

NOVEMBER 2009

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UPCOMING EVENTS



Christmas Pictures

Despite his very busy holiday schedule, Santapaws is coming to Pet X Supplies & Tack for pictures.

December 12 & 13, 2009
12:00 pm – 4:00 pm
and

Sunday, December 20, 2009
12:00 pm – 4:30 pm



Customer Appreciation Day

It's just our way of saying thank you for shopping with us!

Everything in the store will be 10% off, and that's including pet foods!

There will also be pet food vendors offering additional savings off your pets' favorite brand.

Pet Xtras grooming salon will be offering **FREE** nail trims!

Special vendors will be available for those last minute gifts, for the pet lovers in your life.

Please mark your calendars and join us!

Sunday, December 20, 2009
12:00 pm – 5:00 pm



PET FOOD SPOTLIGHT

ROUDYBUSH™

Roudybush, Inc. manufactures specialized bird foods. This manufacturing is a result of the research by an avian nutritionist, Tom Roudybush. During his 16 years of nutritional research in the Department of Avian Sciences at the University of California, Davis, Tom studied a variety of birds, including 10 years of research on the nutritional requirements of companion birds. Mr. Roudybush has generated most of the published nutritional research in pet birds, and the research flocks of Orange-winged Amazons at the University have been maintained on nothing but Roudybush pellets since 1981; no other population of psittacines has been maintained on a commercially available, formulated diet for such a long period of time.

In response to repeated requests from aviculturists hearing him lecture throughout the United States, Tom began manufacturing his diets in 1985, in a rented space of 800 square feet and with a few minor pieces of equipment. In 1986, Tom began manufacturing three Nectar Diets for wildlife rehabilitators that raise orphaned hummingbirds, or maintain non-releasable

or overwintering adult hummingbirds. The diets were tested and developed through research using Anna's and Blue Throated Hummingbirds. A short time later, Roudybush also began to manufacture Squab Diet as a response to rehabilitators needing a diet that mimics the crop milk of Columbiformes.

Today, Roudybush inhabits a 32,000 square foot warehouse with state-of-the-art equipment that allows the company to maintain Tom's high quality standards. Tom continues to be involved in nutritional research, and is committed to learning more about the requirements of birds in captivity. This has led to the manufacturing of diets for birds with special needs including; growing chicks, overweight birds, and birds with specialized nutritional needs due to certain disease process such as liver disease, kidney disease, intestinal tract diseases, and obesity. Tom's concern for captive birds has even led to our new Rice Diet which is formulated to help birds that are feather plucking or self-mutilating due to food allergies.

When nutrition is important, Roudybush premium foods are second to none.



Thanksgiving is fast approaching. Please take a moment to contemplate what your pet(s) give to you each day. Include them in your time of thanks this season. Now's a good time to show them how much they mean to you. Appreciate them, and the blessings seem to multiply.

Happy Thanksgiving to you and your pets!

ZYMOX products by Pet King Brands

Welcome to the world of Pet King Brands. We are a company developing new and innovative pet care products, all developed to be not only beneficial to pets, but safe as well.

With its own veterinary and research and development team on board, Pet King Brands is able to design and develop innovative pet care products. Our excellent quality control team ensures that every product is thoroughly tested for excellence before it reaches your hands.

ZYMOX products employ a potent enzyme system called the *ZYMOX Three Point Enzyme System (LP3 Enzyme System)* to effectively destroy bacterial, viral and fungal microorganisms.

Each enzyme has its own unique properties and when combined, pack a powerful antimicrobial punch. These 3 enzymes are derived naturally from milk products so they are 100% safe and gentle. For years, it has been known that milk has a natural ability to kill bacteria, viruses and yeast. Only recently has the protein and enzyme system responsible been identified and reproduced. The three most effective are Lactoperoxidase, Lysozyme and Lactoferrin. Their antimicrobial activities are briefly listed below:



Lactoperoxidase

A known milk peroxidase which when combined with hydrogen peroxide, thiocyanate or iodide produces hypiodite ions or hypothiocyanate ions. These ions inhibit microorganisms by oxidizing their metabolic pathways.

Lysozyme

An enzyme that effectively kills bacteria by disrupting and splitting the formation of the cell wall.

Lactoferrin

An iron binding protein found in milk and other mammalian secretions inhibits growth and destroys microorganisms by depriving them of iron.

Conclusion

Antimicrobial proteins and enzymes naturally present in milk have the ability to kill and inhibit a broad spectrum of bacteria, viruses and fungi. This system is suitable for a variety of veterinary uses.

ZYMOX Ear Cleanser provides an effective, non-toxic way to manage dirty ears. The addition of Lactoperoxidase, Lactoferrin and Lysozyme, which have natural bio-active properties for mild microbe control, plus gentle cleaning surfactants, makes ZYMOX Ear Cleanser perfect for cleaning dirty ears. Does not contain harsh chemicals or cleaners to irritate sensitive ears. Leaves ears smelling fresh.

ZYMOX Topical Spray provides a more concentrated formula for direct application to skin infections and wound sites. No need to disinfect area to be treated because the *LP3 Enzyme System* reacts with the infectious pus and debris to form its antimicrobial properties. Pre-cleaning and cleaning during treatment disrupts this biological system and will negatively affect results.

The first line of defense against infectious microbes is the skin. **ZYMOX Shampoo** provides an effective way to protect this natural barrier without being irritating or drying. The *LP3 Enzyme System* with the addition of Vitamin D helps relieve surface irritations and hydrate skin.

ZYMOX Conditioning Rinse provides a powerful protective barrier against minor skin inflammations and surface irritations. The *LP3 Enzyme System* provides optimal treatment protection for the skin.

