

The Latest Scare: Menadione (Vitamin K-3)

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The internet is buzzing about the latest secret culprit to corrupt commercial pet foods: Menadione. After fifty years of a proven safety record, at the daily recommended dose, lab rats were injected with levels thousands of times more potent than what is fed to our animals. Guess what? Those lab rats did develop some serious side-effects. Now consider the fact that water, when consumed thousands of times more than is recommended, will KILL. Actually, it only takes a few extra gallons, consumed in a short period of time, to do the deed. Any natural or synthetic ingredient, in pet or human diets, is detrimental when ingested in too high of a quantity.

The daily dose of supplemented vitamin K-3 (and naturally occurring K-1) in Azmira Holistic Animal Care[®] diets are ultra-minuscule compared to what was used during research testing on lab rats. All tests sited, to show the detriments of Menadione, were done by injecting extremely large doses. In addition, injection administers the compound directly into the bloodstream during which the compound reacts differently than if digested. Although overdose is generally uncommon and even excessive intake over an extended period of time has not readily resulted in toxicity, hemolytic (Heinz) anemia was the most common symptom reported in these test animals. Interestingly, it is the same symptom “reported” during the garlic scare. This is because hemolytic anemia, where the red blood cells burst, is the most likely outcome when any severe toxicity interferes with the RBC’s ability to process oxygen; it is not the compound which produces the condition, but rather the overwhelming concentration of whatever poison.

Since 1997, Azmira[®] diets have been fed to thousands of pets with NO toxic side-effects. A high majority was very ill prior to using our foods; therefore, theoretically, they would have been more susceptible to Menadione if it were a problem! Many of these pets have been on our diets since their introduction ten years ago with nothing but positive outcomes. The benefits realized day after day, the very reason for your confidence in our proven products, are proof that there is nothing to fear.

So, why is there all this concern about Menadione? What about other culprits such as garlic, grapes, canola oil, etc.? It is simply an attempt by some manufacturers to persuade consumers and veterinarians to use their food. They can tout what they don’t include rather than focus (as Azmira[®] does) on what IS in their food. If they don’t use the highest quality ingredients that they can be proud of, they need your focus elsewhere. It is an old trick: look at one hand, while the other does something else. It is easier to focus on one ingredient rather than an entire lifestyle, whether promoting or maligning a pet food. Ten years of successfully helping pets achieve and maintain good health is pretty strong evidence of its efficacy and safety.

It is easy to start rumors on the internet. When we did our research, we found many more references to the negatives since it is the latest FAD. Yet, no one had thought about the toxicity of Menadione for fifty years (when it was first proven safe as an animal supplement) since it has never been a problem.

Vitamin K is important; its functions include blood clotting and bone strength (it protects against osteoporosis). Azmira[®] includes a trace amount of Menadione in our supplement premix added to each formula. It is added because heat extrusion can diminish the levels of many important nutrients in foods. We feel it can only continue to benefit your pet, as it has safely done for years.

ABOUT THE AUTHOR

Dr. Newman holds a Doctor of Naturopathy and a Doctor of Philosophy (in Holistic Nutrition) and has been a world renowned pioneer in the field of natural pet care. The author of nine books, including her latest, *'Three Simple Steps to Healthy Pets: The Holistic Animal Care LifeStyle[®]'*, Dr. Newman is also the formulator of Azmira Holistic Animal Care[®] products and diets.



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