

Azmira[®]

helpful hints . supplements . foods . treats

2009
Product
Guide

Award Winning
NATURAL
pet products



Holistic Animal CARE[®]

As Nature Intended

Since 1982

featuring **Dr. Newman's Holistic Animal Care LifeStyle[®]**

6781 E. Outlook Drive
Tucson, AZ 85756 USA

Order Toll-Free
1-800-497-5665
Major Credit Cards Accepted

Free Product Support
1 (520) 886-1727
1 (520) 293-6639

Trained Staff available 6 days MST
Monday - Saturday

www.azmira.com

Where A Pet's Health Comes Naturally

Founded in 1982 by natural pet care pioneer Lisa S. Newman (Doctor of Naturopathy with a Ph.D. in Nutrition), Azmira® was created to support her well researched protocols. Co-owned with Marcy Merin since 1991, Azmira® successfully helps stimulate the pet's natural ability to prevent and reverse symptoms of imbalance. We provide veterinarians and owners with the latest in-depth information, and the safest, most effective and reliable tools available.

Years of experience.

Exceptional manufacturing.

Well researched formulations.

Reliable success for you.

Azmira® was also first to bring to your pets:

Human Grade & High Potency pet foods & nutritional supplements

Standardized Herbal Extracts for Pets quick delivery, high potency

Homeopathic Flower Remedies specific Behavior Modification

Standard Operating and Good Manufacturing Procedures

FDA human grade guidelines followed although *not mandatory* in pet products

New Products
Homeopathic Remedies

CS Drops 1 oz.

EC Drops 1 oz.

see p. 21



Zaezar, Dr. Newman's dog at 12 years of age.
No grey then or cataracts ever. Living to be 15.
Certified by Reuben Merditt, DVM.

A portion of our profits are shared with no-kill shelters and educational programs for the prevention of animal abuse.

Thank you.

We are here to help you help your pet!

Customer Service Associates

are trained and available six days a week to help explain Azmira® product use and specifics only - and to provide other helpful resources and/or referrals when needed. This is a FREE SERVICE for all customers who call us directly.

If our lines are busy, please leave a message or try again later.

This is not a veterinary service.

**Call 1-520-293-6639
or 1-520-886-1727**

Available Worldwide through retailers & veterinarians.

Visit **www.azmira.com** for a location near you!

**e-mail us at:
info@azmira.com**

Lisa S. Newman, N.D., Ph.D.

Founder and Product Formulator

Internationally renowned, Dr. Newman is a Naturopathic Doctor who holds a Ph.D. in Holistic Nutrition. She is an excellent educator through her correspondence courses and seminars. Dr. Newman has been a guest on many radio and TV shows, published numerous articles and nine books on natural pet care, including her latest, **THREE SIMPLE STEPS TO HEALTHY PETS.**

Dr. Newman has spent nearly thirty years applying her knowledge in Naturopathic Care and Holistic Nutrition for humans to animals and has won several awards for her innovative style and product formulations.

Her work is featured at **The Holistic Animal Care School of Japan.**

Award Winning Quality & Satisfaction

Azmira[®] assures the highest quality, purity and safety available. This is not required by any federal or state laws; only our own commitment to provide you with the very best, most effective natural pet products and diets.

We also lead the way with sound clinical, double-blind studies in addition to feeding trials. Dr.

Newman sets very high standards for our products because we know this results in the success we have enjoyed all these years. In addition, holistic and allopathic veterinarians have come to rely on

Azmira[®] as the cornerstone of the complementary modalities practiced in their clinics. **We take this responsibility very seriously.**



In order for us at *Azmira*[®] to guarantee how well a product can perform, ingredients are first carefully chosen for their standardized therapeutic values. After study and substantiation, this certifies guaranteed safety and reliable potency. **As more consumers and veterinarians are coming to find, the identifying terms, “human grade”, “natural”, “organic”, or “veterinarian approved” do not guarantee a high-quality product that will function as promised.** Several ingredients in a product may sound good, such as “rice”, “yeast”, or “glycerol”, but in reality are only by-products; poorly combined or of very low quality ingredients. These products can do more harm than help.

Azmira[®] seeks to educate and provide first-rate materials for product education. We have almost thirty years of info, testimonials and reports that we are happy to share.

PLEASE NOTE:

Azmira[®] Holistic Animal Care Recommendations, Diets and Supplements are not intended to be used in lieu of, but as a support to, proper Veterinary Care and the natural processes of true healing. These products are not drugs and we are not making any drug claims. If you suspect that your pet has a medical condition, please do seek out a trusted Veterinarian to assist you with a proper diagnosis and ongoing clinical verification of whatever treatments or products you do choose, so that they remain well suited for your individual pet's needs. You or your veterinarian are free to call our product support hotline, six days a week, for information pertaining to the documented safe use of our products. These statements have not been evaluated by the F.D.A.

Veterinarians' protocol questions: for Lisa S. Newman, N.D., Ph.D. - Fax (520) 886-2638

CUSTOMERS PLEASE CALL Support HelpLine: Mon. - Sat.

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Condition-Specific Recommendations

FOUNDATION SUPPLEMENTS

are needed to 'fuel' the body's curative responses and immune system function. Without these the body will struggle and weaken.

MEGA PET DAILY - provides all the vital multiple vitamins & minerals needed

SUPER C 2000 - megadose vitamin C prevents allergies, disease & infection

GARLIC DAILY AID - sulfur for cellular health & immune stimulation

All three products together support pet health protocols, including these common conditions.

When needed, systematically add symptom-specific remedies:

CANCER, IMMUNE AID

1st step: Increase **Super C** for immune stimulation *then choose the product(s) best suited for your pet:* ImmunoStim'R removes immune suppressive wastes

Yucca Intensive for organ inflammation / pain
Blood & Lymph D'Tox for severe cases
Grape Seed Extract for all growths and tumors.

ALLERGY CONDITIONS

1st step: **Yucca Intensive** for itching & inflammation; *then:* **Aller'G Free** to control acute symptoms *use M.S.M. & increased C* to repair skin/lung tissue *Add our other allergy products (p.16) made for specific conditions or weakness plus calming products, when needed for non-responsive symptoms*

DETOXIFICATION

1st step: Increase **Super C** and **Garlic** for purification *then choose the appropriate product(s):* ImmunoStim'R use regularly or seasonally to help remove immune suppressive wastes from blood **Aller'G: Skin & Pimple D'Tox** for seasonal detox **Blood & Lymph D'Tox** for cancer prevention

COLON CARE; I.B.S.

1st step: Increase **Garlic** for bowel purification *systematically apply specific support product(s):* NaturFiber provides stool balance and colon healing **M.S.M.** helps heal intestinal tissue **Yucca Intensive** for inflammation/bleeding **Acidophilus** re-establishes friendly flora

DIGESTION & ASSIMILATION

1st step: Recommended reading: Nutrition *then utilize specific support product(s):* Digest'ZymeZ replenishes spectrum of digestive enzymes **Panc'rse & Glucobalance** stabilizes the pancreas **Calm & Relax** is added for stress-related upsets **Skin & Liv-A-Plex** aids liver function to improve bile production

ARTHRITIS RELIEF

1st step: **Yucca Intensive** for inflammation / pain; *then utilize specific support product(s):* **M.S.M.** & increase **Super C** to repair ligaments. **Glucosamine Sulfate** for joint repair. **Calm & Relax** for severe pain and muscular tension.

CRITICAL CARE

1st step: **R&R Essence** relieves shock-accidents, chronic illness; *then utilize specific support:* **Dairy & Egg Protein Powder** for easy meals **Yucca Intensive** to control discomfort/pain; **Grape Seed Extract** most powerful antioxidant **Viral D'Tox** controls infections; liver cleanser, *stimulates appetite.*

EAR & SKIN INJURY CARE

1st step: **Rejuva Spray** antihistamine, disinfects, soothes and heals *FYI - use Rejuva Spray as an ear wash and watch infections disappear!* *then utilize the best specific support product(s):* **Yeast & Fungal D'Tox** reverses ear / topical infections **Calendula / Goldenseal Extracts** for infections **Rejuva Gel** homeopathic remedy for burns, scrapes & cuts

KIDNEY / BLADDER CRISIS

1st step: Prevention is the best cure, detox weekly *then utilize specific support product(s) as needed:* **KidniBiotic** reverses and prevents urinary infections **KidniKare** for building organ strength and bladder control **KidniFlow** promotes urine and elimination of crystals / stones **ImmunoStim'R** eliminates waste which increases crystallization and crisis

PARASITE ELIMINATION

1st step: We recommend increasing **Garlic Daily Aid** *then utilize specific antiparasitic support product(s):* **Herbal Wormer** to remove or prevent colon infestation **Giardia & Parasitic D'Tox** blood parasites, heartworm **Blood & Lymph D'Tox** purifies the blood during severe infestation, such as fungal mycosis (Valley Fever).

FLEAS & TICKS

1st step: Increase **Garlic Daily Aid** and *avoid yeast* *then utilize specific support product(s):* **Neem Dip** or **Spray** protects, eliminates pests and soothes. **Para'Clear Diatomaceous Earth** kills crawling pests **Organic Shampoo** or **Conditioner** cleanses and is soothing to skin

BEHAVIOR MODIFICATION

Recommended reading: Training without Trauma **Herbal Calm** soothes nerves and physically relaxes pet. **R&R Essence** reduces reaction to emotional 'triggers'. **Calm & Relax** added for muscular tension and chronic stress. **Flower Combinations** (Fear, Aggression, Spraying, etc.) are added for specific behavioral and emotional issues.

Dr. Newman's Holistic Animal Care LifeStyle®

As the founder of *Azmira*®, Dr. Newman began researching and working with pets in 1982. **The Holistic Animal Care LifeStyle**® is created from that experience. This unique systematic approach effectively addresses serious issues affecting pets' inability to live emotionally and physically stable lives. As you follow each step, you will reverse deeper symptoms more quickly. With nutritional, herbal and homeopathic approaches to support the body's ability to prevent disease or heal itself - rather than symptom suppression - wellness can be easily realized.

Homeopathic Remedies
stimulate specific
curative responses

Herbal & Nutritional
Supplements
support specific
curative responses

Step Three

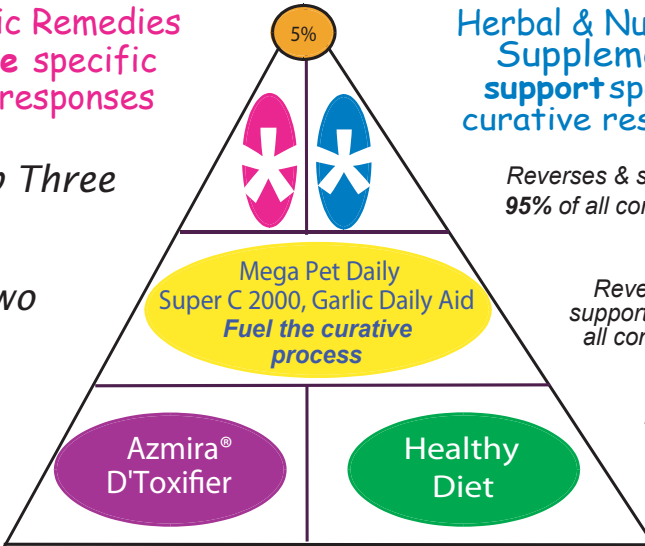
Reverses & supports
95% of all conditions!

Step Two

Reverses & supports 80% of all conditions!

Step One

Improves 50% of all pets



Detoxification improves the body's receptiveness to supplementation and diet.

A healthy, clean diet helps provide a great foundation for maintaining wellness.

Detoxification improves the body's receptiveness to supplementation by eliminating wastes responsible for immune issues & disease.

A healthy, clean diet - free of the ingredients which create waste in the body - helps provide a great foundation for wellness.



5% of all chronically ill pets will need life-long support of veterinarian medications; **Dr. Newman's Holistic Animal Care LifeStyle**® and *Azmira*® products will help reduce waste to support maintaining a healthier pet, while lessening the need for drugs.

Call 1-800-497-5665 to locate the nearest retailer

Diet: DOGS & PUPPIES

Highest human grade quality!

Classic Dog™
BEEF MEAL

pH 5.9 - 6.3

LifeStyle®
LAMB MEAL

pH 6.0 - 6.3

**AWARDED TOP DRY FOOD (since 2001)*
TOP CANNED (since 2000)***

Paper or plastic-lined bags often deliver rancid foods void of their original nutrients. *This is known to cause immune weakness.*

All OPTIMUM HEALTH FORMULAS feature the same outstanding ingredients:

Azmira® Pet Foods
FEED ALL AGES
ALL LIFE STAGES

Ground Whole, pesticide-free grains

Barley is a low gluten, slightly malty-flavored grain which provides a good balance of nutrients; Sorghum (*Milo*) is a larger-seed cousin to millet which is gluten-free, rich in amino acids and alkalizing to the stomach; Oatmeal is added for easy to digest nutrients as well as its outstanding fiber properties to aid in stool regularity and colon detoxification. Many veterinarians consider that it helps lower and stabilize animals' blood cholesterol. Our grains and other ingredients used are also considered less likely to trigger allergies.

Menhaden Fish Meal provides higher quality EFAs (essential fatty acids), a natural flavor dogs love, and additional, easy-to-digest proteins for strong muscles & healthy skin.

Alfalfa, Carrots and Apples provide a healthy alternative to commonly used fiber sources such as grain by-products or cast offs unfit for humans, beet pulp and ground peanut shells. Beet pulp was identified as a source of sugar and hyperactivity/aggression. Now manufacturers say "Beet pulp (sugar removed)". This can be the same beet pulp as has always been used, only described in fuller detail. You see, the "sugarless pulp" is the waste product from sugar manufacturing, so technically the sugar has been removed - but enough has remained to become a detriment to the health of pets. Carrots and apples are not only tastier, they are healthier for the pet and effective in supporting colon function through detoxification. Nutritionally-oriented Veterinarians support animals' optimum health by using herbs and fruits/vegetables to provide nutritive or restorative properties. Alfalfa is a great source of chlorophyll and nutrients.

Dr. Newman and nutritional veterinarians following her LifeStyle® approach choose a healthy diet as a clean "slate" upon which to build proper health. Through the systematic application of additional supplements, reversal of disease and related symptoms is specifically geared to support the individual pet's needs.

Canned Dog Food Formulas

No fancy names, claims or cheap ingredients... Azmira® is simply beyond "natural" - its real nutrition!



Made with human-grade ingredients with our special **Healthy Flavor Broth**, instead of the standard "water for processing" Azmira's method promotes a superior taste plus higher fatty acids! **We never use cheap "fillers"** (diCalcium phosphate, carrageenan, tomato pomace, yeast and guar gum) **or flavor "enhancers"** (digest, salt or sugar).

These ingredients are known to interfere with nutrient assimilation.

Azmira® diets are great for maintenance or symptom-prevention.

Beef & Chicken

Tasty, all muscle meat diet; great by itself, added to homecooked diets or for gravy. Excellent choice to mix well with supplements to "hide" them in the food.

Lamb & Barley

Easy to digest - with fresh whole grains, peas & carrots. Excellent choice to improve energy and superior calorie utilization to stabilize weight in sick pets.

Ocean Fish

Highest EFA's, with easy-to-digest calories for ailing pets; **stimulates appetite** while providing energy for healing and optimum protein digestion.

13.2 oz. cans; 24 to a case.

Cat food is 30% Protein, 12% Fat, 3% Fiber, 6.5% Ash, 0.80% Calcium, 0.12% Magnesium, 0.65% Phosphorus, with a minimum 2% of Linoleic Acid for great coats and abundant energy!

our barrier packaging retains more nutrients

Azmira® diets have no sugar, salt or yeast added!

Year after year, both the cat and dog formulas have won top honors.

DAILY BOOST

2 oz. - 8 oz. powder

For additional digestive and detoxifying effect we do have a variety of products, including this unique herbal blend supplement. Made with only the highest human grade, wildcrafted and organic ingredients. Dr. Newman's formula has been successfully used in **ALL PETS** since 1984.

Peppermint Leaf

Reduces flatulence, colic & digestive tract stress.

Dandelion Leaf

Is an excellent blood, liver & gallbladder tonic.

Fennel Seed

Stimulates proper stomach & intestinal functions.

Siberian Ginseng Root

This adaptogenic herb builds resistance to disease and allergies.

Pau d'Arco

Has detoxification & anti-fungal properties.

Milk Thistle Seed

Stimulates proper liver & gallbladder functions.

Organic Reishi & Shiitake Mushrooms

To support the immune system, colon health and blood sugar regulation. Helps prevent I.B.S.

OUR DRY FOODS ARE PROVEN & VETERINARIAN-APPROVED WORLDWIDE FOR URINARY DISORDERS:

CAT FOOD pH 5.5 - 6.3 with average URINE pH of 6.2 - 6.5
laboratory re-tested after long term prevention or acute rehabilitation protocols in May 2003.

Canned Cat Food Formulas

Made with human grade ingredients and *Healthy Flavor Broth* (rich in fatty acids) rather than the standard "water for processing" used. We made the same great tasting formulas as we made for dogs, but with a smoother consistency and more gravy - just the way the cats told us they preferred canned foods to be!

Beef & Chicken

Lamb & Barley

Ocean Fish

5.5 oz. and 13.2 oz. cans; 24 to a case.

*International recognition was awarded by these leading consumer report magazines:

The Whole Dog Journal (continues) and The Whole Cat Journal (ended publication in 2004)

Call 1-800-497-5665 to locate the nearest retailer

Diet: CATS & KITTENS

Highest human grade quality

pH 5.5 - 6.3

Classic Cat™
CHICKEN / TURKEY MEAL



Yummy star-shaped kibble made with the freshest, human grade ingredients to entice even the most finicky feline taste buds!

Chicken/Turkey Meal

plus Chicken Fat for a cat's high protein and energy needs. Quality, *clean* calories.

Whole Ground Grains

pesticide-free Yellow Corn, Wheat, Brown Rice and Oatmeal for nutrient-rich carbohydrates, beneficial fiber and wholesome protein.

Full-fat Soybeans, Whole Egg, Menhaden Fish Meal, and Flax Seed

provide additional protein-rich energy and the exceptional calorie support for the feline's higher metabolism and their nutritional needs.



OUR CAT FOOD FORMULAS are also great for ferrets!

Feeding Dogs & Cats: all life stages

ADULT DOGS: The standard amount of Azmira® dry to feed is one level 8 oz. measuring cup per 25 pounds of body weight per day (split into two feedings). Azmira® is less expensive to feed with concentrated ingredients and NO fillers! Adjust the daily ration according to activity level, environment or weather.

Pregnant or lactating dogs: Increase feeding by ½ or more of adult ration for same weight level. Three meals per day work best.

Puppies: Start feeding Azmira® canned food at three weeks, four meals per day, as gruel with warmed goat's milk. Slowly introduce crushed Azmira® kibble as the appetite increases. Continue increasing daily ration based on the puppy's own needs, feeding 25% - 50% more of adult ration for same weight level. Start daily supplements to encourage optimum growth.

Senior Dogs: May need daily ration reduced by ¼ to ½ according to activity level. Yucca Intensive is helpful for stiffness.

Over or Under Weight Dogs: Feed according to desired weight, as listed on bag. Be sure to supplement for best results and avoid "quick fixes" for health.

SWITCHING YOUR DOG TO

Azmira®: Our superior quality makes Azmira® easy to switch over to, *with less digestive stress* or refusal to eat.

Dr. Newman recommends using the **"direct change" method:** Always be sure to monitor and reduce quantity accordingly, due to concentrated food.



Beware of overfeeding your dogs & cats
Poor assimilation, weight gain, loose stool and gas may result. Food which has overwhelmed the digestive tract increases the likelihood of irritation and weakness. Stool consistency is the best gauge of feeding.

ADULT CATS: Feed ½ cup (of 8 oz. cup) daily; use "free choice" method or a minimum of two meals daily. Cats eat to meet their energy needs. Common sense is the best guide to feeding your cat. You may need to adjust the daily ration according to activity level, environment or weather.

Pregnant or lactating cats: Should be fed as if they were kittens who require almost twice as much nutrition as adult cats of the same weight. Smaller, more frequent meals really boost the body's use of nutrients.

Kittens: At three weeks, start feeding four times a day a gruel consisting of warmed goat's milk and Azmira® canned food. Slowly introduce crushed kibble over time as appetite increases. Feed four meals per day from weaning until four months old, at which time you can decide a schedule based on the kitten's own needs. Use supplements to build health from the most important time: *growth*.

Senior Cats: May need daily ration reduced by ¼ to ½ according to activity level. Canned food aids their digestion; add water to food to hydrate them.

Over or Under Weight Cats: Feed according to desired weight as listed on bag. Use Mega Pet Daily. *Never overfeed a cat!*

SWITCHING YOUR CAT TO

Azmira®: Our superior quality and freshness makes Azmira® easy to switch the average cat. Dr. Newman often recommends the **"two week" method:** feed ½ the old, ½ of new diet; decrease old diet adding more Azmira® during the second week. Be sure to reduce kibble quantity accordingly due to concentrated food.



Feeding for Optimum Health & Healing

A COMMITMENT TO YOU and YOUR PETS

Azmira® diets support the wholesome foundation of Dr. Newman's proven **Holistic Animal Care LifeStyle®** - a systematic approach to pet wellness and long term symptom reversal.

HEALTHFUL TIPS FROM DR. NEWMAN

"Please remember: a well nourished, trained and exercised pet is a happy and healthy one! Since prevention is the best cure, today's actions will become tomorrow's results."

TO IMPROVE DIGESTION*

Azmira® can be fed dry or with a touch of warm water to release even more of the natural flavors. Azmira® canned food, cottage cheese, yogurt, and fresh vegetables are beneficial as add-ins, but do not leave out all day. Be sure to use measured portions to ensure proper digestion and adjust when needed.

Always supply plenty of cool, fresh, filtered water at all times.

DETOXIFICATION*

When completely switched to Azmira®, your pet might take a couple of weeks to "cleanse" old toxins from the body. During this process some pets shed their dull coats or exhibit irritations on the skin. Old symptoms may temporarily return or worsen. Although this is not a very common event, it is normal.

There will be a marked improvement in specific conditions after this natural process takes place. Azmira® has clinically proven its ability to facilitate detoxification and quickly achieve pet wellness. This is why our approach is so successful.

Detoxification helps prepare the body for improved nutrient utilization.

OLDER, LESS ACTIVE OR WITH ORGAN TOXICITY, WEAKNESS AND FAILURE*

Azmira® formulas contain easy to digest protein and other beneficial nutrients which are gentler on the body while supporting immune function.

Pets should have their supplements and diet adjusted as they slow down or go through illness. You may need to feed 10% to 25% less food per day.

Feed smaller meals three to four times per day and add Azmira® canned food. Moisten or crush kibble to help with chewing and digestion.

Azmira® digestive enzymes can be helpful as the pet naturally loses their own. Always add more water to their food: Older or sick pets tend to drink less on their own.

Azmira® manufactures over one hundred-fifty complementary supplements and proven pet remedies, also veterinarian-approved to be safe and found quickly effective in crisis or when needed for each pet's individual condition.

RECOVERY MEALS*

During crisis, make a gruel with warmed goat's milk or water, Azmira® canned meat, and cooked oatmeal. Be sure to use Azmira® **Mega Pet Daily, Super C 2000 and Garlic Daily Aid** to help facilitate the body's ability to return to wellness. See p. 24 for **Dairy & Egg Protein Powder** to make an easy, protein rich liquid formula.

***Our recommendations are not to be used in lieu of, but as a support to proper veterinary care.** Pet wellness also requires routine professional care. Consult with a veterinarian for clinical exams, a groomer for proper coat care, and a pet behaviorist as needed.

Nutritional Supplements

Dogs Cats Ferrets Horses Birds Rabbits Pot Belly Pigs, etc.

FOR
ALL
PETS

MEGA PET DAILY

60, 90, & 180 capsules

This is our most outstanding multiple nutritional supplement, suitable for both dogs and cats, as well as other pets including birds, horses, and ferrets. Higher potency in a small dose, easy to feed dry capsule can also be opened for mixing into food. **Provides important daily vitamins and minerals, including the A's, B's, E, Selenium, Chromium, Zinc, and Choline. With a base rich in Chlorophyll and EPA's (fatty acids), all these vital nutrients for optimum immunity and health provide outstanding results.** Contains a better ratio of calcium, phosphorus and potassium to magnesium, important in reducing bladder & kidney stones. Excellent multiple supplement for disease prevention, chronic cases, rehabilitative periods or for preventative support. For any stressed or compromised pet when a nutritional "edge" may be beneficial.



SUPER C 2000

4oz. & 16oz. powder

Higher, tasty concentration is easier to feed!
Just half a teaspoon equals 2000 mg. of vitamin C. Finicky eaters appreciate less powder in their food! Buffered with calcium bicarbonate for superior, yet cost-effective, assimilation. Fed twice a day, it provides abundant blood levels comparable to Ester-C[™]. This staple nutrient has been found to protect and support tissue such as skin and connective tissues in the joints of the body. Acidifies urine and may build resistance to allergies.

B-COMPLEX 50

100 easy-to-feed capsules

Everywhere today there are reports about the incredible need the body has for the B vitamins especially in a well-balanced complex! Exceptional support for the body; can even repel biting insects better than yeast! This product is a wonderful supplement to Sea Supreme when additional B's are needed. Useful during times of increased stress, traveling, allergy season, neurological and other tissue rehabilitation, or with older pets.

SEA SUPREME

3 oz. shaker and 7oz., 14 oz.; 5 or 20 pound powder

Our most cost-effective multiple vitamin and mineral powder imported from Scotland. **For all animals, including horses, ferrets, rabbits, birds and reptiles.** Contains 60 trace minerals, 19 essential minerals, 12 vitamins and 10 amino acids! From 16 types of sea vegetation (kelp is only one type of seaweed and limited in its mineral balance when used alone), includes blue green algae and spirulina. Naturally chelated for optimum assimilation.

FLAV'R SHAK'R

3.5 oz. shaker

Our popular Sea Supreme nutritional supplement with defatted, detoxified freeze dried liver which provides S.O.D. (Superoxide Dismutase). Packs a powerful **tasty** punch that pets go wild over! Good for that finicky eater, when making food changes or enticing sick pets. **Excellent daily supplement for carnivorous reptiles, birds and snakes.**

CALCIUM with BORON-3

120 easy-to-feed capsules

Optimum combination for more efficient calcium assimilation. Necessary for formation and repair of bone and to maintain healthy glands. Essential for proper functioning of the heart muscles and muscular movements of the intestines (peristalsis), aiding digestion. Participates in protein structuring of RNA and DNA.

Antioxidants & Digestive Aids

GARLIC DAILY AID 90 & 180 gelcaps

One of Nature's "miracle" nutrients, our pearls contain the strongest allicin content (1000 mg.) of only the freshest, pesticide free garlic, combined with 500 mg. parsley extract. Considered by veterinarians to target circulation, digestion and nerves; may purge toxins, stimulate the lymphatic system and immune system.

A favorite of Dr. Newman's; supports the skin, liver, immune system and digestive functions.



SUPEROXIDE DISMUTASE

5 oz. powder

Also known as **S.O.D.**, this easy to feed, tasty powder is a wonderful free radical scavenger, often beneficial in reducing inflammation in joints. Just ¼ teaspoon = 750 mg. dose. From free-range, dehydrated, defatted, and detoxified beef liver, proven biologically superior to the cheaper, plant-sourced S.O.D.

ACIDOPHILUS 90 g. live powder

Powdered Lactobacillus to replace friendly bacteria in a pet's intestines when compromised by illness, stress or veterinary drugs like wormers, antibiotics and antifungals.

DIGEST ZYMEZ 100 capsules

These capsulated enzymes can be fed orally or opened and mixed directly into food.

Contains Pancrelipase, Pancreatin, Pepsin, Betain HCl, Fenugreek Seed, Papain, Amylase and Ox Bile Extract. Important support for pancreatic problems, irritable bowel syndrome, stress from traveling, showing or during illness, whenever digestion may be compromised. Increases nutrient assimilation, especially for raw meat eaters.

PANC'RSE & GLUCOBALANCE

Endocrine Support 1 fl. oz.

Standardized organic extracts **facilitate in strengthening the pancreas, promoting insulin balance, utilization of dietary carbohydrate and sugar metabolism.** Some cases may need veterinary diagnosis and insulin: these herbs lessen the amount needed and are safe to give with insulin.

GRAPE SEED EXTRACT

60 & 120 capsules

Most powerful antioxidant available from Nature! Contains 92% O.P.C.'s vs. only 85% O.P.C.'s as found in Pycnogenol's pine bark™. Each capsule contains 50 mg. of the highest quality Grape Seed Extract with 50 mg. of beneficial bioflavonoids! Addresses tumors, reduces catabolic waste.

OXYPRO 60 tablets

This product includes the most popular antioxidant combination for pets, including vitamins C and E, Selenium, and S.O.D. in one easy to feed tablet. Excellent for those times when "a little more" protection is needed, to pump up the levels of another multiple or to reverse chronic conditions. Also good for immune disorders, such as cancer, fatty tumors, arthritis or allergies.

LEMON SOOTHER

Standardized 1 fl. oz.

This former "**Herb of the Year**" soothes nervous gastric conditions like vomiting, while reducing stress and anxiety. Helps to calm muscle spasms while reducing bloating. Do you have a nervous, gassy pet in special situations (parties, travel, etc.)? Then Lemon Soother may be just the ticket!

Calmers



L-TRYPTOPET

L-Tryptophan Powder 60 grams

This pharmaceutically pure amino acid is essential for regulating brain activity that is responsible for hyperactivity, aggression, and mood disorders. Promotes sounder sleep to help alleviate difficult moods, reduce stress-based reactions and soothe nerves while it increases pain control. Benefits seizure elimination protocols.

HERBAL CALM

100 easy-to-feed capsules

Good for situational use. Great for hyperactivity, anxiety, stressful situations such as moving (while packing, etc.), during allergy season to reduce scratching, biting and anxiety, or soothing nervous conditions. For difficulty paying attention, or destructiveness when left alone. Helpful when introducing a new pet to the fold (for both the new and established ones!). Contains herbs in an easy to feed capsule which can be opened and mixed into meals. Safer for long term use, non-addictive, and easy on the digestive tract.

CALM & RELAX

1 oz. fluid standardized extract

Specifically **formulated as a daily tonic for highly stressed or fearful pets**. Helps control brain activity, including those associated with seizures and aggression. Reduces the need to “hump” that some pets have regardless of neutering. General restorative for pets who are in or have undergone a long and stressful period, especially involving pain, hypersensitivity or hyperactivity. Relaxes muscles to help relieve pain and discomfort associated with arthritis, injury or old age.

STRESS & ADRENAL PLEX

1 oz. fluid standardized extract

These herbs work together to restore integrity to the adrenal glands and promote a greater sense of energy and stamina while building up the body’s response to stress during disease or injury. This formula is also nutritive and tonic to the adrenal glands as well as to nerve cells and tissues. As an adaptogen, these herbs reduce the stress on a body that is constantly exposed to excessive physical and/or emotional strain. For pets with severe loss of vitality, anemia, low blood pressure, anxiety, strain and low energy — or not responding to The Holistic Animal Care LifeStyle® — please do seek veterinary diagnosis and clinical support.

NEW

CS Drops – homeopathic support for seizures and all nervous conditions see page 21

Read more about adrenal problems such as Cushing’s or Addison’s disease, and over 800 other topics, in Dr. Newman’s latest book, **Three Simple Steps to Healthy Pets**, *More on page 27*

Avoid sugar (ex. Hyperactivity) or toxins (ex. Aggression) which disrupt nutritional levels vital to proper emotional and neurological function.

For pets with obvious reactive behaviors (ex. spraying, vocalizing, fear, obsession, isolation) the use of our **homeopathically-potentized Flower Remedies (page 20)**, may help reduce these emotions and influence the pet’s perception of situations which trigger symptoms.

Pain & Arthritic Relief

YUCCA INTENSIVE

Anti-inflammatory 2 fl. oz., 8 fl. oz., 32 fl. oz.

An outstanding, proven safe, all natural supplement. Yucca contains steroidal saponins, which are nature's most powerful anti-inflammatory agents. **Clinically proven to rapidly promote symptom relief similar to steroid medications, with none of the side-effects.** Our product is pure concentrated extract, not powdered waste product (the result of extraction process) as found in capsules or other popular bulk products. Standardized extract contains over 85% bio-available saponins versus only 3% to 7% left in waste powder. Therefore, our product has the highest therapeutic steroidal benefits available! **Reduces pain as well as bute and aspirin without gastric side effects.** For arthritis, bone and joint problems, soft tissue swelling, digestive, bowel problems and colic. Tissue swelling reduces the blood flow through injured areas slowing recovery; toxins build up irritating the liver and kidneys. Yucca cleanses these organs, promotes blood flow and tissue repair, while preventing further degeneration and injured tissues. Reduces the "itch" of allergies, eliminating the need for steroid drug treatments. May reduce inflammation in brain areas responsible for seizure activity. Use topically for wound and hot spot treatment.

GLUCOSAMINE SULFATE

pharmaceutical grade (500 mg.) 90 caps

This amino "food" is a component of carbohydrate assimilation incorporated into **growing and repairing body/joint tissue.**

GlucoMChondro

90 tablets

Benefits a pet who could use all three supplements: Glucosamine Sulfate, MSM and Chondroitin Sulfate. Highly effective for bone and joint conditions, allergies and skin repair. Can be used for symptom reversal or preventative protocols. Very cost-effective.

SHARK'RAH

60 and 120 gram powder

Pure Chondroitin Sulfate

This pharmaceutical grade cartilage is far superior due to a substantially higher Mucopolysaccharide content (up to 20% more Chondroitin Sulfate than all other standard products), low ash and fat content and its solubility. Found to be beneficial in lubricating joints reducing pain from arthritis and injuries. Sharks are also highly touted for their remarkable anti-cancer DNA. Cartilage has also been used successfully in permanently reducing fatty and/or cancerous tumors.

JOINT E'ZER

Pharmaceutical grade bulk powder

Highly concentrated combination of Glucosamine Sulfate and Chondroitin Sulfate makes hiding this powder in food much easier. This is the product to start with for joint and tissue rehabilitation. Can be used for prevention of arthritic joint conditions and growth issues.

Best Seller

2 oz., 4 oz., 8 oz.

L-PHENYPET

l-Phenylalanine 60 caps

This natural amino acid is a powerful, non-addictive analgesic, found in clinical research to be as effective in relieving pain as morphine and opiates. It seems to be responsible for increasing the activity of brain endorphins believed to be involved in the analgesic response. Often helps pets have superior responses to other types of pain treatment. May also help alleviate depression from long-term pain or illness and reduce some seizure activity.

MSM

(500 mg.) 100 capsules

Only 1/4 tsp. delivers 1 gram (1000mg.) **pharmaceutical - 99.9% pure MSM**, a derivative of DMSO. Dr. Newman first used MSM for joint stiffness and skin problems over twenty years ago. This complement to tissue healing herbal remedies and glucosamine use for arthritis has proven effective with Yucca Intensive for reducing chronic inflammation. **Azmira's** MSM is proven highly effective.

Urinary Disorders

F.U.S.

KIDNEY/BLADDER ORGAN FAILURE

One of the most common of the preventable diseases found in our pets today. Veterinarians have concluded that several dietary and environmental factors play a large role in the development of crystals, stones, chronic infections and actual organ failure.

A diet of fresh, high quality ingredients and Azmira®'s recommended daily nutritional supplements can help repair and maintain a strong, healthy urinary tract and clean system. Regardless if history, your male cat's blockages or your female dog's spay-related incontinence is the issue, the body has the ability to rebalance itself and reverse damage. In addition to clinical diagnosis and proper veterinary care, Azmira®, with Dr. Newman's Holistic Animal Care LifeStyle®, can quickly bring your pet the necessary dietary nutrients to support Urinary Tract Health and reverse weak urinary function.

It must be noted that urinary blockages can be deadly. Therefore, you must be sure to make your veterinarian aware of your pet's chronic condition and seek clinical examinations and therapy when required. Azmira's supplements and dietary recommendations are not to be used in lieu of, but as a support to such necessary veterinary care.

Beware of specialty kidney diets. These can artificially maintain "proper pH" but often at the expense of the pet's other nutritional needs, organ systems and health.

KIDNI BIOTIC

standardized 1 fl. oz.

Urinary Tract Cleansing

Standardized herbal extract provides dietary support for optimum urinary tract function. Great for long-term treatment and supportive to crisis care; can be safely used with veterinary antibiotics when needed.

*KIDNI KARE

standardized 1 fl. oz.

Urinary Tract Structural Support

This urinary formula addresses the need for dietary support effective in regulating and strengthening the musculature and toning the membranes of the urinary system to reduce leakage. Its soothing and restorative properties are found in specific organic and wildcrafted herbs.

*KIDNI FLOW

standardized 1 fl. oz.

Urinary Flow Support

Stimulates proper flow and support for the urinary tract through an herbal extract which soothes irritated membranes and acts as a general restorative to the entire urinary system. Especially beneficial during fasting or cleansing periods to encourage elimination of catabolic wastes (which form stones), bacteria and bladder crystals.

**Do not use Kidni Kare with Kidni Flow at the same time.*

Don't forget to provide "fuel" for healing:

Mega Pet Daily: vital nutrients to feed organs

Super C 2000: helps to acidify the urine

Garlic Daily Aid: provides sulfur for elasticity

Be sure to provide plenty of fresh, pure drinking water - avoid tap water, which may contain contaminants and chlorine. Stainless steel or ceramic dishes work better than plastic in providing a safe water supply. **Water is vital to urine flow.**

During crisis Dr. Newman has used Thlaspi Bursa 6X to help reduce blockage and promote urine flow. Dose every five minutes for the first half-hour, then hourly. Seek professional care immediately.

NATURFIBER

4 oz. & 14 oz. powder

A bulk producing vegetable, grain and fruit fiber. Straight psyllium powder is considered too harsh on the digestive tract when used alone. We have combined ingredients to ensure the finest colon care and stool production available.

Only takes a ¼ teaspoon for most pets, versus 1 to 2 teaspoons of leading fiber products.

Contains Organic Shiitake and Reishi Mushrooms (considered vital for their incredible healing properties, as used for centuries in Chinese medicine), along with other synergistic ingredients. Provides stool stability and irritable bowel relief. Excellent for chronic diarrhea or constipation. Promotes hair ball elimination and prevention.

HERBAL WORMER

100 dry herb capsules

This is unlike any dry herb natural blend on the market today! Used weekly, it helps to promote digestion and assimilation through gentle colon cleansing and detoxification. Use daily, as needed, to help re-establish proper stool function by reversing constipation or sluggish bowel. Helps eliminate bad breath, gas and bloating. Use seasonally (prevention) or as needed for infestation along with fasting for detoxification. Safe for all pets, including very young ones. We have successfully used this with week-old puppies and kittens that were so infested with roundworms they couldn't pass anything until they had been wormed. This product has also successfully and safely wormed horses, llamas, ferrets, and rabbits.



GIARDIA & PARASITIC D'TOX

Standardized 1 fl. oz.

Organic and wildcrafted herbs provide an excellent compound containing bitter principles, which activate digestive secretions and blood cleansing. Strong acting upon a wide range of worms, amoebas and parasites, including heart worm. Can be used safely to clean out the colon, even with IBS, when parasites are the suspected trigger. This extract can also be used internally, as well as topically, to address parasitic fungal and yeast growth.

ORGANIC NEEM SPRAY AND DIP see page 22

FASTING

Allowing the digestive tract to rest, through a short fast, is a good way to help promote good colon health and naturally eliminate intestinal parasites. Anti-parasitic herbs are often best used in conjunction with a fast, to allow for the removal of old fecal material. Many pets will instinctively avoid food for a day or two when they feel toxic but be sure to notify your veterinarian if this is ongoing.

Allergy Relief

ALLER'G FREE

Ephedra-free Herbal Antihistamine

100 capsules

Azmira's hottest item to "cool" your animal's allergy reactions. Works wonders for scratching, rubbing, foot chewing, fur pulling, rashes, throat, nose, ear and eye irritation. Clinically proven in eliminating most allergy sensitivities when combined with **YUCCA INTENSIVE** (steroid alternative), **MEGA PET DAILY**, **SUPER C 2000** and **GARLIC DAILY AID**. Additional B vitamins (as found in Mega Pet Daily) are recommended by veterinarians to be used with high-strung pets or those with very poor coats. Safe to use with veterinary medications to lessen the need for drugs. These easy to feed dry herb capsules, which support **Dr. Newman's Holistic Animal Care LifeStyle®** approach to allergy elimination by systematically reducing acute symptoms while foundation supplements can build up the immune system, have supported even the most serious cases.

For specific symptom reversal and prevention:

ALLER'G: GRASS & POLLEN

standardized 1 fl. oz.

Fresh, wildcrafted extract. These herbs act together to contract swollen mucous membranes associated with hay fever and allergies, while protecting them from typical infections. Bacterial activity, especially infections, which can sometimes develop in irritated eyes and ears, should be diagnosed by your veterinarian, then safely reversed with this proven herbal product.

ALLER'G: SKIN & DIGESTIVE

standardized 1 fl. oz.

Wildcrafted extract formulated to provide a powerful anti-hepato-toxic remedy to help protect the liver from circulating antigens and allergens (liver dysfunction is often symptomatic in skin conditions). Supports the adrenal glands when the body needs epinephrine during the inflammatory response generated by allergens. Specifically indicated for all disorders of immediate-type hypersensitivity including allergies, asthma, dermatitis, IBS- irritable bowel syndrome and food allergies.

ALLER'G: SKIN & PIMPLE D'TOX

standardized 1 fl. oz.

Excellent formulation of herbs known to professional veterinary herbalists as classic blood and lymphatic cleansers, promoting improved metabolism by carrying more blood and nutrients to cells, while promoting greater excretion at the cellular level. Although veterinarian intervention is required, this formulation may support diagnosed cases of lymphatic edema and toxemia, as well as eczema, psoriasis, tumors, cysts, acne and other non-allergy skin disturbances such as mange. Use one bottle for a "Spring Detox"; **SEASONAL LIVER CLEANSING HELPS MAINTAIN OPTIMUM HEALTH TO REDUCE ALLERGIES.**

'G DROPS *see page 21*



Simply A Reaction!

An allergy is the body's intense reaction to a substance called an allergen that can be inhaled through the lungs, ingested through the mouth, or absorbed by the skin. Often, when these substances are eliminated, symptoms do seem to decrease. Pets exhibit their distress by scratching and biting their bodies, by digestive upsets, bad body odor, and poor coats and by their difficulty in breathing and/or anxieties.

Many pet owners feel frustrated because they treat allergies year after year, yet there is little long-term relief. As time passes, the symptoms generally get worse. Owners will try almost anything. They will eliminate the supposed substance that is causing the trouble. They will search for the next medication or dietary change that might work. Usually, with each passing season, the animal becomes weaker, the medications become less effective and the diets prove to be a waste of money. It's an endless and desperate battle.

“Allergies are common when the body is not cared for as nature intended. As time passes, the pet's immune system gets weaker, placing additional stress on the body's other systems, until the whole body breaks down. It is common to see the more serious diseases, such as cancer, in older animals with a history of allergies.” Dr. Newman

Dr. Newman's findings are that many allergies are simply an indication of an imbalance in the immune system, not a true sensitivity to one substance. She found that fewer than 20% of animals with suspected allergies have been diagnosed correctly, and that the remaining 80% are fighting a depressed immune system and an unbalanced diet.

Allopathic veterinary medicine, our country's standard medical care, does not yet fully understand how the immune system works. It lumps symptoms under a general diagnosis and tries to suppress them, rather than treating the whole body. Even holistic care can temporarily suppress symptoms!

The trick to reversing allergies is to first build up the body's ability to do so.

Here's a short scenario on how the body works: A pet's body is constantly being confronted with dangerous substances, in the environment (pesticides in the house, for instance), by the commercial pet food they eat containing animal by-product, rancid animal fat and grain by-products (all common pet food ingredients). Waste products build up in the body, and the whole digestive system suffers. The skin, the largest eliminatory organ, then takes on the challenge of releasing these wastes. This results in pimples, rashes, hot spots and a lowered resistance. Scratching is common! Urea, a waste product of protein digestion, promotes a gout-like condition, resulting in foot chewing and licking.

Steroids, commonly used to reduce inflammation, will temporarily reduce the symptoms. The explanation is simple - the steroid will reduce the symptoms by reducing the reaction to a toxin yet not tackle the underlying problem - a depressed immune system. It is understandable that the pet will not get better in the long run, and will probably get worse.

To strengthen the immune system, it's necessary to cleanse the body of toxins. In Dr. Newman's experience, supplements and homeopathic or herbal remedies will help to assure that the fundamental imbalance is corrected. It will also help to maintain the balance of your pet's blood sugar and hormones to feed your pet at least twice a day and sometimes more if needed. Do provide proper grooming and an emotionally stable environment. You will find that this regime will foster a strong immune system and the allergies will disappear.

The best defense for an allergic pet is a strong offense. The first step is to get a proper diagnosis from your veterinarian to insure that you are not dealing with a serious illness. Whatever the problem - serious or minor - there are many natural protocols you can successfully follow.

Above all, do not give up prematurely. There are no magic bullets. You will have to remind yourself frequently that the more compromised an animal's health is, and the longer the suffering, the longer it may take to rebalance the body, but it is possible.

Immune Stimulation

see p. 28 for
additional immune
support

IMMUNE DISORDERS AND INFECTIONS need veterinary diagnosis and clinical care as well as supportive nutritional and herbal products, including such basic foundation support as **MEGA PET DAILY, SUPER C 2000, GARLIC DAILY AID and GRAPE SEED EXTRACT!** Many owners additionally choose these more specialized herbal products, to aid a pet's own natural ability to stimulate a deeper reversal of specific symptoms, rather than simply use suppression through drugs. Suppression often results in the return of symptoms once drugs are no longer applied. In addition, veterinarians have found many drugs are not well tolerated and these herbs may be beneficial in the elimination of such drugs or, at the very least, heavy doses. *These extracts can be easily mixed in meals or given orally with fluids.*

IMMUNOSTIM'R

standardized 1 & 2 fl. oz. dropper bottles

Azmira[®] has successfully used ImmunoStim'R in lieu of Renee Caisse's formula (ESSIAC[™] which has been widely used for over 50 years). Effectively addresses cancers, cysts, tumors, immuno-suppressive or degenerative diseases, chronic viral and bacterial infections. Specifically formulated to **balance** the immune system as it alters catabolic waste, breaking it down for elimination, supporting **Mega Pet Daily** in promoting healthy new tissue and liver regeneration. Can be used for all chronic cases including allergies, organ problems, arthritis, wasting disease and fighting stubborn infections. Contains fresh, organic or wildcrafted extracts. **Easy to feed. Only 1 drop per 5 lbs. of body weight per dose!**

YEAST & FUNGAL D'TOX

standardized 1 fl. oz.

Fresh organic extracts promote natural antifungal, antibacterial and anti-yeast properties. Helps the body eliminate fungal infestations such as Valley Fever, Candida overgrowth, ear, vaginal or penile yeast infections and ringworm. Only 1 drop per 5 lbs. of body weight per dose!

BLOOD & LYMPH D'TOX

standardized 1 fl. oz.

This extract contains herbs which activate immune responses for conditions associated with a build up of catabolic wastes in tissues, resulting in cancers, tumor growth, cysts and skin ulceration. Indicated for lymphatic engorgement and the break down of the auto-immune system, especially where the body "turns" on itself and wastes away. Can be used with **ImmunoStim'R**. Only 1 drop per 5 lbs. of body weight per dose!

GRAPE SEED EXTRACT

see page 11



Tick Fever, FIP
Feline Leukemia,
Parvo, Kennel Cough
and more!

VIRAL D'TOX

standardized 1 fl. oz.

These organic herbs combine to promote strong anti-viral activity and immune enhancing properties. Targets cellular immunity and liver functions to protect the healthy cells from viral infection. Specifically indicated in the case of chronic viral (or bacterial) infections that have not responded well to medications, or when the liver may be inflamed. Excellent in supporting the body's fight against Feline Leukemia, FIP, Distemper and other diagnosed acute or chronic viral cases. **Eliminates bacterial infection as well.** Should be used with **ImmunoStim'R** for severe long-term cases of chronic infection. Only 1 drop per 5 lbs. of body weight per dose!

How can infections be controlled naturally?

GOLDENSEAL EXTRACT

standardized 1 fl. oz.

Standardized extract meets many home care needs! Use as a supplement for the immune system or topically on wounds. Goldenseal has a long track record as an effective antibiotic alternative. Works great as a gum rinse, ear cleanser and eye wash (especially pinkeye) and on other infections.

VIRAL D'TOX

standardized 1 fl. oz.

These organic herbs combine to promote strong anti-viral activity and immune enhancing properties. Targets cellular immunity and liver functions to protect the healthy cells from viral infection. Specifically indicated in the case of chronic viral (or bacterial) infections that have not responded well to medications, or when the liver may be inflamed. Excellent in supporting the body's fight against Feline Leukemia, FIP, Distemper and other diagnosed acute or chronic viral cases. **Eliminates bacterial infection as well.** Should be used with **ImmunoStim'R** for severe long-term cases of chronic infection. Only 1 drop per 5 lbs. of body weight per dose!

PAU D'ARCO

100 easy-to-feed capsules

Easier on very sick, weakened or older pets. Beneficial for the whole body. Herbalists have proven that this herb helps the body kill off viruses and is effective against all types of cancers, Lupus and leukemia. Veterinarians have used it both topically and internally for ringworm, hot spots, eczema, psoriasis, and staph infections and for the general support of cystitis, colitis, gastritis, diabetes, liver and kidney care. May help relieve arthritis and pain.

SKIN & LIV-A-PLEX

standardized 1 fl. oz.

This standardized herbal extract addresses liver congestion and poor metabolism responsible for the manifestation of skin infections. Acts as a liver cleanser, improves fatty metabolism, purifies the blood, is anti-bacterial and viral, is for disorders associated with hormonal imbalance and aids liver metabolism. *Works great systemically for the reversal of chronic infected hot spots, bacterial infections and mange.*

MILK THISTLE

Dry Herb/Extract Coating 100 c.

Helps the liver detoxify during drug therapy. Silymarin, its active compound, has been clinically proven to stimulate the regenerative properties of the liver and is a beneficial addition to **ImmunoStim'R** during chronic care protocols.

REJUVA SPRAY

2 fl. oz. and 8 fl. oz.

Excellent topical spray for skin eruptions, hot spots, prickly heat, pimples, scrapes and burns. Can be used for ear infections. **Reduces inflammation, promotes healing and has anti-bacterial properties to help prevent the spread of infection.** Contains Fresh Organic Extracts. Under clinical evaluation, this product out-performed comparable brands, especially on open wounds.

Infections often respond well to our herbal supplements, which can be very effective in reversing or preventing an infection from overwhelming the immune system. Herbs contain various therapeutic and adaptogenic properties known to restore the body's vital force and strengthen its powers of resistance.

When strong, a pet's vital force is often referred to as "Bala" in Ayurvedic Medicine or "Chi", known in Chinese Medicine. In most standard veterinarian circles, there is not a recognized life force other than the heart beating. Even though noted Eastern Veterinarians have shown great strides in utilizing stimulation of the life force for the reversal or prevention of major diseases (cancer, parasitic, bacterial or viral infections), many of our pets are still bombarded with chemicals and drugs only.

Instead of a proper diet, with sound nutritional supplementation and herbal modalities to stimulate the body's ability to reverse infection or disease, the immune system is further burdened. When allopathic pet care attempts to suppress the symptom (rather than reverse it), a deeper, chronic condition is created. **Over time this fails.**

When in balance, the life force helps promote a stronger immune system naturally! Azmira® provides the tools you need to help your pet.

Azmira® homeopathically potentized Flower Remedies give superior action over traditional Bach Flowers®*

SPRAYING

1/2 fl. oz.

Pets have impulse to continue doing wrong, even after punishment, and may be overwhelmed by the litter box. Often strong willed, out to make a point, they seek attention. Stabilizes negative emotions during transitions, new pets, etc. Reverses strong feelings of resentment and bitterness that result in bad acts.

AGGRESSION

1/2 fl. oz.

Concerned & possessive with general negative feelings, aggressive pets are often quick to act out, troubled, or easy to panic. They may be overbearing and difficult to handle pets.

* *This formula should be used with behavior modification (ie. biters)!*

FEAR

1/2 fl. oz.

Vague fears and anxieties in a pet that often can also lack self-confidence. Fear of known things like thunder, fireworks, strangers or objects. These pets are easy to panic.

ABANDONMENT

1/2 fl. oz.

Difficulty being left alone with homesickness or depression. These pets need their emotions stabilized. Can be used even years after the abandonment happened, when the feelings and fears remain. Great for separation anxiety!

NEEDINESS

1/2 fl. oz.

Over-anxious to please owner, this pet seeks constant reassurance. Overly concerned about things, they become pushy. Often needs constant attention or stress develops.

OBSESSIVENESS

1/2 fl. oz.

Seems desperate to continue a specific behavior, such as to fixate on a ball or vocalize incessantly, this pet is often quick to act out. May be controlling and pushy.

JEALOUSY

1/2 fl. oz.

For general or specific resentments. Stabilizes the emotions and reduces negative thoughts that trigger emotional outbursts and / or destructive behaviors. Use when introducing a new person, pet or baby to the household.

R&R ESSENCE

1/2 fl. oz.

This remedy is a must for all pet owners to have on hand with their **“rescue” or first aid kit**. For calming and support when in physical or emotional crisis.

Azmira® Flower Remedies can be successful in addressing a variety of emotional issues.

Dr. Newman was first to clinically prove the effectiveness of flower remedies in 1984 and *Azmira*® was the first company to introduce flower combinations to address specific pet behaviors.

When any emotion, fear, anxiety, excitability, etc. is stronger than the lesson to be learned, it surely will interfere with the mind's ability to comprehend.

These remedies help the mind overcome bad experiences, fears and stressful feelings that interfere with proper function, diminishing the pet's ability to think and learn.



In her book Training without Trauma, Dr. Newman identifies specific behavioral issues behind the most common actions and how to reverse or prevent them.

*Comparative trials conducted in 1996

Homeopathic Remedies

Homeopathic remedies help stimulate your pet's ability to address a symptom.

With homeopathy, the body has the ability to take on a deeper level of wellness. Also, if the body is slow to respond to a valid nutritional or herbal protocol, the homeopathic remedies will soon help stimulate a quicker response.

Homeopathic remedies work better when used with herbs and nutritional supplements, which then support the action of symptom reversal that the homeopathic remedy is stimulating.

Homeopathy is safe to use in conjunction with herbal and nutritional supplements and all medications, but must be given at least 15 minutes apart from anything other than water.

For more information on the use of homeopathy, please call our *Support HelpLines* today.

These outstanding and proven homeopathic formulas are featured in Dr. Lisa S. Newman's well received ninth book, Three Simple Steps to Healthy Pets - The Holistic Animal Care LifeStyle®.

D'TOXIFIER

1 fl. oz.

Helps stimulate elimination in the kidneys and liver. Encourages nutrient assimilation to help support the body's immune system and cellular repair response. Use a few drops as needed for acute symptoms of digestive upset/problems, toxic reactions to food, stress, injury and anytime you have a symptom which you do not know what to do for it. This homeopathic detoxifying formula helps rebalance the body's functions in a way that often helps the body deal with most things on its own. **Great as a first-aid product.** Mitigates vaccinosis, exposure to environmental poisons and chemicals, etc. Should be used whenever there is exposure to any issues that are physically or emotionally toxic. Works great on a host of emotional stresses. Use weekly for a proven preventative maintenance protocol.

CS DROPS

1 fl. oz.

Pets sometimes continue the wrong behavior, even after punishment, and may be overwhelmed by their situation, creating a nervous and fearful pet. Often they are hyperactive to the point of distraction, for both you and your pet! Combine the two and you may have a fear-aggressive pet that lashes out when stressed. When a pet needs to ease into a situation, this is a **great calmer and body relaxer.** Use for stressful times such as during thunderstorms, fireworks, injury recovery or intensive behavior modification. Helps control seizures when used in conjunction with herbs on a maintenance protocol.

EC DROPS

1 fl. oz.

Injury and many organ conditions can result in the retention of fluid in the body. This homeopathic formula helps control the proper flow of fluid through the tissues of the body, eliminating edema-related symptoms. Helps heart conditions and eliminates cough related to heart edema.

'G DROPS

1 fl. oz.

Relieves allergy-related conditions. Helps skin, digestive and respiratory symptoms, for both acute and chronic care. Fast acting. Excellent for drying up hot spots, eliminating chewing, reducing facial and body rubbing against the couch, etc.

FLEXI DROPS

1 fl. oz.

Arthritic conditions and most injuries leave a pet stiff and in pain. This homeopathic formula addresses various symptoms associated with difficulty getting up, moving smoothly and without pain. Helps encourage the repair of joints and strengthens muscles. Safe to use with old and weak pets.

Natural Pest Control

PARA*CLEAR FOOD GRADE 2.5 lb. powder

Diatomaceous Earth has been used successfully to eliminate a variety of environmental infestations including fleas, ticks, flies, ants, and cockroaches, yet it is still safe for the environment, plants, pets, kids and beneficial bugs.

Easy to apply and concentrated

One pound covers approximately 2000 sq. feet.

ORGANIC NEEM DIP

8 fl. oz.

Pets have a better chance of remaining pest free on The Holistic Animal Care LifeStyle® but can come in contact with such heavy infestations that they require additional protection. **Neem has been widely studied as a safe, effective, natural alternative to chemical pest control.** Traditional dips can cause seizures, blindness, immune disorders and general poor health. Neem eliminates this danger for the pet and owner yet quickly knocks down the pests. Please follow all directions and use with care.



ORGANIC NEEM SPRAY

8 fl. oz.

Even the healthiest, well groomed and dipped dog or cat may still require spot protection during hikes in the woods, trips to the park or even around the block! Be sure to give them the added support our spray provides. Essential oils combine with neem for additional benefits. *Repels flies, fleas, all ticks and mosquitoes.*

B-COMPLEX 50 natural repellent 100 cap.

Delivers B vitamins without toxicity and allergic reactions found with yeast. Protects against lead and pesticides, repels biting insects while stimulating hair and tissue growth.

YEAST & FUNGAL D'TOX 1 fl. oz.

Standardized extracts provide natural **antifungal, antibacterial and anti-yeast properties.** Helps the body eliminate parasitic fungal overgrowth, ear, vaginal or penile yeast infections and topical parasites. Can be used as a topical rinse / ear cleanser when stubborn infections persist. *Only 1 drop per 5 lbs. of body weight per dose!*

Healthy food should not contain waste products, such as salt, yeast, sugar or rancid animal fat, which is known to be toxic to the body and will then be eliminated through the pet's skin. This waste will only attract fleas and ticks to feast on your pet, further fueling their infestation.

Mega Pet Daily, Super C 2000, and especially Garlic Daily Aid (The Holistic Animal Care LifeStyle® Foundation Supplements) provide all the nutrients needed to help repel these pests, as well as internal ones.

Great For Horses!



In her latest book

Three Simple Steps to Healthy Pets

Dr. Newman identifies specific conditions behind the most common infestations. Topical or internal, from ticks to parasitic fungal infections (including the Southwest's deadly Valley Fever) and even heartworm, she explains how to reverse or prevent them, using her protocols and **Azmira®** proven products.

See pgs. 11& 15 for additional Blood & Intestinal Parasite Products

Skin & Coat Care

MSM 100 (500 mg.) Capsules,

Only 1/4 tsp. delivers 1 gram (1000mg.) *pharmaceutical* - 99.9% pure MSM, a derivative of DMSO. Dr. Newman first used MSM for skin problems over twenty years ago. This complement to nutrition, tissue healing herbal remedies and topical care has been proven effective in reversing chronic skin conditions. **Improves the elasticity of the skin.**

MEGA OMEGA-3

Pure Fish Oils 50 gelcaps

Beneficial, concentrated and purified Omega-3 fatty acids in a gel cap (maintains freshness vs. opened bottle). Essential fatty acids reduce inflammation associated with allergies (reduces skin damage). **Aids dry skin and poor coat.**

SKIN & LIV-A-PLEX

standardized 1 fl. oz.

This herbal extract addresses liver congestion and poor metabolism responsible for the manifestation of skin and coat disorders. This standardized remedy cleanses liver, addresses bacterial or viral growth, and aids liver metabolism. Highly cost-effective! **Great used as a dietary supplement for the reversal of chronic hot spots.**

REJUVA SPRAY 2 fl. oz., 8 fl. oz.

Excellent topical spray for skin eruptions, hot spots, swollen anal glands, pimples, cuts, and burns. Can be used under a wrap. Reduces inflammation, **promotes healing and has anti-bacterial properties** to help prevent the spread of infection. Makes an excellent ear wash. Contains Fresh Organic Extracts to soothe the skin, and is proven to kill off many harmful organisms, even those non-responsive to antibiotics. Use in first-aid kit!

REJUVA GEL 2 oz topical gel

Soothing homeopathic gel for topical care of itchy skin, irritations, and rashes due to allergies, eczema, dermatitis, insect bites, reactions to plants, soaps, shampoos, cleaners, chemicals, and dips. Excellent for reducing the inflammation of anal glands and softening the tissue. Safe to be licked off. **Excellent aid to reduce scarring from burns, cuts, and scrapes after open wound has closed.**

CALENDULA EXTRACT

standardized 1 fl. oz.

Calendula is beneficial for the reversal of skin and tissue conditions. Soothes irritations, replenishes elasticity and promotes new tissue growth. Helps reduce scarring and scaling.

Best in Show



ORGANIC SHAMPOO

economical 8 fl. oz.

Excellent coat and skin cleanser for all pets of all ages. Safe for weakened pets. Organic Coconut, Aloe Vera and soothing Oatmeal with standardized Goldenseal* and Yucca Extracts*
***To help reduce allergy and bite-related skin irritations**

ORGANIC CONDITIONER

4:1 concentration 8 fl. oz.

Special blend of botanical extracts known to soothe and relieve dry skin and poor coat conditions. Helps relieve allergy and bite-related symptoms. Wonderful scent. Coconut-based.

Weight Management

HERBAL SLIM CAPS

100 easy-to-feed capsules

This innovative natural weight-loss supplement is often just what is needed! Lowering calorie content may actually create a slowed metabolism and storage of fat. This formula helps to stimulate the body to burn fat; reduces appetite and generally supports health through proper colon care. The more nutrients that make their way into the blood stream, the more satisfied the body (and the appetite-regulating brain) will be. This triggers the release of fat storage, by burning energy not muscle and without compromising vital organs such as the heart, kidneys and liver.

FYI:

**Don't
Forget**

**EXERCISE
& DIET**



Feed your pet at least two times per day to help with assimilation.

Most overweight pets are being fed only once a day, fed diets that lack sound nutritional qualities, have chronically poor assimilation and don't get enough exercise. Beware of the "lite" diets, which are mostly fiber (often ground peanut shells which can harm the colon over time and may lead to Irritable Bowel Syndrome) and lack nutrients that may lead to additional weight problems, as well as health problems such as arthritis and organ failure.

The addition of fresh, raw, finely grated vegetables (especially carrots and beets), or fruits (such as apples and bananas), can help fill the tummy, or be a low cal treat...

as well as nourish the body.

DAIRY & EGG PROTEIN POWDER

16 oz. powder

Blended, full spectrum nutritional powder can be used to supplement meals or to make puppy and kitten formulas or liquid meals for sick pets. Excellent source of protein isolates (those easily digestible amino acids). Promotes proper colon health with pectin fiber.

Overweight pets and related concerns such as diabetes, joint damage and cardio health are at the forefront of discussions on weight control. Often overlooked is the need to help those recovering or in severe crisis. Mixing this powder with goat's milk, purified water or nutritious juices like apple or carrot, creates an easy to feed liquid for baby pets or those fighting their way back to health. Use only 1 Tablespoon of Dairy & Egg Protein Powder with ¼ cup of liquid for each 15 pounds of body weight! You can easily blend this with mixers like our canned foods, banana, apple sauce, cottage cheese, etc. to introduce solid foods.

For best results, Dr. Newman recommends feeding multiple small meals each day. Azmira® foundation supplements can also be added to this mix as the pet grows stronger and moves towards resuming a normal diet.



ALWAYS AVOID TREATS with SUGAR, SALT or YEAST

Please note we have permission
to give our customers' full name!

Ever wonder why others print only the initials?

Testimonials

“With never less than 1500 animals to care for... **It is such a blessing to be able to consult with you on some of our more difficult cases that are not responding to a traditional approach.** Your remedies are truly miraculous.”

Estelle Munro
Best Friends Animal Sanctuary
Kanab, UT

“I have had the opportunity to work with Lisa on several problem cases that were not responding to standard (allopathic) medical treatment. Many of these cases responded favorably with the addition of Lisa's holistic care.

This success has stimulated my interest in holistic medicine.”

LuAnn Groves, DVM., San Marcos, TX
*Dr. Groves has been a
satisfied customer since 1984*

“I was treating four cats for chronic viral infections, three of the four had been on cephalixin... If I would stop the cephalixin they would be so sick I would have to put them on vaporizers and administer a stronger antibiotic. I put them on **Viral D'Tox** and **ImmunoStim'R** and it has been 3 months since they have been off all antibiotics. Presently all housed here (in this no-kill shelter) receive **Mega Pet Daily** and **Super C 2000**.

The most remarkable results are by a 7 year old German Shepherd named Nitro. After going through emergency surgery in June 1996, he had his spleen and a portion of his stomach removed. He was diagnosed a month later with a deteriorating spinal disorder. By December 1996, we contemplated euthanization, because he could barely walk. I put him on **Yucca Intensive**, **Super C 2000** and **Garlic Daily Aid**. All sores are healed and his hair has grown back. **He can run, play and gets into trouble just like he used to.**

Thanks to your wonderful products, these animals are now living a much healthier and happier life.”

Melanie Friedman
Burlington, WI

“Holistic Animal Care saved my dog Herbert's life! Lisa had successfully helped him the year before and he stayed symptom-free of Valley Fever, an often fatal fungal infestation, then suddenly had a relapse, and I knew I needed (Azmira supplements) again.

Little did I know that I would be absolutely humbled, and reeducated by (the product support staff). I had made the classic mistake. After getting Herbert so well, I didn't pay attention to the stresses and events that weakened his already weak immune system and I had put him into another episode.

I see that I will have Herbert on the (Azmira diets and nutrition plus Dr. Newman's LifeStyle protocols) for the rest of his life, it keeps him well.

I recommend Azmira Holistic Animal Care from the depths of my being to anyone who loves their pets and want them to have long, happy lives.”

Ruth Stevens Phoenix, AZ
*Herbert lived three more very
healthy years after this was shared with us,
and died peacefully at 15 years of age!*

“Within a month, my cat went from being on death's door to returning to her normal healthy playfulness. **The transformation I have witnessed is truly a miracle.** I could not have done it without the support, expertise and knowledge provided by your staff and without the products you carry.”

Penelope Gedeon
Tucson, AZ

“I have been feeding my two dogs and cats Azmira for almost three years. All of them like it and readily eat without tiring of it. Most significantly is the fact that my cocker spaniel - who endured chronic ear infections since day one - has remained infection free while on Azmira. **He is healthier now at 10-years, than he was at 10 months.”**

Debra Bringenberg
Tucson, AZ

Questions & Answers

Q. How do I know that herbs can be safely given to my pet?

A. Animals have been eating herbs in the wild since humans first noticed - many believe we learned to treat ourselves by observing which herbs animals chose at what times.

Certain herbs are not appropriate for all species which is why we work closely with Dr. Lisa Newman and leading veterinary consultants with the experience needed to assure the proper and effective use of *Azmira*[®] nutraceutical products in all pets.

In addition, we have carefully chosen and tested each herbal or nutritional ingredient for recommended potencies and optimum safety values prior to manufacturing and continue to conduct laboratory analysis to maintain quality.

Q. What is the "curative response" and how might my pet react?

A. Dr. Newman's proven holistic protocols will stimulate the immune system into "responding." Detoxification is the first step naturally taken by the body - which is why we support it, through homeopathy, nutrients and herbs, to function more quickly and effectively. *A pet's symptoms may temporarily get worse, but will more quickly reverse during a curative response than was previously able, while your pet grows stronger.* Waste will present itself, including old fecal matter (at times with worms, mucus or dried blood present); "borderline" thyroid levels (due to stress); bacteria, WBC/RBC's or crystals in the urine and skin eruptions. If symptoms continue longer than a few weeks or the pet seems weakened by the process, then a deeper dysfunction is the cause and additional *Azmira*[®] supplementation or dietary changes are required to help the pet. All successful outcomes are based on this systematic approach.

Stop any supplement or diet and seek advice if you ever have any concerns.

Q. Why is Azmira superior to other natural pet products manufacturers?

A. First call the other manufacturers **and ask them to explain** their healing philosophies and prove with certified documentation (not marketing materials) their success. Then call our associates for information about products or proven protocols at [520-293-6639](tel:520-293-6639) or [520-886-1727](tel:520-886-1727).

Q. How can I best feed my pet nutritional or herbal supplements with a minimum of hassles?

A. The easiest way is to open supplement capsules and empty contents directly into the pet's meal. Add warm water or canned food and mix the food well! Herbs can also have strong flavors that do best when covered up.

By dividing the daily supplement requirements between two or more meals, you will provide a better rate of absorption for the nutrient and have less of the ingredient to give at any one time. This will please your pet's palate and tummy (*as the full daily requirement may be too much to digest at once, especially for older or weaker pets*).

Herbal extracts, for the fullest effect, are best given on an empty stomach. Be sure to first dilute extract with a little water or apple juice (tuna water works great for cats!) Some pets may be too sensitive digestively at first to tolerate them this way. If your pet refuses to take a supplement orally or suffers a digestive upset, then adding herbs to the meal will dilute the herbs' taste, yet still benefit your pet.

Q. How quickly can I tell if my pet is getting better on this protocol?

A. Each pet will respond individually to Dr. Newman's Holistic Animal Care LifeStyle[®] based on the overall diet and lifestyle you have been and are now providing. More obvious symptoms may begin reversing within a day or two, while deeper dysfunction may take months to fully address. It takes three to five weeks for an old toxic cell to be replaced by a new, healthier cell. Each time the pet moves through a curative process they improve. You should see gradual but continual overall benefit; deeper weaknesses strengthen and, kept on the LifeStyle[®] approach, your pet will maintain optimum health.

Author House Press, Inc.
Three Simple Steps
to Healthy Pets

by Lisa S. Newman, N.D., Ph.D.






The definitive book featuring
The Holistic Animal Care LifeStyle®
protocols and recommended remedies

Raising a pet has become more complex over the years. Genetic problems, such as immune deficiencies, most digestive disorders and neurological problems have been bred into the genetic pool. Environmental pollutants have weakened our pets further. Regardless of the medical advances in veterinary care, the development of premium, symptom-specific “scientific” or “natural” diets and improvement in how we treat our pets — they are sicker than ever and dying prematurely — unnecessarily.

Dr. Lisa S. Newman, a renowned pioneer in the field of naturopathic pet care since 1982, has researched and successfully applied various modalities to reverse health and behavior-related symptoms in animals of all types and ages. Her method of natural pet care, **THE HOLISTIC ANIMAL CARE LIFESTYLE®**, is followed by veterinarians, breeders, trainers and pet owners worldwide.

The principles of holistic animal care, as described throughout this book, are based on more than twenty years of careful research and successful experience in reversing disease in pets. Helping to identify chronic imbalance that may be at the root of the pet’s problem, Dr. Newman believes that the more people understand and know, the more successful they will be.









Dr. Newman’s goal is to help take the mystery out of raising pets as nature intended — by identifying proven, safe and effective feeding, training and care procedures, including specific natural symptom relief. Over 800 topics, includes:

- Natural Pet Care**  **Prevention**
- Nutrition**  **Herbs**  **Homeopathy**
-  **Understanding & Reversing symptoms or conditions**
-  **Training without Trauma**

Free Information

Available at
www.azmira.com
or by calling
800-497-5665

Written by Dr. Newman

-  **Natural Pet Care & The Curative Response, vol. 1**
-  **Allergies, Parasites, General Poor Condition, vol. 2**
-  **Structural Weakness, Arthritis & Weight Issues, vol. 3**
-  **Vital Organ Weakness, Poor Immune Response, vol. 4**
-  **Feeding Suggestions & Proper Remedy Use, vol. 5**
-  **Training Without Trauma: Remedies & Modification, vol. 6**
-  **What's In Your Pet's Food?, vol. 7**
-  **Easy Solutions for Getting Started, vol. 8**

The better you understand Dr. Newman’s unique approach, the more you will help your pet help itself!



Additional books written by Dr. Newman

Natural Dog Natural Cat
Training without Trauma
Build Better Pet Health!

Additional Nutrients

Dairy & Egg PROTEIN POWDER

1 pound

Excellent source of protein isolates (those easily-digestible aminos); **blended full spectrum nutritional powder for making puppy and kitten formulas**; an addition to home cooked diets or liquid feeding of sick pets. With pectin fiber for proper colon health, and natural flavors.

EYEBRIGHT HERB WITH EXTRACT

100 caps

We add an extract of eyebright to the dry herb, which increases potency three-fold, for a therapeutic action and quick symptom reversal. Should be used as an eyewash for chronic eye dryness, runny mucousy eyes and allergy symptoms. Acts as a “supportive” supplement (to boost the action of primary recommendations when needed). Benefits the lungs, with antihistamine-type support, during upper respiratory irritation due to pollen.

G.T.F. Chromium 200 mcg.

Glucose Tolerance Factor

90 tabs

This essential mineral is responsible for maintaining proper blood sugar levels and improving insulin utilization. Trials have shown a major improvement in diabetic pets (with the protocol utilizing Azmira’s foundation supplements - see page 4 - and **Panc’rse and GlucoBalance**) with over 75% of these test subjects’ veterinarians ending the animal’s daily insulin therapy after six months with no return, during three years of research, to the previous condition in 92% of these subjects. Increases cardiovascular health and aids in the utilization of protein, carbohydrates and fats. A deficiency in Chromium can lead to anxiety and behavioral problems.

IMMUNE FACTOR COLOSTRUM *first-hour collection* 90 caps

Colostrum contains all the antibodies passed from the mother’s milk to their newborns, during the first nursing. After the few initial feedings, colostrum levels drop significantly, which is why we collect this vital nutrient from a mother cow within the first hours following birth. Helps to stimulate and support immune function when needed as a boost to **ImmunoStim’R**.

VITA E 200 200 IU'S All Natural d-Alpha Tocopherols 100 gel caps

A vital antioxidant and tissue healer. Aids in cellular respiration, detoxification and repair. Part of protocols for cardiovascular dysfunction, poor skin and coat conditions, poor wound healing and the curative response.

Vita C BioRose 1000 mg.

100 caps

Vitamin C is another antioxidant, anticancer, antibacterial, antiviral and toxin eliminator. Helps slow the aging process and improve immune function. Recommended for colds, eye & ear infections, poisoning (including drug reactions) and a broad range of other symptoms.

Certification Courses

Dr. Newman's Holistic Animal Care LifeStyle® Courses

Available via ground mail. For free Information call 1-800-497-5665, ext. 401

Two information-packed certification courses to choose from. While completing each level you can develop your knowledge and confidence in holistic animal care for whichever degree you wish.

Holistic Animal Care

This **LEVEL ONE** course introduces the fundamentals of alternative healing, behavior modification and proven symptom-reversing modalities for animals of all types. Geared towards providing the graduate with a strong understanding of and confidence in natural pet care for personal use. This provides the background needed to utilize the proven, systematic approach of **Dr. Newman's Holistic Animal Care LifeStyle®** protocols and recommendations.



Holistic Animal Care Consultant

This **LEVEL TWO** course builds on Level One's introduction to Dr. Newman's protocols. Expanding the certificant's depth of knowledge, this level is well suited to retailers, trainers, groomers, pet sitters, veterinarian technicians and anyone seeking a profession in consulting. As well as developing protocols for individual cases, this level deals with the legalities of consulting (and how to behave professionally in this field to avoid negative repercussions) **PLUS** outstanding customer service advice on how to successfully educate and support your customers.



These two courses are complete with all necessary texts and handouts to support a sound education. Improve your work with natural pet care today!



Feeding Syringe with Safety Tip

This oral, easy-to-use feeding syringe is used for giving liquid nutrition, herbal extracts, fruit or vegetable juices and especially drinking water to help feed and hydrate a weak pet.

Each syringe holds two full teaspoons (10 ml) at a time and is clearly marked in both measurements. Made with a 1/2 inch spout for safe insertion into the pet's side mouth pouch. Comes with our unique, removable safety tip; an additional three inches of rubber tubing to help place the liquid more to the back of the tongue, especially with large dogs and horses, for stress-free swallowing with a minimum of waste.



Canned Food Freshness Lid

This plastic lid fits both the large and small sizes of canned pet foods to help maintain freshness in an opened can, which should also be refrigerated. Top-rack dishwasher safe.



Empty Gelatin Capsules - size "OO"

These convenient empty vegetarian capsules help make giving difficult pets their powdered or liquid supplements a snap. Since some animals can be a challenge simply pull these apart and fill with whatever your pet refuses to eat in their food, easily popping them down your pet's throat as needed. Quickly disintegrates in the stomach for rapid delivery and easy digestion. Hypoallergenic.

Abandonment Flower Remedy	20	Colostrum (Immune Factor)	28
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L-TryptoPet	12	Spraying Flower Remedy	20
Lactobacillus Acidophilus	11	Staph Infection	4,11,16,18,19
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Lick Granulomas	4,13,18,20,21	Stress & A'Drenal Plex	12
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Lumps	4,11,19,21	Super Oxide Dismutase (SOD)	11
Mange	4,15,18,19,22,23	Training without Trauma Book	27
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Mega Pet Daily	10	Viruses	4,10,11,18,21
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Natural Dog Book	27	Yucca Intensive	13
NaturFiber	15		



Notes

If you chose to dig out a hole large enough for a pool, you could use a spoon, a shovel or a backhoe.

Each tool can dig and move dirt, but which one would you prefer to use? Which one will do the job best?

*Quick, easy, successful outcomes come from the right tools.
Azmira[®] remedies provide the best therapeutic actions.*

Thank you for choosing Azmira[®]

See p. 5 for Dr. Newman's Holistic Animal Care LifeStyle®

Homeopathic Remedies
stimulate specific
curative responses

Herbal & Nutritional
Supplements
support specific
curative responses

Step Three

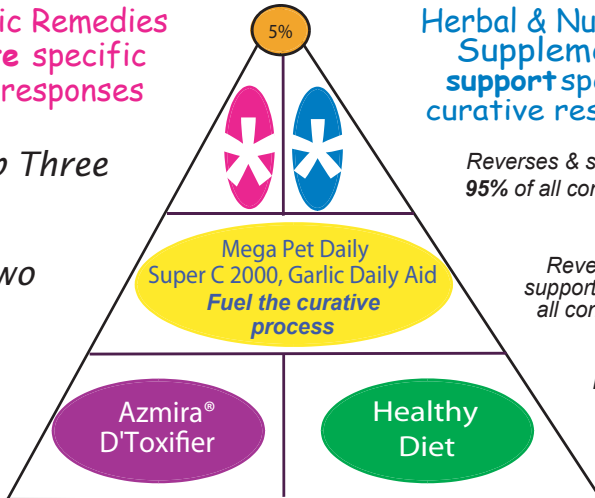
Reverses & supports
95% of all conditions!

Step Two

Reverses &
supports 80% of
all conditions!

Step One

Improves
50%
of all
pets



Detoxification improves the
body's receptiveness to
supplementation **and** diet.

A healthy, clean diet helps
provide a great foundation for
maintaining wellness.

This systematic approach was created to eliminate the guess work associated with natural healing.

Based on over twenty-five years of experience Dr. Newman's approach supports the body's own curative abilities. The use of trusted naturopathic protocols with specific Azmira® Holistic Animal Care and Nutrition products promote rapid, reliable and long term results.

5% of all chronically ill pets will need long term medication; Dr. Newman's Holistic Animal Care LifeStyle® will help prevent toxic build-up and provide support to maintain health while lessening the need for drugs.



New Products!

Homeopathic Formulas

see page 21



CS Drops

Outstanding remedy for calming nervous animals,
reducing pain and minimizing
seizure-related symptoms.



EC Drops

Benefits those animals with edema
and heart-related symptoms.