

## SERVICE OF THE MONTH

### Odor Eliminating Yard Deodorizer Spray

- Natural enzymes eliminate gross smells.
- Effective on all pet odors - especially urine on patios and yard.
- Does not harm the environment, pets, kids or lawn.
- Normally applied weekly but may need more often
- Very affordably priced!



## Saving Lives



Photo courtesy of Google

A special type of oxygen mask long used by veterinarians to deliver oxygen and gas anesthesia to pets is now being used by fire departments all over the country. The trend started in Florida about a year ago, when the death of a dog from smoke inhalation triggered a local campaign to

equip fire departments, said Jeff Baker, vice president and general manager of Smiths Medical Veterinary Division, a Waukesha, WI, company that makes the masks, traditionally used for anesthesia.

"It has just kind of snowballed since then," Baker said. "We've sold more of these oxygen masks in the last year than in the last 15 years" - 1,500 sets of three with hundreds more on order with most of the recent sales going to fire departments, vets and zoos, he said. The New York City Fire Department recently ordered the masks as did the Kennedy Space Center Fire Department in Titusville, FL.

Rescuing people is obviously the top priority, but firefighters "will definitely take a risk" to bring out an animal, said Tom Krueger, medical officer for the Lincolnshire-Riverwoods Fire Protection District in the



### #23 from 97 Ways to Make a Dog Smile:

Using both hands, knead (don't pinch!) the excess skin on your dog's back and scruff. Sing a rousing rendition on "That's Amore" as you knead the dog's skin like pizza dough.

"You can say any fool thing to a dog, and the dog will give you this look that says, 'My God, you're RIGHT! I NEVER would've thought of that!'"

- Dave Barry

in the Chicago area. "Pets are an important part of people's families. Some people consider them like their kids," he said. And so long as a home is not engulfed in flames, "we're going in to get 'em."

Human oxygen masks are often foiled by fur and long noses, leading firefighters to try makeshift methods including, in moments of true dedication, mouth-to-snout resuscitation. But the cup-shaped pet masks have a rubber ring that creates a seal, allowing rescuers to pump pure oxygen into the noses of dogs and cats. Each set has three masks - small, medium and large - meant to fit all sizes of pets. Without the masks, reviving animals was hit-or-miss at best, firefighters say, and losing a pet adds more trauma to a family already dealing with the fallout from fire damage.

For paramedics, there's no real training involved, Russell said. "It's pretty simple. It just goes over the snout." The masks are hooked to a tank that forces pure oxygen into the nose, so they are very effective against smoke inhalation as long as the dog or cat is still breathing, Russell said. Dr. David Brunson,

veterinary anesthesiologist at the University of Wisconsin-Madison School of Veterinary Medicine, called it a trend within a trend. "It's just part of the maturation and growth of the field of veterinary medicine," he said, particularly emergency medicine. Getting the masks can pay immediate dividends, as firefighters found out in the southern Connecticut town of Prospect, population 9,010. A class of 3rd graders raised the \$75 needed to equip the department with masks, which they presented to Chief Bob Chatfield on March 16. Less than two weeks later, there was a kitchen fire. Firefighters found the family dog, a Yorkshire terrier, disoriented and suffering from smoke inhalation, and used the mask.

"It felt pretty good," said Chatfield, a 40-year firefighter who is also Prospect's mayor. "I've had seven defibrillator saves, but it was just nice to see someone's pet (revived)." As a bonus, he went back to the school, still in his protective clothing and smelling of smoke, to tell the kids what happened. "I told them we had just saved a dog's life," he said. "They went crazy; they were ecstatic."

**Refer a friend,  
make a buck!**

**Friends Don't Let  
Friends Scoop Poop!**

**Please pass our name  
along - they'll  
appreciate you for it!  
It's WIN cubed:**

- **Your friend gets a safe, clean, more attractive yard & saves time & hassle!**
- **Your local Pet Butler gets another wonderful client!**
- **You get a \$20.00 credit on your account after their 1st month of service!**

**Tip:**

## What's in my dog food?

We love our dogs and cats. We buy them gourmet treats, designer apparel and lavish them with our time, love and attention. They share our lives, our woes and are by our side throughout all of our ups and downs. They are purely and simply an important part of our family. But how many of us stop to think about what we are really feeding them until it becomes a front page headline or a news alert on the web?

Pet nutritional experts believe that our dogs and cats have the genetic potential to live up to 20 years, yet many of our four legged family members are considered long in the tooth if they reach eleven or twelve. The National Institute of Aging (2006) has stated that the average human life expectancy has almost doubled in the last century mostly due to improvements in nutrition and the control of disease. Maybe it is time to expect the same for our pets. As we demand more from our own food source we should be asking the same tough questions about our pet's food.

Before we look at what should be in our pets' food, let us look at what we should not find on the pet food menu.

1. Cereal and Grains such as corn, wheat



and soy. Often labeled under several other names. When grouped together they increase the protein allocation in the Guaranteed Analysis. Yet cereals and grains contain allergens. Corn is #3 on the list of allergens affecting pets reported by pet owners and veterinarians.

2. By-Products are also indigestible protein sources (feet, bones, and hides).

3. Meat and bone meal made from the five D's, dead, diseased, dying, disabled and drugged animal, a policy still practiced today.

4. Preservatives- chemical preservatives are used to maintain pet food for extended periods, chemicals that can cause cancer such as BHA and BHT.

So what should be in our Pet's food?

1. Protein- first our pets' food should not contain any by-products or inferior grains. Protein should come from a high quality, easily digested protein such as chicken

meal. The food should contain fresh vegetables and fruit to provide antioxidants, vitamins and minerals and bioflavonoid to support the immune system.

2. Fiber, carbohydrates, and whole brown rice provides an excellent source of highly digestible carbohydrate needed for short-term energy and dietary fiber.

3. Fats Chicken fat, catfish meal, flaxseed meal and eggs provide a natural balance of omega-3 and omega-6 fatty acids to promote healthy skin and provide a shiny coat.

There should be no added flavors or coloring. Premium holistic dog foods are made using a method called "Fast Cook"; this ensures all the nutrition from quality ingredients remains in the food. The better pet food manufacturers also make their food in small, frequent batches to avoid using chemical additives or preservatives and to ensure the customer receives the freshest food possible.

Does this all make a difference? You bet it does. Remember, your pet eats the same food every day at every meal so what you give them is critical to their health and longevity.

Want to know a great source for such food? Go to PetButler.com for Life's Abundance™ brand pet foods!

***It's all about our customers; we value your business!***