



PAW prints

Volume 7

No. 1

This month...

- many happy client pics
- allergies

New Pet Points and referral bonus

We have revised the number of Pet Points required to receive your gift. In most cases the number has been reduced.

Our referral bonus program is how we reward you for helping us grow. We have doubled the number of bonus points that you receive for recommending us to a friend. The bonus is now 2000 points for referring a new customer. ie: Referring 5 new customers (10,000 points) could entitle you to 40 lbs of dog food (9000 points).

New products to look over

For the first time in our history we have too many products for our catalogue. All the products are available on our web site but we couldn't shoehorn everything into the catalogue. We have many new items; toys for dogs and cats, training aids and treats.

We have improved our Pets First biscuit line with the addition of new flavours and strengthened our existing flavours with healthy additions such as peppermint, parsley and chlorophyll (added to our charcoal biscuits to aid with fresh breath). We've also added Peanut Butter biscuits to our ever-popular line of natural biscuits.

Our newest find is from Spoiled Bratz. These are all organic dog cookies in many different and enticing flavours. These include a low fat variety and a wheat free variety for those fat or allergic dogs.

Watch for our new line of organic shampoos. They use only certified organic ingredients and have proven highly effective in our tests.

Pets have allergies too!

Our pets suffer from allergies just like us. Allergies are a sensitivity to a substance(s), and they often produce skin problems.

Itching is one of the most common side effects of skin problems. It can be due to allergies to pollen, mold, grasses, food or saliva of fleas. Fleas are the most common allergen. Food allergies represent only 5-8% of allergy problems.

Switching to a whole food with different ingredients can be one solution for food allergies. The new Pets First 'Naturals' diet has proven very effective for dogs that have some form of food allergy. The use of chicken, brown rice and potatoes as primary ingredients has greatly reduced allergic reactions in several test cases. Veterinarians and groomers are now recommending this diet to dogs that have skin problems with amazing results.

We owe our pets the best possible armament against skin problems. A strong immune system is key to a pet's overall health. Fresh wholesome foods such as the Pets First Chicken and Brown Rice is a key building block to a healthy immune system.

Obesity – do you have a chubby pooch?

Obesity is a serious problem in both dogs and cats. Unhealthy diet patterns cause obesity in almost 30% of dogs and can lead to serious medical problems. In most cases, Fido is pudgy because we just can't say no and dogs can't tell how much is good for them. Remember, food is not a substitute for love, affection and attention. Let's take a look at some of the issues surrounding obesity.

Breeds prone to obesity

- Cocker Spaniels • Great Danes • Labradors
- Miniature Schnauzers • Miniature Poodles
- Retrievers

Dangers of obesity

- prone to injuries • shorter lifespan
- inflammation of pancreas • stress on bones

Six signs of obesity

- Fido wants to nap instead of play • will walk only short distances • pants heavily if forced to run • difficulty climbing steps
- not keen on warm weather • belly sags when seen from the side

The weigh-in

Veterinarians use a nine point scoring system when evaluating a dog's condition and we can use it at home too. Take into account that some breeds like the Saluki, Afghan Hound, Dalmatian and other sight hounds are naturally thin.

Start by feeling Fido's ribs, the area at the base of the tail, spine, shoulder bones, and waist. These are critical spots since the fat deposits often start here.

1. Very emaciated. If the hip, rib and other bones of your pet are clearly visible from a distance and an absence of any body fat.
2. Emaciated. Protruding bones all over the body, but not prominently. Needs lots of nourishment.
3. Thin. Pelvic bones are very prominent while the waist and the tuck-up, the area behind the rib cage and in front of the hind legs when the dog is viewed from the side, are evident.
4. Underweight. There is some fat on the ribs and a visible waist and tuck up area.
5. Ideal. The ribs can be felt easily, with a thin layer of fat and the waist and tuck-up area are obvious.
6. Overweight. The ribs have noticeable fat

and you can make out the waist and tuck-up area easily.

7. Heavy. Ribs and spine have noticeable fat deposits. No waist.
8. Obese. Heavy fat deposits on ribs, spine and around the base of the tail.
9. Heavily obese. There are fat deposits in the chest area, along the spine, around the tail base and there is no waist or tuck-up area.

Well, how did you do?

Fido is pudgy, now what do I do?

You will need to draw up a diet and exercise plan to get back his youthful figure if you flunked this test. Here's some suggestions.

- cut back on the meals, reduce daily intake to 60% of what you were feeding before
 - no snacks, except possibly some green vegetables
 - choose a light maintenance food
 - feed frequently – but don't exceed his daily allotment of food
 - increase the daily exercise gradually. Take long walks, possibly increasing to jogging as his weight goes down
 - draw up a play and training session, which will help build the muscles.
 - do not relent when Fido resorts to begging
- Remember, we all want a long, healthy life; for us and for our pets. A healthy diet and plenty of exercise should get Fido on the road to fitness.



Photo contest winner is...

Boxaire, an Airdale, is seen here paddling Widgeon Creek at Pitt Lake. He and his parents were raised on Pets First.

From the Prez



2001— the Pets First odyssey continues. We're now into our seventh year and thriving. I could reminisce over some of the milestones that we have reached in our history but I'd rather look forward to

some of the upcoming milestones we have yet to reach. Our expansion into the US is now a fact. We have all worked hard at building a solid foundation over the previous years and are now confident that our systems will carry the day. Our goals are lofty but we know that success is all about quality and consistency and both are part of our foundation. Our commitment as always remains with you, our valued customers, without you and the new customers that you bring to us, we would not be as confident.

Our last issue spoke of our new 'Naturals' food. The feedback has been nothing short of phenomenal. Picky eaters now want more, coats are glistening, eyes are shining and that notorious poop is smaller.

We have a new bonus structure for those of you that refer new customers. We are always grateful when you recommend us to your friends; it's really the highest compliment.

We also have a new catalogue with lots of new products and revised Pet Points. The Pet Point program is proving so successful that we've dropped the number required for you to receive that item you've been saving for.

I would like to take a moment and thank each and every one of our faithful customers. You are the reason we continue to strive for the excellence that we hold dear to our hearts.

Thank you,
Bandit

Dogs come when they're called; cats take a message and get back to you later. — Mary Bly

Contact us

"Paw Prints" is published regularly by Pets First Products and Services Inc., the Pet Store to your door.

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Contact our editor if you have any suggestions for the newsletter. You can reach her via email at: pets1_editor@yahoo.com or drop her a note at the above address.

your pet pic here

Send in those pet pictures, and your pet could be featured here!

Clearly identify both you and your pet on the back of the picture.

First prize is 40 lbs of dog food, or 20 lbs of cat food.

Sorry, no pictures can be returned.

Unleash Your Imagination!

by Shannon Underwood

Paws 2 Dance is a Musical Freestyle club formed 1-1/2 years ago by a group of enthusiastic, motivated people. We have freestyle judges, competitors, teachers, dancers, agility and obedience competitors and dog lovers of all kinds. Our canine members also come from a wide variety of backgrounds including obedience and agility competitors, earth-dogs and family pets. All dogs are welcome.



Murphy (left) placed 3rd for her rendition of 'Respect' and also won an award as the oldest dog. She's 9-1/2. Piper (right) strutted his way to 1st place with 'Lil Deuce Coupe'.

Musical Freestyle is a choreographed performance to music by a dog and handler. Freestyle routines are only limited by the handler's imagination. All you need for freestyle is a willing dog and a song in your heart.

We were proud to have Pets First sponsor our event held July of 2000 at the Delta Pacific Resort. We had 24 entries ranging from junior to advanced. Our next event is Sunday, May 27, 2001 – **Prancing Paws at the Palais** – a musical freestyle extravaganza. It will again be held in the ballroom at the Delta Pacific Resort in Richmond.

We are pleased Pets First is supporting our organization and events this year. For further information on musical freestyle, our club, or our events contact Shannon Underwood at 604-534-7404 or bullet@intergate.ca. We are looking forward to seeing many new faces and prancing paws in the near future!

\$\$\$ earn extra \$\$\$

We are looking for individuals to join our pack at Pets First. If you enjoy being around our four-legged friends, and want to have fun, call Pam at 1-800-738-7178 for details.

Cat's Motto: No matter what you've done wrong, always try to make it look like the dog did it. — unknown

Check the net

Our trusty (and busy) editor has been surfing the net again... and here are her picks.

- Pictures and stories of US Presidents and their family pets. Cute.
<http://www.whitehouse.gov/WH/kids/html/pets.html>
- Information on using herbs with your pets.
<http://herbsforhealth.about.com/health/herbsforhealth/cs/herbsandpets/>
- Greyhound adoption in Western Canada and Northwest United States.
<http://www.greyhoundpetsinc.org/>

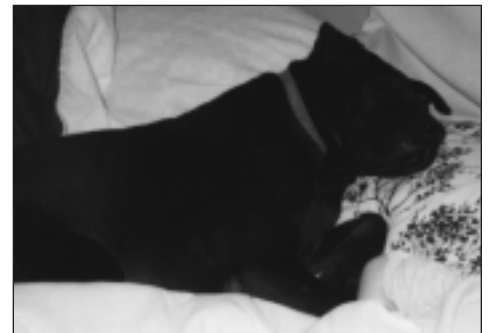
Some happy clients



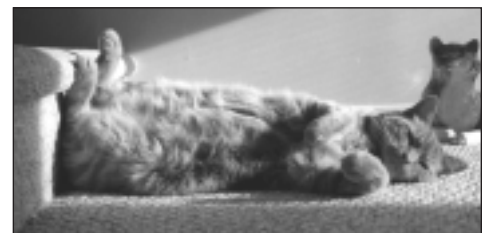
Suzie looks comfy, doesn't she? Micky Pride sends us this photo.



Al Blanquier's Truffles 'sitting pretty'.



Here's Buster, off his allergy medication and doing just fine. — Bev March



A healthy Murdoch lazing about in the sun. He lives in 100 Mile House with Paul Luft.



Jesse's just hangin' out with LeRoy Stewart.