

**LIVE WITH**

# **Dr. Lisa Newman**

A must-read interview for  
pet owners covering pet food,  
pet health and pet nutrition

**BY MIKE ADAMS**



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# Live with Dr. Lisa Newman

**Mike:** Hello, this is Mike Adams. I'm here with Dr. Lisa Newman. Thanks for joining me today.

**Newman:** Well, thanks for having me today, Mike.

**Mike:** You are the founder of the Azmira Holistic Animal Care product line. You also run a pet care clinic, correct?

**Newman:** Well, it's not a veterinary clinic. What I have is two retail stores, and my retail staff goes through a correspondence course that I put together so they're fully trained in providing the holistic animal care lifestyle.

**Mike:** So, your staff can offer pet lifestyle consultations?

**Newman:** What they do is educate pet owners, and what we also have is a direct phone line people can use. If they call 520-886-1727, they can get educated on their animal's specific needs. We're not a clinic that diagnoses; we're not there to prescribe medications. We do know a great deal of alternative care methods that can be applied to animals and can help reverse disease or prevent symptoms from occurring.

**Mike:** This is really interesting. I want to get back to this. First, can you give a description of what is wrong with the pet food that is out there right now? Why are we seeing such an epidemic of diabetes in dogs and cats, for example? What's going on out there?

**Newman:** Well, it is really scary. What we've seen is the lowering of the quality of the food and the addition of many chemical byproducts to cheapen the foods. So, you provide a food to a pet that has no nutritional value. It is pretty, it has different colors in it, it has different shapes in it, and that is all to appeal to the owner. Give your dog gravy bits, doesn't that sound good? Unfortunately, the gravy bits often are killers hidden in a bunch of brown gunk.

**Mike:** It's processed food just like we see in the human supply.

**Newman:** It's even worse processed food than what we see in the human supply, because, guess what? Animals can't lobby for themselves like humans can.

**Mike:** That's right. What else is in there that would shock people?

**Newman:** What about euthanized dogs and cats? We know this from a *San Francisco Chronicle* investigative report, which followed euthanized dogs and cats from clinics directly to the rendering plants and directly to the pet food industry.

**Mike:** Okay, so just as a reality check to people listening, you're saying that when dogs and cats are put to sleep, some of those end up in the pet food supply?

**Newman:** That's right, because they are "protein." They are animal meat, and the way that they show up on the labels is as animal meat or animal meat byproducts.

**Mike:** Is this allowed by regulators?

**Newman:** It is not only allowed by regulators, it is actually encouraged by regulators. If we were to look at the AFCO handbook, which is the Association of American Feed Control Officials, and we were to take a look under protein, for instance, we would also see recycled shoe leather. Now Mike, I'm going to ask you, would you sit down and feed your family recycled shoe leather for dinner? It's a protein Mike, come on. Do you think you want to try and assimilate that as a protein? Not only that but feathers, hooves, hides and horns? These are all sources of protein -- 100 percent protein. My fingernails are 100 percent protein, but my doctor sure wouldn't want me to eat my fingernails and try to survive on that, would he?

**Mike:** So, without naming brand names, how prevalent are these kinds of ingredients in the popular supply of pet food?

**Newman:** I would say approximately 60 percent of the pet food that you can get at the grocery store has some sort of animal meat by-product in it.

**Mike:** Wow.

**Newman:** Now, that's not necessarily a euthanized dog or cat. It could be road kill, or it could be swamp rats. Nutria is a swamp rat that grows in Louisiana. It is all around and can be easily hunted, or gathered, if you will. They go right into the pet food ingredients as protein.

**Mike:** Is there something wrong with swamp rats? I don't know. It doesn't sound appetizing.

**Newman:** I don't think the meat is all that bad, but they grind up the entire rat. You have the disease that occurs in the swamp rats. You have the handling method. They kill these swamp rats and put them in storage, which is just a container sitting on a shore. How long do the swamp rats last out of refrigeration?

So, now you have rancid, putrefying meat. We know that rancid, putrefying meat is perfectly okay in your pet's food because AFCO says you can use dead, dying, diseased or disabled animals. Now, here is where it gets really tricky on a bag food label. A lot of "natural companies" love to say that their meat is inspected by the USDA. They never say that it has been approved, do they? It's only if it's inspected and approved that it is of human quality. But they use the word "inspected." You'll find it splashed all over USDA inspected meats. Well Mike, all meat is inspected.

**Mike:** It can be inspected and come back with a failing grade.

**Newman:** Exactly. And that is the grade that goes right into the pet industry.

**Mike:** People who are not familiar with this information will be surprised. Some people will say this can't possibly be true.

**Newman:** Well, if you're not outraged, you can't know what's going on. It's the bottom line. I was a consultant for many, many years, where I would refer people to other pet foods and other pet products. I started to have a problem with the consistency and the quality of the pet food. I finally got so disgusted that I decided one day to make my own pet food, because when you're consulting, your reputation means a lot to you -- at least it did for me. My goal was to get the animals healthy. I couldn't believe that I was referring different herbs and homeopathic remedies that I knew should be working, and they didn't work. When I dug a little deeper, I found out that pets would have it on a chemical-based, putrefied meat-based diet. So, it didn't matter what the homeopathic remedy or herbal remedies were. They were fighting this putrefied diet.

**Mike:** Sure, because if you're going to poison your pet with these pet foods...

**Newman:** That's exactly what we're doing: Poisoning our pets. Ethoxiquin is a common stabilizer in pet food. It is a rubber and lethal herbicide. It is two chemical compositions away from Agent Orange. So, it does the same thing Agent Orange does when you spray it on the plants. It dries up the root system of the plants and the plants die. When you put it in rubber, it stops the moisture molecules from breaking down, so the rubber is stabilized. Now, it doesn't know the difference between a moisture prohibitive in the food or a moisture prohibitive in the digestive tract.

**Mike:** So, you're dehydrating your dog.

**Newman:** Right. So, when you're dehydrating the digestive tract, all that old, rancid fecal material hardens in the digestive tract and actually creates a barrier to assimilating nutrients into the blood stream.

**Mike:** Wow, so not only is the dog malnourished, its whole digestive tract is cancer-causing.

**Newman:** Exactly. That is why we have seen such an increase of dog cancer. Now, you mentioned diabetes. Another reason for diabetes is that you don't maintain proper blood sugar. Then you put on top of that all the sweet treats. Do you know that most of the pet foods at the grocery store are sweetened to some degree?

**Mike:** I've seen these ingredients, like corn syrup.

**Newman:** Yes, corn syrup and actual sugar is listed on the label. I couldn't believe it.

**Mike:** Why does your dog need sugar? Amazing...

**Newman:** He doesn't need sugar. He wants a good-tasting, highly palatable food that tastes like meat. That is what he's looking for.

**Mike:** There was a popular brand treat I bought at a big pet store. I'm not going to mention the name, but I bought this to do an article on it. The ingredients blew me away. Not only was there sugar, it had propylene glycol and artificial colors. Basically, artificial colors and white flour with no nutrition were shaped into a dog treat with sweeteners and propylene glycol.

**Newman:** Yes. Propylene glycol is a plasticizer that maintains the moisture in the product. And so it gives it that chewiness. That is why they use that. It is also a preservative.

**Mike:** Isn't that the same thing they use to winterize RVs?

**Newman:** Yes it is. And it's very similar to antifreeze. Antifreeze has that sweetened taste to it, and that is why animals will die from it. They will lick up puddles of it off the ground, and then they will go into kidney failure. Kidney disease is the third-highest ranked disease in pets today. Is it any wonder that pets have kidney disease when people put salt and propylene glycol in their products?

**Mike:** Here is, I think, a really important point: Isn't it true that when you feed a human being processed food and chemical ingredients, there is a certain metabolic timeline? In a pet, it is accelerated. In a pet, the damage is happening much faster than in a human being. Is that true?

**Newman:** Yes it is. The way animals metabolize different chemicals is different than how we do. They're not as good at processing them as we are. There are a lot of different things, like chocolate, with dogs. They can't digest chocolate, especially dark chocolate. This can send them into kidney failure. Cats can't

handle white willow bark, which is the basis for aspirin. You would think that it is a very safe ingredient, yet it sends them into kidney failure, too.

**Mike:** There is one more ingredient that I would like to ask you about, and then I would like to ask you what's in your food. I see a whole lot of white rice out there. It is the number one ingredient in some of these brands. Isn't this contributing to diabetes?

**Newman:** Absolutely. It interferes with the glycemic index. Now, I don't mention other brands of food - - that puts them down because I make my food better. I feel my food is so good that I don't need to use negative marketing. However, I will share this with you -- because it has been publicized -- that IAMS performed a study on white rice. They found that it caused diabetes in dogs. But IAMS still uses white rice as its number one grain. This gives you an indication as to how this industry is thinking. This industry could care less about the health of your pet. This industry cares that white rice is the cheapest grain you can buy.

**Mike:** It takes up a lot of space in the can.

**Newman:** Yes, it takes up a lot of space in the can. It takes up a lot of calories in the bag, if you will. These were empty calories, so they went to brown rice. Brown rice is a little bit better, but if it's not whole grain brown rice, you are still dealing with just the flour. That is what most of the companies are doing. They are putting flour in their food. It can look like they are doing a little bit better, but it is still not whole grain. That is another thing people don't realize on their label. If it is whole ground grain, then it should say whole ground grain on the bag. If it just says brown rice, white rice or corn, then it's just the flour out of it. It is the by-product. If it is really bad and has just bits and pieces in it, then it will say brown rice bits. You are getting the bottom of it. You are getting the sweepings.

**Mike:** Let's talk about what's in your pet food, the Azmira Holistic Animal Care products. I found this product in the local health food store, and I was buying it before I even met you or invited you to do this interview.

**Newman:** Or before you knew I was right in your back yard.

**Mike:** Exactly. What a pleasant surprise. I was attracted to this product because of what is found in the ingredients. I would like to go through the first three or four, just to give people a sense of what is in this pet food.

**Newman:** It is a good way to educate people about their labels.

**Mike:** Absolutely. If they are not reading it, then they are just paying attention to the marketing claims on the front. Those are easy to distort.

**Newman:** Did you know that most of the money a company earns on its pet food goes into marketing? It doesn't go into the bag of food. There are literally pennies on the dollar of nutrition in the food. You can buy a four-pound bag of food for \$4 in a grocery store. You have to take into consideration that the food had to be shipped. That is at least \$1 anywhere in the country. Well that's at least 25 to 35 cents for a four-pound bag. The handling is going to run about another \$1.50. Then, you have to decide how much markup the distributor, the one that is going to take it to the retailer, gets. They get another 15 to 20 percent. The retailer has to take out their 30 to 40 percent. How much do you think is left in the bag that went into the ingredients? What, maybe 25 cents? I mean, how much nutrition is left in those ingredients?

In contrast, we don't do a lot of marketing. People are always asking me, "Why don't I see you on TV? Why don't I hear you on the radio? Why don't you do big splashy magazine campaigns?" We can't afford to because we put the money into the ingredients. Now, I'm earning a very nice living, and everyone should earn a very nice living. There is a middle ground where you can take very good care of the customer while taking care of yourself. You don't have to gouge the customer in order to have a healthy company. At the same time, you can't afford to do all this fancy marketing if you're putting your money into the ingredients.

**Mike:** You see that with food for people all the time. There are a lot of heavily marketed, coupon foods out there.

**Newman:** How much do you think went into making a bag of potato chips? And look at what is spent on their advertising. That is why you pay \$3 to \$4 for a bag of potato chips today.

**Mike:** Soft drinks are my favorite. It's all marketing and no substance. But here we go. The first two ingredients in this particular bag of pet food are lamb meal and whole ground barley. The first is lamb, which is very important because it is not filler.

**Newman:** Right. You should always have a meat as your first ingredient, whether it's lamb, beef, chicken or whatever. But more important is the meal part of it. Now, people are scared of meat byproduct and meal byproduct, and that is something you should be afraid of. The difference between meal and whole meat is the fact that you take three pounds of whole muscle meat and you dehydrate it down to one pound of meal. So, the difference between my bag and most of the competitors' bags is that I have the lamb, chicken or beef **meal** as my first ingredient. Most companies will put the beef, lamb or chicken as the first ingredient.

Now, remember they have 85 percent moisture in that meat content, so that makes the meat weigh more. Of course, the first ingredient is the heaviest ingredient in the bag. So, you can put the plain meat source as your first ingredient, and yet your meat protein is the lowest count in the bag because the grains that come after that are what they use for protein. AFCO says you can use grains as a protein. Animals can't digest grains very well, and they need animal protein in their system to digest and properly utilize that protein. Protein is the most important ingredient in the diet.

**Mike:** Exactly. Now their whole digestive tract is set up for protein assimilation. The word meal here qualifies this in a way most consumers wouldn't recognize. This ingredient is two to three times more expensive than lamb.

**Newman:** It is three times more expensive. It takes three pounds of whole muscle meat to dehydrate into one pound. So, if it takes five pounds of muscle meat to list on the first part of the bag, my bag has 15 pounds of meat versus the competitor's five pounds of meat. That is a big difference bite for bite, Mike.

**Mike:** That's huge. It is like eating concentrated whole food supplements versus munching on lettuce. We will talk more about that when we talk about supplements, because that is a big one for me. You can't get everything out of your diet; you just can't. We have lost the nutritional value of most of our foods, which is why we have lost the flavor in them. About the lamb meal, some people are going to want to know, what parts of the lamb go into the meal?

**Newman:** Whole muscle meat.

**Mike:** So no hooves, nose or lips?

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**Newman:** No. None of that is in there. That is why our food is more expensive, too. We're using USDA choice meat. We're not using the four D meats -- dead, dying, diseased or disabled. There is a big price difference between the two. There is a big difference between how the body can assimilate it and utilize it. You can't digest putrefied meat as well as you can fresh meat.

**Mike:** Again, this is something that is not apparent on the label, but if someone is educated, they know that this is a big deal to have lamb meal.

**Newman:** Often what they will see, Mike, is lamb as the first ingredient. They'll see three or four grains, then they'll see something like carrots, and then they'll see chicken meat at the end of the label.

**Mike:** This is in other foods.

**Newman:** This is in other foods. So, what they are doing in these other foods is upping the protein level with animal meat a little bit higher. But they are doing it so low on the label that it is still so much less meat per bag than we offer with our meal.

**Mike:** What does it mean on a pet food bag when it says "minimum crude protein?" What does that mean?

**Newman:** That means the percentage of the bag, 33 or 36 percent (38 percent for cats) that is through a protein source. Now remember, that protein source can be corn. That protein source can be wheat. That protein source can be rice. They use the majority of that. You know, 32 percent in a grain base instead of a meat base.

**Mike:** So, this is the trick if you are a big name pet food producer and you want to have a highly profitable product. The trick is to get as much protein without spending any money on ingredients.

**Newman:** Exactly.

**Mike:** You said these foods are mostly vegetable-based and contain undesirable proteins for animals.

**Newman:** Yes, like swamp rats or like road kill.

**Mike:** So, there is crude fiber and crude fat. We see these on all pet food bags.

**Newman:** Exactly. Again, that is just the percentage of the fiber, the fat and the nutrients in that bag. It doesn't tell you the quality of those ingredients. It's also misleading in that if that's 32 percent, for example, my 32 percent protein is a much higher quality of animal protein than other bags that say 32 percent protein at 10 percent coming from animal meat and 22 percent coming from animal sources. Even worse, they use soybean because it's high in protein. They'll use soybean in dog food. If you see soybean in your dog food, run. Dogs are missing an amino acid, which they need to break down and convert soybean into protein. All soybean does is create gas in the digestive system. It can actually cause a deadly condition called bloat, where the intestines swell up and twist over each other. This is fatal to dogs.

**Mike:** It blows my mind, when I'm looking at pet food in the grocery store, and I see these vegetarian pet foods. As a human, I'm vegetarian, and a lot of people are vegetarians. That's fine for a human, but for a pet? They have got to have some meat. This is a carnivore here. What's the designation?

**Newman:** The designation is carnivore. We turn them into omnivores by giving them grains and vegetable in their diet. Now, they will choose to chew on grass and pull up and chew on certain vegetables. They are carnivores by designation, so when you put them on a vegetarian diet, you create a lot of problems and create symptoms you're actually trying to reverse. The only time a vegetarian diet is good for a dog or cat is as an interim diet. If they are having allergic reaction, then get them on as simple a diet as possible, and then reintroduce the meats to see which one they are reacting to.

Another case along that line is allergies. Dogs and cats have a lot of meat allergies today. We have found, through clinical studies, that it is not actually the meat itself, but it's the quality of the meat that is creating the allergy. If it is less than a desirable quality, it makes it harder to break down and digest. Therefore, the meat stays in the digestive tract longer, produces more toxins and this is why the animal has a reaction. Do a blood test on the animal and see what allergens are in the blood. You come up with a beef allergen. This can all be from the toxicity that the beef is creating. We take them off that poor-quality beef diet. We detoxify them and put them on a short-term vegetarian diet, if possible. And I'm talking about only three or four days. Detoxify their body with a short 24-hour fast. This will clean a body out, and then you introduce a quality beef product. The animal no longer has the allergy.

**Mike:** Where can people find this food? Then I want to ask you about these other ingredients.

Dr. Lisa Newman's pet care product line (Azmira) is available online through these websites:

[CarefreePet.com](http://CarefreePet.com) (search for "Azmira")

[PetAbbey.com](http://PetAbbey.com)

[PurelyPets.com](http://PurelyPets.com) (Azmira supplements and remedies)

A complete list of U.S. and international distributors, including Canada, is found at <http://www.azmira.com/Retailers.htm>

More information on the Azmira product line, including supplements and remedies for pets, is published at <http://www.azmira.com/Products.htm>

Dr. Lisa Newman's pet health consultation clinic can be reached at 520-886-1727.

**Mike:** Again, this is the pet food I have been purchasing for my dog, a Rottweiler mix. In case this testimonial sounds like an infomercial, it isn't. No money has been exchanged here. I haven't been given any free pet food, either.

**Newman:** Remember, we don't put a lot of money into marketing.

**Mike:** Exactly. People know my style. I never accept money from product manufacturers, so this is unbiased. I think Dr. Newman has a very important message, so let's continue exploring that message. The second ingredient on the bag is whole ground barley. Why is this the second ingredient, and what is the advantage of it?

**Newman:** When you're making a dry food, you need something to create a biscuit-type quality, so you can end up with the dry kibble. Barley is a great grain that is easily broken down by dogs and cats. It provides a really nice nutty flavor in the food, which the dogs seem to prefer. It provides good fiber, and we also have oatmeal in our foods. The combination of the barley and the oatmeal helps maintain a really clean digestive tract. Remember, a clean digestive tract helps the food get assimilated after it gets broken

down and helps the nutrients get assimilated into the blood stream. It's very important through the lifestyle process that the animal has a clean digestive tract. These two grains help to promote that.

**Mike:** Some would say that is the essence of being free of disease -- a clean digestive tract.

**Newman:** As a naturopathic doctor, Mike, I couldn't agree with you more.

**Mike:** You also have flax seed in there. You have omega-3 oils.

**Newman:** Yes. Wonderful fatty acids. Fatty acids are very important for the utilization of different hormones and chemicals in the body.

**Mike:** There is also fishmeal.

**Newman:** Again, for the fatty acids and a little flavoring. Let me talk about the fishmeal. We use Manhattan fishmeal, which is the cleanest fishmeal in the country today. It has the lowest level of mercury in it. I'm one who is very concerned about mercury in our food chain and how we are exposed to it. We know as humans how much disease it can create. It does the same thing in our animals. One of the biggest problems is vaccinosis, which are reactions to vaccines. The biggest thing they react to in the vaccine is the mercury, which acts as a stabilizer. We know there are species of fish with very high levels of mercury, depending on where they are caught. So, we made great strides in making that fishmeal, because it is very important to have that fishmeal. It provides flavor and vitamin A. It provides fatty acids, which in no way can you get from a vegetable. We went out of our way to shop the Manhattan fishmeal to get that lowest level of mercury.

**Mike:** Interestingly enough, there is another ingredient I like to see here -- kelp.

**Newman:** Oh, kelp is wonderful. I love kelp. Kelp is such a healing food.

**Mike:** How does it help in ways some people may not be familiar with?

**Newman:** The mineral base of kelp helps maintain good coloring in the skin and coat. It is important for pigment. It is very important for processing in the body and maintaining sodium levels in the body for good function. When you start adding table salt, you are just covering up the putrefied meat you're using. Remember how they used salt in the old days to try and stabilize meat and preserve it? When they're using poor quality meat, it really stinks. That smell you get when you open up a bag of food is the putrefied meat smell. You don't get that smell in my food when you open it, do you Mike? It smells just like baked goods.

When you see salt in the bag, this is usually over-salting the food. The body becomes unbalanced in its sodium content. It creates bloating and heart conditions in pets, just as it does in humans. When you're using the kelp, you're getting a more balanced sodium dose through the kelp. It is more natural for the body to maintain homeostasis.

**Mike:** Garlic powder is an interesting ingredient to see.

**Newman:** It helps with digestion and helps keep away fleas and ticks. I stay away from yeast. You'll never find yeast in my foods, except for one whole food supplement that we have. For those who are purists, we supplement yeast for the B vitamin supplement. You should not have yeast in your dog food. It can actually become toxic to the liver. It becomes very hard for the body to break down. Unfortunately, a lot of people will get into the habit of using a lot of nutritional yeast in their diet. They will start to get sore

joints, and they don't consider it's the yeast. When I used to work with humans as a naturopathic doctor, I couldn't believe the amount of people who were coming to me as heavy yeast users. We took them off the yeast, and we reversed a lot of symptoms just by doing that. So, this got me interested in how this affects animals, too. I started to see old dogs with arthritic joints, for instance. We took them off all yeast products, and they would start to recover.

**Mike:** Whenever I talk to pet owners, whose pets have joint problems, pain or disease, I hear a distorted line of reasoning -- the same in human medicine -- which is that it's just genetic. I hear that all the time.

**Newman:** Oh, I know.

**Mike:** What's your take on that?

**Newman:** My take on it is that we're making a lot of excuses instead of addressing what's really happening to our pets. This is the same as telling people that their animals are seniors at the age of seven. When I started working for a veterinarian down in Florida in my teenage years, 15 to 16 years old, dogs and cats were seniors at age 12, 15 or 16. The vet would tell you that your dog, even a large breed dog, was a senior at 11 or 12 years old. The smaller breed dogs were seniors at 15 to 16 years old. They would easily live that long.

You have a Rottweiler mix breed -- I used to raise Rottweilers. They would live 15 and 16 years. People couldn't believe they were that old. Not only could people not believe they were that old but that they looked as young as they did. Right here in my product guide -- and I know other people can't see it, but I'm going to show you -- is my Rottweiler when she was 12 years old. She looks like she's five years old. Down here, I had to have her certified by a local vet that she didn't have cataracts and that she was actually 12 years old. She never got cataracts and she barely greyed until six weeks before she passed away. And that's the way life should be.

**Mike:** It shouldn't be a surprise to those who know about naturopathic approaches to longevity. If you keep your pet healthy, he or she is going to age very well.

**Newman:** Exactly. They aren't going to get premature aging and the symptoms that come along with that.

**Mike:** It is the same thing we find in human medicine. It's the expression of those genes that's either controlled or delayed by the approach of health.

**Newman:** It is not a virus that makes you sick. It's the condition of the environment when the body was introduced to the virus. You can be in an office full of sick people and never get sick if you are taking your vitamin C and garlic. In medicine today, we still blame the virus or bacteria.

**Mike:** It's the germ theory. It still dominates. I still have to ask about some more ingredients, but this is so fascinating that I have to ask you about some other things. I hear this all the time about people food, and I'm sure the same is true for pet food. People complain about the cost. They say, "Oh, I can't afford to spend another 50 cents a meal on my dog." For my last dog, I spent \$1,000 in the emergency room in one day. Isn't it cheaper to keep your pet healthy?

**Newman:** Absolutely. What people often find when they start on Azmira is that they were easily spending \$100 to \$500 the year before on vet care. After they start using Azmira, they find they are spending \$60 a year and going to the vet once a year for their checkup. What we're doing is helping the pets help themselves. The pet is helping to maintain its immune system and well-being. Even if an animal on the holistic animal care lifestyle comes in contact with poison or a virus, it is not going to get it again. The

body is not going to be there in a weakened fashion so that the disease can take over. And if it does take over, they can respond much more quickly. They heal in a matter of days, even before you know the animal is sick.

**Mike:** What about table scraps? People feed their pets their own table scraps. What is your warning on this?

**Newman:** My dog often eats what I eat. Now, the difference is the quality of the table scrap. If you're feeding your dog the leftover bread and potatoes, if you are feeding him gravy and the fat strips off the steak, he is going to get sick just the way you would get sick if you were eating that, pure and simple. If you feed your dog some nice green beans that came out of your green bean dish or some nice meat chunks that came out of your steak or stew or chicken, that's different. Feed him some couscous -- my dog loves it, with a little bit of butter on it. It is not so bad, as long as it's being fed within the weight limit of the dog.

If you're feeding your dog the healthy choices off your table and your pet gains a little weight -- just like you would if you were overeating -- you have to cut back a little bit. It is not going to hurt him if it is good quality food. As a matter of fact, even though I think I have the best pet food on the market, I still recommend that people cook for their pets at home. You are not going to get as good food as you can get when you're preparing fresh meat and vegetables, because it's sitting in a bag. We use a barrier packaging, which I'm going to take a moment to explain.

Most foods are in a paper bag with a plastic lining to keep the oils from leaking through. We actually use a food-graded PVC plastic bag. It doesn't allow any oxygen through the bag, in or out. We have a freshness valve on it, just like a coffee bag -- the same material as a coffee bag. When the food is made, all the air is expressed out of the bag, so the oxygen level in the bag stays the same; it stays low. The oxygen level is what sends the food into rancidity. Once you open the bag and expose it to oxygen, if you fold down the bag three times and clip it, it reseals the bag. So, all you're doing is exposing the food to oxygen about five minutes a day.

**Mike:** So, you can use less preservative.

**Newman:** Exactly. The only preservative I use is vitamin C and vitamin E.

**Mike:** What about the yucca extract?

**Newman:** Yucca is a wonderful herb. It helps the digestive tract and keeps the animal's joints free of inflammation. It helps the circulation in the body. Yucca is also a stool deodorizer. That originally was what it was used for in the pet industry, to help control the odor of stool.

**Mike:** What about potassium iodide?

**Newman:** It is a source of sodium. We do have inter-vitamin mineral mix, because it is very expensive to put just the propionates in there. Propionated minerals are those that are attached to amino acids, so that it is easier to digest and assimilate them. It is very expensive, and you have to make a food that is going to sell on the market. You can't make a food that is too much more expensive.

I wanted to make an organic bag of dog food back in 1997, a four or five pound bag that would cost \$25. Nobody would buy it. It could be the best food on the market, but no one would buy it. By the way, when people think they are buying organic food, buying really great food that's really expensive, consider the fact that if you were to put organic meat and vegetables in your food, it would cost a lot more because

they cost a lot more at the market. You're not going to get inexpensive organic ingredients, but if you're using by-products, like the trim of the meat instead of the whole muscle meat, then you can afford organic meat.

You are also using organic vegetables that weren't acceptable for human consumption. Think of a head of spinach. It tastes great and the leaves are crisp. Let that head of spinach sit in the refrigerator for three weeks. It will turn brown and slimy. It has lost some of its nutrition, but it is still organic. And those are the organic vegetables that go into organic pet food. The meats are often trim pieces, not the whole muscle meat, because you can't afford it. I know, because probably one of the largest organic suppliers in the country came to us at a trade show and said, "You should put our brand of organic meat in your dog food because we have this other company doing it, and we're trying to expand into the market." I said, "Well, tell me what a whole pound of muscle meat would cost me. He said, "You couldn't afford to use whole muscle meat; we sell the trim pieces." That's what is being used in the pet food.

**Mike:** This is just another case where the label or the packaging contains misleading marketing claims. It says organic meat, but it is what you just described.

**Newman:** It could be a 3-D or 4-D meat that just started out as an organic meat but was dying, diseased, disabled or dead.

**Mike:** So, how do consumers protect themselves and make the right choice?

**Newman:** The feedback we get from our consumers is that we are the only company willing to talk about our food.

**Mike:** That's scary.

**Newman:** It is scary. We did three months of study where we would call one or two companies a day and talk about their food, and usually you don't get anyone other than the receptionist, who knows nothing more than what is listed on the food label. When you ask, "Why do you use meal? What is your meal, and why are you using these grains?" they won't even know why the formulation is what it is. I have a PhD in nutrition. This is the only company that is run by a doctor of nutrition. All the other companies are run by marketing people.

**Mike:** Because it is all marketing. Fill the can and move it.

**Newman:** We have used the propionated minerals in our food, but we've also had to augment them, if you will, with the iodines in those. We use the propionates as much as we can. We also have to use an iron oxide to bring them up to where AFCCO wants them.

**Mike:** So, when pets eat this food, they not only get the nutrition they need, in terms of macronutrients, but they get a multivitamin and a multi-mineral diet.

**Newman:** Yes, but it only reaches AFCCO's level. In my consideration, AFCCO's levels are much too low.

**Mike:** Hence the supplement line.

**Newman:** Yes, we have supplements. You can't make a bag of dog food that is going to fit every dog's need -- and the same with the cat foods that we make. What we recommend you do is follow the holistic care animal lifestyle, which is having a good clean food as your basis, so that the food is giving you the basis that you need for basic protein, fats and so on. Then, you supplement according to the animal's own needs. This is how you're going to get the best out of both.

For instance, when I had three different dogs in my household, they didn't all get the same level of vitamin C. The puppies needed a lot more vitamin C because they were growing. I can't put that much vitamin C in my dog food. My senior dog needed a lot more vitamin C. My adult dog needed 1,000 milligrams less a day than the puppies and the senior dog. You can address the individual needs of the pet and bring a total supplement that is going to help that animal more than one bag of dog food will.

We don't have puppy formula or senior formula for that reason. Most companies that have a senior or puppy food are only cleaning up their meat source from what they put in their adult formula. For instance, a puppy can't eat as much crap as an adult dog can, and the senior dog can't process as much crap as an adult dog can. If you look on their bags, they usually have the same ingredients. They just shift the proteins and fats in each formula slightly. If you have a good, solid basic food, all three levels -- the seniors, adults and puppies and even the ill dogs -- can eat that food because it is a clean food. Then you can augment the food based on individual needs.

**Mike:** It makes a lot more sense.

**Newman:** Sure it does. Your animal is not always going to need the same nutrition. Your animal may get kenneled for a while. There is a lot more stress during kenneling. They need a lot more nutrients. Your animal might become more of a couch potato because of illness. You are going to have to adjust the nutrition based on the illness. Now, for puppies that need a lot more protein, you are going to feed them more food because they need more calories. You can add canned meat to give them more protein. The senior dogs that need less protein and calories can simply eat smaller portions.

**Mike:** With all the ingredients you have, you must have some logistical and supply challenges. How do you manage to put this together and make it work?

**Newman:** What we have, which is what most companies have, is a co-packer. We can't afford the \$11 million worth of packing machines. So, usually you have a co-packer, and unfortunately, sometimes the co-packer isn't in your back yard. We visit our co-packer twice a year to talk face-to-face with them and to see the ingredients and get certification on certain ingredients.

Everything that goes into our food has been certified. It has been analyzed to have the levels of nutrients required. Again, you can get an ingredient that's very old, like a grain especially. You can get a grade-one grain, and you want to make sure your grade-one grain is there at the mill. We analyze our food twice a year apart from when we go to the mill. Whatever bag we take of the load, we send in for analysis to make sure it is at the level that we require. So, that is where we stand on that.

The co-packer is responsible for ordering the different ingredients that go into the food. He is ordering them through the channels we've set up. It can make it very difficult. For instance, we had an ostrich and emu canned food, and we had to take it off the market because we couldn't get a reliable ostrich and emu supply. So, logistically, you can have a great product on the market and lose it, which is very frustrating to us. But we have managed to maintain the same meat supplier, and beef, chicken and lamb, for instance, are the meats we use in our foods.

We have worked with the same supplier for eight years. They are very responsive to our needs. And that goes back to the question of, how do you find out what is in your pet's food? I started talking to the manufacturers and finding out how to get someone on the phone who can talk about the food. It is a rarity. So, if you can't get someone to talk about their food or give you proof of the quality of their food, then you know there is something to hide.

**Mike:** Let's talk about supplements for a minute. You have a line of supplements. What is unique and interesting about these supplements?

**Newman:** First of all, we have the most concentrated supplement line on the market. Concentration is very important. A dog or a cat doesn't want a tablespoon of powder thrown into their food and mixed in. It is going to turn them off from their food. So, for instance, our herbal extracts are our standardized extracts. They are very concentrated and highly reliable in terms of what therapeutic actions you're going to get from them.

For our herbal concentrate, you use one drop per five pounds of body weight. With most other herbal companies, you have to use a quarter to one-half teaspoon per 10 or 20 pounds of body weight. That is a lot more product to try and get into the body. Now, when you're putting a lot more product into the body, the body has to digest and utilize that in order to extract the therapeutic ingredient. A lot of energy goes into the digestion and assimilation, and there is not much more energy left over for applying the therapeutic agent to healing.

That is what is different about our products. Because they are concentrated, they work very quickly. They work very well with reliable results. What sometimes happens is people will buy one supplement on the market, they give it a try and it doesn't really work. Then they'll jump to another product, another product and another product. They are doing what I call chasing the symptom. What they should do is take a look at the product, because chances are it is the product that is failing the pet, not the pet failing to get better.

**Mike:** One of the most common pet supplements on the market today seems to be MSM.

**Newman:** Yes, we have those.

**Mike:** Do you have a formulation that helps with joint pain?

**Newman:** Yes, absolutely. We have several types that help with joint pain. We have a yucca extract on the market. We are the only company to do this. The powdered formula of the yucca is actually the by-product of the extraction process that we use. We have 87 percent more bio available saponins -- the actual steroidal saponin that does the job in a dose, compared to 3 to 7 percent in a powdered dose. So, imagine how much more powdered dose you would have to feed to try and get that level. When you're feeding that much powder, it upsets the digestive tract. When you're doing a concentration of yucca, which is one drop per 10 pounds of body weight, that one drop in your cat's food is not going to make the cat turn away from it. If you tried to put three or four capfuls into their food, they wouldn't eat it. That is why we are so successful as a supplement company; we actually have supplements that are easy to feed. Not only are they easy to feed, they work quickly.

**Mike:** Is there one supplement that you offer as a combination for concentrated nutrition?

**Newman:** Yes, we have our mega pet daily, which is our vitamin/mineral supplement. This is great for all animals. You can break it up and mix it into birdseed. You can break it up and mix it into pellets for horses. You can easily feed it to dogs and cats as capsules or by breaking it into their food. This has higher levels of minerals in therapeutic levels of all the nutrients needed in a good combination. A lot of people will go out and buy a supplement with just vitamin A in it, for instance. Vitamin A needs zinc in order to work well. What happens is people start buying three, four or five supplement bottles trying to put together a good profile of nutrients for their pet. We have all that in the mega pet daily. So, all we recommend adding to the mega pet daily is vitamin C. There is only 250 milligrams in the mega daily, which is enough to make the other minerals work, but you need 1,000 to 4,000 milligrams a day, depending on the size of the

animal. It would be a very large capsule if we tried to put that much vitamin C in. Again, not every animal needs the same level of vitamin C. They need the same basic levels of nutrients, the whole profile of the nutrients, but some ingredients, like vitamin E and vitamin C, need to be adjusted according to the animal's needs. We have those, too, to augment the mega pet daily. We have 150 different supplements. This takes care of a whole host of different things, from cancer to viral and bacterial diseases and even things as easy as arthritis and allergies.

**Mike:** Isn't it true that more popular brand name supplements are loaded with fillers?

**Newman:** Absolutely. Anytime you get anything in a tablet form, just the process of tableting deteriorates the supplement, so you are not getting as much of the supplement that is listed on the label. The show *60 Minutes* did an exposé on human supplement companies about four or five years ago, and they took the top four or five brand name companies and found out that only two out of the five had the supplements that were on their label. It is even worse than the pet industry.

**Mike:** Oh, I'm sure.

**Newman:** You get these tablet things that are filled with yeast and liver. The liver is the most detoxifying thing in the body, and when you fill the body with other liver, you're giving the body concentrated toxins that came out of this other animal. Liver and yeast are so overused in our industry. They are so toxic to the animal. Liver and yeast are the two fillers and binders that are often used.

**Mike:** A lot of liver is cow liver. So, if you take a cow that has been eating pesticides, herbicides and chicken litter -- which is fed to cows along with all kinds of other strange things -- this is all being filtered into the cow's liver.

**Newman:** Right, and then we are feeding this to our pets. A lot of diets recommend liver as a protein source. It is high in iron, and it's good with flavor and the pets love it. I mean, I use a little bit of liver as flavoring in our canned food. A little bit each day isn't going to hurt. If you're feeding treat after treat during the day, or when you're feeding food with liver as its basis, then you're really getting into these concentrated levels.

**Mike:** Do you think there is an awakening in pet care about the links between nutrition and disease?

**Newman:** It's starting, and thank God it is. I have been in this industry for 20 years. I have been in this before there was a natural pet care industry. It has been very frustrating to me. We haven't even reached the peak of awareness. Thank God they are starting to wake up a little bit. They are starting to say, "Well, maybe there is something to this." What we have heard for years is that it can't hurt, so go ahead and try. Then, when it works, it was probably a fluke. We still get a little bit of that.

The vets here in Tucson, who have seen hundreds and thousands of our cases in their offices, get reversals on all kinds of symptoms they had given up on. I have been trying to put together a vet seminar, and it is very difficult to get them to sit down and listen. You would think it would be easy when they see so many side effects with steroids, and they do, then they see how helpful yucca is and how it has no side effects.

**Mike:** We see the Westernization of pet care, in terms of prescribing more drugs to pets and pharmaceutical companies more aggressively marketing to veterinarians.

**Newman:** Pets are on Prozac, Mike.

**Mike:** That is unbelievable. I was talking to a neighbor who has a beautiful dog that is unfortunately dying from multiple myeloma. I asked her about the history of her dog, and she named off four or five drugs this dog has been on for years. The toxic load of these drugs has to be huge.

**Newman:** I guarantee you that every drug that dog was on could have been taken care of by an herbal supplement and some nutritional augmentation.

**Mike:** So, is there some place our readers can go to find out what herbs you have? Does your website have a list?

**Newman:** The website ([www.Azmira.com](http://www.Azmira.com)) has a list of our products, and they can educate themselves about our products and what our products do. They can call the product support help line. That's 520-886-1727. There, they can get educated about their pet's specific needs. For example, if your dog has allergies, you call and describe the symptoms. We are not going to diagnose. Hopefully that has already been done by a vet, but we will educate you as to what the different symptoms are, how they are being created in the body and what proper supplementation and remedy will help to reverse them. It's a free service.

**Mike:** That is a wonderful benefit to offer.

**Newman:** We are the only ones in the country that do this, or in the world, as far as we know.

**Mike:** I would like to talk about cases of recovery from chronic disease.

**Newman:** We deal with a lot of cancers, and we deal with a lot of lymphomas. Let me briefly talk about the monthly flea, tick and heartworm medications that people are using and are being pushed like crazy. We did a survey last year, and we found that 100 percent of the animals with lymphoma had been on a monthly flea, tick or heartworm medication for at least six months prior to developing the lymphoma. We believe this is a huge problem in this industry. The vets have been pushing flea, tick and heartworm medications, and we have seen cancer shoot through the roof again. I believe, like you said, the four medications this dog was on are the ones clients often don't think about. They are doing everything holistic for their pet, but they are giving them heartworm medication. What you are doing is poisoning your pet every day in hopes that a flea, tick or mosquito will bite your pet and get poisoned and die.

**Mike:** That's ingesting insecticides.

**Newman:** I know; it is ridiculous, especially when we have diatomaceous earth, ground up fossils that help kill off the fleas and ticks. You have Neem spray or Neem dip, which help protect against mosquitoes. There are a lot of natural things you can do to protect from mosquitoes without having to kill your pet.

**Mike:** What kind of transformations have you seen?

**Newman:** I have seen animals literally at death's door. They are going to be put to sleep by the vet. Then, they come to me, and within six weeks or so they become normal again. What we do is detoxify them; get them off of all the chemicals that are producing all of the problems. We encourage the owner to talk to the vet about taking the pet off the medication and putting him on alternatives. It is amazing -- sometimes the animal is so sick that he can't do a medication anymore, so the vet says, "He can't tolerate this, so let's put him to sleep." That is the perfect animal for us.

We take them in, they're not on any medications, and we can quickly detoxify them of the poisons that were in their body. We put them on the Mega Daily and the Super C. We also put them on a garlic product

called Garlic Daily Aid. These are what we call the foundation products of the lifestyle process. These three products are all the body needs to grow really strong and really healthy. Just by detoxifying and putting them on the supplements, we see 80 percent of the animals reverse their symptoms, even in diseases like cancer, within the first six to eight weeks.

**Mike:** Eighty percent?

**Newman:** Yes, 80 percent. We have done clinical studies to show this process. Then you're going to have another 15 percent that are going to need more support. They are either more weakened or more genetically compromised. They are old and have other issues at hand or they're too sick. They start to get better within those six to eight weeks, then you see additional symptoms that become more clear to you because the other, more benign symptoms have been taken care of. You can see what the clear symptoms are, and you can approach this with the herbal remedies or with additional nutritional supplementation. We get a 95 percent success rate in all the animals that try that. You're going to have 5 percent of animals that are going to need medication for the lifetime, either insulin for diabetes or a steroid for an autoimmune problem.

Let me talk briefly about the diabetes. Sixty percent of the animals that go on our lifestyle process and do the three steps are off insulin and only on our pancreas and glucose balance, which helps to maintain the blood sugar and provide a more natural balance of insulin in the body.

**Mike:** That is phenomenal.

**Newman:** We are very pleased. For the 5 percent that have to stay on medication, the lifestyle process helps make sure that medication doesn't become toxic and helps to protect against toxicity. It helps the body stay strong regardless of that medication.

**Mike:** And, of course, if the pet's owner had changed the animal's lifestyle sooner, what would its longevity be?

**Newman:** I have been doing the holistic lifestyle care for more than 20 years now. I have really been keeping track of it for 15 years. We know prevention is the best cure. For those people who get their puppies and kittens started on the holistic animal care lifestyle -- and are very careful about vaccinating, because we very much over-vaccinate in this country -- we find they live a very long and stress-free life. They are emotionally more secure and physically, more sound. For older dogs, we've had 14- to 15-year-old dogs on their last legs -- sick for more than five or six years -- and we've reversed them, and they become healthier than they were five or six years ago. They become healthier than they have ever been in their lifetime.

I had a client with an old dog come in for a consultation. She also had a one-year-old German shepherd, and she said, "Oh, he's so gentle and calm. The breeder said it is due to genetic line." I said, "He's not calm and laid back. He's not feeling well." She changed his food, and he tore up her carpet, knocked the plants off the shelf and started running around. He was acting like a puppy. This starts very early in life. We feed bitches very poor diets, and they have puppies that are compromised. We wean the puppies at four to six weeks, and we try to put them on dog food and their digestive tracts aren't fully developed yet. This can lead to premature aging.

**Mike:** May I ask you to share a little more information about your background? You have a lot of passion for this subject, and people would like to know why.

**Newman:** I have a lot of passion for it from a personal experience. I had a 9-month-old Rottweiler, the first Rottweiler I ever bought. This was when I was a student, and she cost \$850. When you're a student and you've saved up all year, you put everything you have into that puppy. You want that puppy to be healthy. I went on the scientific puppy diet that my vet recommended. I did all the vaccinations exactly on time, right to the day that she was to be vaccinated. I gave her some vitamin C because there had been reports out of Germany that it helps prevent dysplasia.

It's true we have used vitamin C for the same reasons. So, I thought I was doing everything I could possibly do for this dog. I had her dipped several times, so she wouldn't get fleas or ticks. Well, at 9 months old, she developed Parvo and died. I was floored. First of all, she had all her Parvo shots, so why should she get Parvo? Second, why did the Parvo ravage her digestive tract? Well, I was in a nutrition class and she would come with me to that class. When I came in without her, everyone wanted to know where she was. I told everyone I lost her to Parvo. So, my nutrition professor said to me, "Why was her digestive tract so ravaged at 9 months old? I mean, she should have been strong enough to handle an intestinal disease."

Well, in those days, the vet said, "This is what happens with Parvo. Don't worry about it; we keep them comfortable." She said, "Bring in the food you were feeding it, and let's take a look at it." That is when I learned about ethoxaquin, the rubber stabilizer and lethal herbicide. When we thought about how ethoxaquin works, we started to think about how it acts in the digestive tract. Was it any wonder that her digestive tract was so compromised? No, it wasn't. So, I became very angry and disillusioned with my vet. I was very grief-stricken to have lost her, because in nine months she had become my family. I said to myself, "Here I am, becoming a naturopathic doctor. I'm getting my PhD. What am I doing feeding my dog a bag of food when I don't know what I'm feeding her?"

So, I started to research more about foods to discover a food for my next dog that would be appropriate. I started reading about holistic care for pets. I found out that there were some vets and companies starting to feel this way. They were beginning to make foods that are a little bit healthier. I thought this was great. Then I started doing consultations for humans. I got into my profession and started to work. I realized a lot of the people coming in had pets that had similar symptoms to them.

I discovered our pets tend to develop the same diseases we do. It is a very interesting irony. They would come in and say, "You helped me so much with my allergies. My dog has just been diagnosed with allergies; can you help? My cat has cancer; is there anything you can do?" So, I said to myself, "There is really no one concentrating on animal care, especially in Arizona." I was the first person in Arizona to focus on it. There weren't a lot of consultants around the country doing it. I took everything I knew from my naturopathic experience and human experience, and I started to apply it to animals. I started to research how it affected the animals.

**Mike:** What year was this?

**Newman:** This was 1984. In 1982, I started to study animal care, and then, in 1984, I decided to actually become a consultant and start to put everything together. After doing this for several years, I started to get disillusioned with the products that were on the market. Yucca was one product that I was having trouble with. I was using the yucca powder, and it was working great as far as I was concerned. Then all of a sudden, the animals that were doing well on it stopped doing well on it. I couldn't understand why.

I started to explore the yucca and the yucca process. I found a yucca company, which just happened to be the company that I was buying the yucca from. They knew the product and they knew the company. I said to them, "What is going on with this powder? It seems to be different; it's not working as well." They

educated me that there were three steps to the yucca process. The first step is the extraction, which works beautifully, and it was the first product I made. Then they explained after the extraction, there is a powder residue, a byproduct. You can extract from the powder to make a third powder. So, the company had gone to the third powder -- even cheaper processed powder.

**Mike:** No active ingredients?

**Newman:** No active ingredients. No wonder it wasn't working. I brought a vitamin C product out and a yucca product out. These were the two supplements I used the most. From there, I just started to develop more and more products. I got very frustrated with the pet food situation. Then we developed pet foods. As hard as it was, I'm very glad that I did it, because we are still the only company that is truly doing it.

**Mike:** Are you finding a lot of acceptance for your product line?

**Newman:** Yes I am. It grows through word-of-mouth. The retailers who bring it in become very loyal to us, because their customers are very loyal to them. It would be great if I had \$250,000 a year for marketing, but it's not going to happen. We're growing as well as we're growing. We're out of the woods. The company is financially stable. Even though the industry is still growing, we find that everybody is copying everyone else. So, we're way ahead of the curve.

**Mike:** This is one of the industry's well-kept secrets. It is never going to be front-page news. It is never going to be on the shelf at the regular grocery store.

**Newman:** I would never do that anyway, because my pet food retailers have been the ones to help me grow. I would never undersell them by selling to PetSmart, PETCO or a grocery store chain. Besides, these companies wouldn't want my food, because I don't have a high enough mark-up. I couldn't cut my food any cheaper for them, and that is what they demand.

**Mike:** For the last few minutes here, I want to shift gears. There is a lot of debate out there, which I find astounding, about the level of understanding and consciousness animals have and whether animals deserve to be treated like humans. We've covered PETA in the past and what they are doing. What is your experience working with animals?

**Newman:** Animals are very complex beings; a lot more complex than we give them credit for. They don't have the cognitive ability that we do. That's why, as a society, we see them as lower animals. They have enough cognitive ability to miss you when you leave. They know who is good or bad to them. They would recognize someone they were raised with if they meet them later in life.

Just look at elephants. Elephants never forget. They can meet their trainer 20 to 30 years after they were trained and immediately recognize him or her. They grieve, and they have pain, so I believe they should be afforded the same respect we afford each other. We shouldn't buy a dog and leave it in the backyard all day long. We shouldn't buy a dog if we don't have the time to take care of it. You shouldn't get a cat if you're going to cage it in the bathroom all day because you don't want it scratching on your couch. We wouldn't like to be isolated that way, and I find isolation to be the worst thing animals suffer from.

**Mike:** If that is the position -- and I agree with that position, by the way -- don't we have an obligation as human beings to be nutritionally responsible?

**Newman:** Oh, absolutely. They are relying on us. We have the responsibility to keep them as comfortable as possible during their lifetime. The only way to do that is to feed them well. Food and diet have a lot more to do with it than even environment, from tearing down the immune system to overwhelming

the nervous system. Animals feel as much stress as we do, probably more stress, because they can't vocalize their stress. They can't cognitively decide that this is going to be over with soon. They don't know that they're going to sit here behind this door for five minutes and not five hours or five days.

**Mike:** Well said. We have been talking to Dr. Lisa Newman today. I want to thank you so much for taking this time for sharing your thoughts and your recipe with us. It has been very interesting and educational. Any final thoughts?

**Newman:** Well, my final thought is to go out and hug a dog today and kiss your cat. Love can do a lot for an animal.

**Mike:** So again, for those who are reading, it's [azmira.com](http://www.azmira.com). It is the Azmira Holistic Animal Care product line developed by Dr. Lisa Newman -- naturopath, animal lover and just a wonderful person. Thanks for taking this time.

**Newman:** Thanks for having me, Mike.

Dr. Lisa Newman's pet care product line (Azmira) is available online through these websites:

[CarefreePet.com](http://CarefreePet.com) (search for "Azmira")

[PetAbbey.com](http://PetAbbey.com)

[PurelyPets.com](http://PurelyPets.com) (Azmira supplements and remedies)

A complete list of U.S. and international distributors, including Canada, is found at <http://www.azmira.com/Retailers.htm>

More information on the Azmira product line, including supplements and remedies for pets, is published at <http://www.azmira.com/Products.htm>

Dr. Lisa Newman's pet health consultation clinic can be reached at 520-886-1727.



## About the Author



The Health Ranger (Mike Adams) is a holistic nutritionist with more than 5,000 hours of study on nutrition, wellness, food toxicology and the true causes of disease and health. He is the author of *The 7 Laws of Nutrition*, *Grocery Warning*, *Spam Filters for Your Brain*, and many other books available at [www.TruthPublishing.com](http://www.TruthPublishing.com).

Adams is also the creator of the popular *Honest Food Guide*, a free downloadable nutritional guide found at [www.HonestFoodGuide.org](http://www.HonestFoodGuide.org). In addition, more than 1,500 free articles on health, nutrition and wellness have been authored by Adams and are available at [www.NewsTarget.com](http://www.NewsTarget.com).

Adams uses no prescription drugs whatsoever and relies exclusively on natural health, whole foods, superfoods, nutritional supplements and exercise to achieve optimum health. To prove the value of nutrition and physical exercise in enhancing health, Adams publishes detailed statistics on his own blood chemistry (with full lab results) at [www.HealthRanger.org](http://www.HealthRanger.org).

## Other books by the Health Ranger

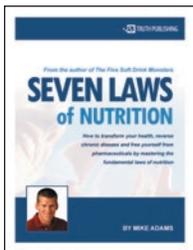


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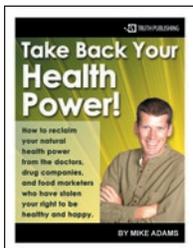
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### The Seven Laws of Nutrition

Learn how to prevent chronic diseases like cancer, heart disease, obesity and diabetes, and take charge of your health by exploring the fundamental laws of nutrition. Discover how everyday foods actually promote chronic disease and how you can take charge of your health outcome starting today!

For more information visit [www.TruthPublishing.com/7Laws.html](http://www.TruthPublishing.com/7Laws.html)



### Take Back Your Health Power!

Would you like to change your health outcome? Would you like to live the rest of your life in a pain-free body, free from disease, full of energy, blessed with lucidity and vibrancy? Thousands of other people are achieving this right now by applying the information revealed in this manual...

For more information visit [www.TruthPublishing.com/TakeBackHealthPower.html](http://www.TruthPublishing.com/TakeBackHealthPower.html)



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