERE](#)

- For humans (pets) – use Protexin Bio-Kult
- For horses (alpacas/farm animals) – use Protexin Equine Gut Balancer (& QuickFix to really get things moving).

There are no side-effects to trying this non-invasive method...but every potential you can help the body turn its Tankership back into calmer waters. Order at our probiotics online shop - click [HERE](#)

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8. The Same Old Potato? No!

For those who've heard us mention this before, "Sorry". For those new to us, please read on.

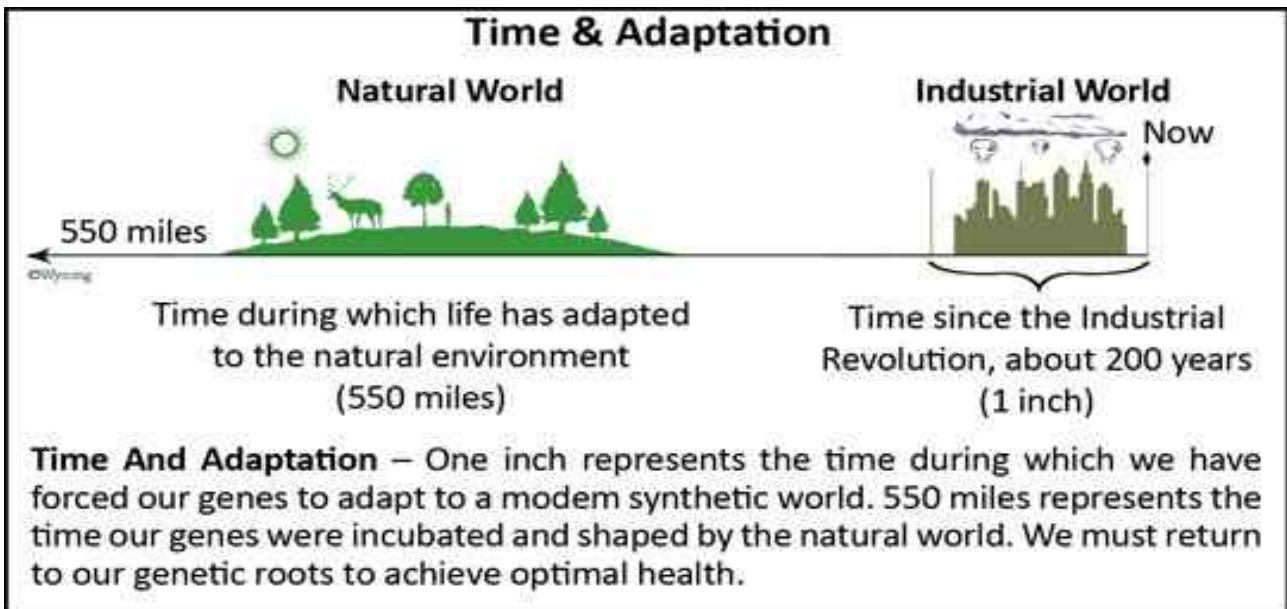
Question. *None of us has all the answers, but when was the last time your dog has raced out of the back door into a **field of Kibble let alone a rice paddy**.....?!*

Pet Feeds with RICE – it seems this issue is becoming a global problem for many dogs. Even so-called "Hypo-allergenic" feeds frequently use rice....why?

The Good News. Outside of RAW, we are seeing more ready-made pet feeds on the market that do not contain rice, omit Brewer's Yeast & seem to be 'less clever' feeds, which actually seems to suit many dogs better. Hoorah for old-fashioned basics! Many of our clients' testimonials mention the difference when they **exclude** rice....

Please do your own research as it's an evolving situation. Where possible, we think feeding RAW and/or wet feeds is kinder to our pet (& tastier). A very useful addition for nearly all dogs is to add in Pilchards and/or Sardines to the weekly diet due to their natural richness in Omega 3. Whilst fish oils are everywhere, many are not what they seem....

As ever, this is our opinion but based on a lot of research & feedback from clients who have helped us see recurring patterns with certain health issues & feeds. Please see previous newsletters for more about rice, pet diets, etc. The **Professor Ed Rosser** story makes interesting reading for those new to our approach. Click [HERE](#). The American Wysong organisation has an interesting leaflet – it's worth reading/glancing through to find some very sensible thinking....in our opinion! Click [HERE](#).



This above image comes from Wysong's leaflet...& we concur 100%. None of us has all the answers & there is rarely just one way to deal with health issues & challenges... Sometimes natural, sometimes chemical, sometimes a combination of both can be the answer.

Observation. Mother Nature & the Universe has nurtured us pretty safely for a tad longer than us so-called superior beings have inhabited this planet, so when I'm lectured about the invalidity of 'natural' products I just visualise "1 Inch" (of the above!)...well it makes me chuckle rather than rage!

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- ♥ **Ruggle-it** naturally (**skin & biting bug issues**) ♥ **R&S** Natural body & hair care (**human - baby to OAP**)
- ♥ **Protexin Probiotics** (**multi-issue, immune, joints, tummy/ gut, feet, skin, itching, breathing, mud/fungus**) ♥ **Omega 3 oils & pet training treats** (**joints, OM3 deficiency, skin**) ♥ **Maxavita** Green Lipped Mussel (**joints**)

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