



18 issues... 1 product...

*Ruggle-it (formally Stop-it-All)*

Winter Newsletter #5  
November 2008

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What's in this issue from *Ruggles & Stop-it-All*? (roll cursor over the following headings)

- Fleas, Head Lice & Mites...with no chemicals
- Clever Giving - the gift of life with NO cost to you....give an animal hope this Recession
- Updated Probiotics; Professor Nicol – Foals, 'air gulping', digestive issues
- Evolution – Ruggles & Stop it All Limited
- Tin Hats required – pioneering people
- Useful Tips – diluted oil in cold weather, bio-security, mud & mite planners
- Festive Greetings & practical pressies

Veterinary Medicines Compliant

## 1. Pet Fleas, Alpaca Mites, Horse & Dog Mites, Head Lice

2008 has been a stinker of a year...so Vets & you are telling us. Also, we're hearing of increasing reactions & concerns about the chemical-based pet flea products. *Ruggle-it (formally Stop-it-All)* oil & shampoo & diluted mix have again proven highly successful against helping stop these 'residents' from remaining on ourselves & animals whilst doing so gently. Whilst the large animals are usually pretty easy to help (we have our Mites planner which ensures you go after the breeding zones as well as where the critters are biting), for pet-critters the shampoo is the key element & it's so easy to use!



**Q.** Did you know that flea larvae feed on skin debris & adult flea droppings; adult fleas eat only blood; the female flea lays 4-8 eggs after each blood meal; the eggs hatch in c10 days; a flea can live for 2 years & lay 1000 eggs?!

- Quite a few of us with long & short-coated pets have not used any flea applications this year (no collars, drops or powders).... thus far we've not needed anything more than an infrequent shampoo & in some cases, a dab of oil between the shoulder blades, around the inside of normal collars (if they wear them) & where the tail joins the body.
- Wash bedding in our shampoo (a couple of tablespoons in your machine/bowl)...you can even add in an extra ½ teaspoon of oil into the mix for extra 'wallop'.....this helps make the bedding 'really critter unfriendly' but it still smells nice for us & our pets & won't cause problems with their skin unlike some washing powders. For outside-living pets, you can spray the bedding with the diluted mix once every few weeks.
- For head lice it's really the oil with shampoo that works best...we have an information sheet which we can e-mail you if you'd like to get rid of them in a couple of quite steps!

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## 2. Gift of Life.....& it costs us NOTHING...just a few used stamps or the Click of your mouse!

During the Recession, animals are especially vulnerable...and it's the **small animal charities** who are already getting inundated yet they don't have the big-charity PR budgets to plead for help.

- **USED stamps** raised **£6,000** last year for Bransby Home of Rest for Horses (Registered Charity #107560). Please send your used stamps directly to the



BHRH Charity at Bransby, Lincoln, LN1 2PH or contact them on 01427 787657 or [www.bransbyhorses.co.uk](http://www.bransbyhorses.co.uk). Old/broken mobile phones generate them even better revenue...so do send those too. Our rubbish is an animal's life-line....the ultimate recycling! And it costs us nothing....

- SWHP (Society for the Welfare of Horses & Ponies) Registered Charity # 266247. As with most authentic charities, they do incredible & tear-jerking work – chairman Jenny MacGregor has an MBE & numerous awards including from the BHS & British Equine Veterinary Association in recognition of her & her team's work. And their overheads are kept under 7% of total costs thus ensuring donations go to helping the animals & not some fancy admin' set-up! 01600 750233 or [www.swhp.co.uk](http://www.swhp.co.uk)
- Maggie's Law – just 18 seconds of your time & NO financial outlay(!). This petition was started due to the paltry 180 hour sentence given to two 'oiks' who killed a horse called Maggie by deliberately causing & then trying to film the horrific injuries. Click [HERE](#) to say NO to such sentencing lunacy...it really only does take 18 seconds. Thank you.

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### 3. Probiotics Updated. a. An all-round Hero? | b. Professor Nicol's Foal research.

With **70%** of an animal's & **80%** of a human's immune system **depending** on a healthy intestine, the balance of good/bad bacteria in the gut is of paramount importance. Be it an alpaca, a horse, goat, foal, baby, dog, cat, bird or an OAP to name a few, probiotics can play a very vital role. For in depth information, prices and order forms, please see our [PROBIOTICS](#) page on the web.



Global research continues to show even more issues for which supporting the immune system's response via the gut is proving highly beneficial & very exciting. 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 animal is effectively **retarded**. Then you & your Vets can end up supporting animals that can no longer help themselves... With a high percentage of today's probiotic products using **unlicensed** probiotic strains, or containing **low CFU's** (say only one hundred million for humans & a few billion for animals), or having **low survivability** when passing through the digestive system as well as **unnecessary 'fillers'** such as wheat/oat feed, it's hard to know what products to trust. *Protexin* have been recommended & used by **Vets & Doctors** for years.....and we've used them since the mid 1990s long before probiotics became 'fashionable'.

When to use it (humans/animals):

- to support the digestive/immune system against muscle spasms & feeding-related equine feet issues
- for recurring illness/health challenges
- to help calm the immune system when suffering from itching
- stress (from competition, travel (events/stud), weaning, health or bug -related issues, work, unidentified skin/digestive issues)
- when fed cereal, molasses & high-starch diets
- for elderly humans & animals
- for those susceptible to tummy upsets/fragility
- after antibiotics & worming.

With *Stop-it-All* helping minimize external attack & stress, and high quality probiotics optimizing the 'internal engine', bills & suffering can be massively reduced. Good health from the insides out doesn't need to cost the earth ...sometimes it's just which 'key' products to use.

**Professor Christine Nicol MA Dphil of Bristol Veterinary School, Thoroughbred Racing & Breeding Seminar, Cheltenham Racecourse (11/2008).** The role of Stress & Starch on Foals (extract).

Professor Nicol discussed replacing foals' starch & sugar diets with fat & fibre for calmer behaviour & less stress especially at weaning. She identified the substantial body of research implicating diet/feeding in the development of **abnormal oral behaviour**. Surveys show that 4-5% of adult competition type horses show stereotypic behaviour patterns such as 'gulping air/grabbing doors/fences'. Evidence points towards diet as a major risk factor – 'gulping air' rates rise immediately after feeding, peaking c4-8 hours after a meal. Feeding low forage, high-grain diets increase the risks; feeding grain-based feeds to foals immediately after weaning increased the risks four-fold! Why? Professor Nicol believes that 'gulping air' may be an attempt to reduce excessive stomach acid which when on pasture, is naturally buffered thanks to continuous saliva but when the majority intake is from concentrated grain-based feeds, foregut irritations can arise. More research is required, however foals with 'oral behaviour' showed significantly greater stomach inflammation & early lesions than normal foals; feeding antacids tends to reduce oral behaviour; it is plausible that supplements (probiotics) may improve digestive comfort & thus changes similar to feeding a fat/fibre diet.

#### 4. Evolution...from acorns grow & all that... *Ruggles & Stop-it-All Limited*

As *Stop-it-All* has grown, constant feedback encourages us to keep going with our research....despite the huge amount of time this takes! It's also encouraged us to retail or promote other products that we believe 'do what they say on the tin' so that where possible, you can confidently place an order with one call or e-mail & one shipping charge. Where items are too bulky or not suited to our mail-order set-up, we give out all relevant company contact details and/or information sheets so you can go direct.

Therefore, the umbrella is now *Ruggles & Stop-it-All Limited*....under which you will find products as they pass our exhaustive 'trip-wire' tests! Our pet hate is being hood-winked - we try to cut through the product hype, compare like with like & then form an unbiased opinion...thereafter what people do with it is up to them.

If you find our research & ethos interesting and/or thought-provoking or useful, please do tell others about us so that we can continue to grow & dedicate additional resources to investigating more issues that may affect our animals....and ultimately our pockets!

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#### 5. Pioneers need Tin Hats!

Those who challenge us are often considered 'too extreme'.... Einstein was ahead of his time...and admittedly rather extreme! Ridicule often goes hand-in-hand with pioneers. Because we genuinely want you & your animals to be as healthy as possible & not locked into propping up 'limping' immune systems, we continue to use our 'tin hats' whilst challenging some of today's current methods. Once it's out in the public domain, each of us can consider or bin it...but if we do not dare to question, then progress can never be an option.



We are what we eat.... With so many clever marketing teams at work, we find it constantly challenging working out who is talking sense & what is driven by the accountants & their profit & loss reports.

**Pets** - Canine Health Concern – click [HERE](#). Catherine O'Driscoll is deeply concerned about pet feeds & other practices which she believes are compromising the natural good health of animals. Whether some or all of the web content makes sense to you, she's a brave lady for daring to speak out.

Dr Andrew Jones in the USA is a Vet who is questioning a lot of what we do – again, it will be too extreme for some but unquestionably he's another 'brave soul with a Hat' – click [HERE](#). His Free e-book & 7 day lecture notes are actually pretty interesting....and free!

**Horses, Alpacas** – Simple Systems Feeds – click [HERE](#). The scientists behind this company have long questioned why we continue to feed cereals, molasses, chemical preservatives, etc. when there is ample research showing it is very far from ideal for horses be it for severe gastric, behavioural or immune-related issues..... Sometimes sticking to old & profitable methods is easy; change can be inconvenient & sometimes less profitable.... With 91% of racehorses having ulcers [[MURRAY ET AL, 1996](#)] I wonder why it is only in the last 2 years that it has become common knowledge...yet back in the mid 1990s, we were shouting that we had to change the feeds & we were laughed at as 'typical weird alternative types'.... Cannon fodder we surely were back then...but time has proven us right.

**Donkeys** – recently Dr Faith Burden conducted research at the Donkey Sanctuary UK which showed 41% of the 426 donkeys tested, had ulcers & that the composition of the diet had an effect on ulceration. 55% of donkeys fed with carbohydrate cereal-based concentrates had gastric ulceration compared to 33% in the fibre-only group. Click [HERE](#) for an abstract of her research, courtesy of Cambridge Journals (Cambridge University Press). Another Tin Hat worn here!

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#### 6. Useful Tips: a. Bio Security | b. Diluted Oil in cold weather | c. Mud & Mites Planner

**A. Bio Security.** If you need to wash your hands regularly to reduce the likelihood of transferring bugs & things, hands become dry. If you use our *Stop-it-All* shampoo as a liquid soap, you benefit from the anti-bacterial/fungal elements but also the moisturising properties. Or keep some of our soap at the tap (you cut them in half as they're so big!). Win Win....tough on bugs, kind on skin!

**B.** Now that it's cold, if you need to apply the diluted mix it's often easier to use



when put into an old Tupperware box, old animal herbs swing-bucket or similar (must have a lid so that you can still shake it). If it becomes cold & rather 'gloopy' & would never get through the spray bottle nozzle, by being in the wide container you can dunk the body brush, paint brush, rag, sponge, cotton-wool ball or your hand into it & use it very effectively, lumps & all!

**C.** If you want to use our Mud and/or Mite Planners to prompt you at a glance, for any current customer we can e-mail you a copy to print & pop on the tackroom wall (or we can send one with any order).

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## 7. Festive Greetings & Practical Pressies

Firstly, a BIG THANK YOU for supporting us during 2008...we hope you, your family & animals have found the power of Mother Nature & our gentle range of products calming, soothing & perhaps even uplifting! Your word of mouth recommendations are hugely important & appreciated by us to help spread the word, especially during these testing financial times when multi-purpose products come into their own to save money.

If *Stop-it-All* oil, salve & shampoo, our natural soaps, the human & animal probiotics, or human intensive skin creams might make a thoughtful yet practical gift or stocking filler for an animal, family member or friend, you know where we are (see bottom of page for our contact details & links).



*Season's Greetings from Ruggles & Stop-it-All  
&  
A Very Happy, Prosperous & Healthy 2009*

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## 8. YOUR feedback matters

We're really keen to hear about your experiences with our products (photos very welcome), so please do write in or e-mail us.

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