



Healthy Skin and Coat Naturally!



Cat and Dog Itchy-skin Problems

Generally in terms of dog and cat itchy-skin problems, our pets fall into a few main categories: nutritional deficiencies, contracting an infection of some type, damage done by parasite activity, or some type of allergy. Before your pet damages his or her skin and scratches away clumps of fur, or is forced to wear a cone of shame, consider these four causes of itchiness in dogs and cats. Additionally, please work with your veterinarian to get your pet some fast relief and stop the damage. Some of the main culprits that your veterinarian will consider are endocrine diseases, primary skin disorders, neoplasia (cancer), autoimmune diseases, mental (behavioral issues, i.e. anxiety or stress) and neurological causes, and drug reactions which can affect the skin as well.

Sometimes, more than one factor may be contributing to the problem. In holistic terms, skin infections are always secondary; the skin is unhealthy for some reason (through nutritional deficiencies, inflammation of the gut or poor nutrient absorption), and pathogenic activities or invaders like bacteria, yeast, and fungus can get a foothold through the damaged skin. These can trigger an immune response (creating inflammation) to fight off the invaders. Healthy skin is a reflection of the general health of the dog or cat. A bright, shiny coat, smooth skin, and normal body odor boast a healthy dog's or cat's coat condition to all who watches them romp and play.

Our pets should have access to clean water daily and good nutritional choices. A rotation of meat proteins, essential fatty acids and even a bit of whole raw foods like green veggies, and probiotics is best for preventing and aiding immune health. Owners who put their hands on their pets can quickly notice changes in the skin and fur condition and can take steps to remedy some of the problems. Consider supplement support, such as omega-3 fatty acids, probiotics and digestive enzymes, which can enhance your pet's digestive and immune systems, and help avoid nutritional deficiencies that affects the skin which can cause so much misery.

by **Andrea Kuznick, CNP.**

Andrea Kuznick is a holistic nutritionist CNP, iridologist HI, energy medicine practitioner (EMP), a Reiki master and practices many other Eastern and universal philosophies. She has also been an alternative holistic practitioner and educator for over 15 years. She is the director of Marketing and Education for the human and pet divisions of Omega Alpha®.

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Healthy Skin and Coat Solutions

Shiny Coat™ Benefits:

- ✓ Essential fatty acids help prevent matted coats, dry skin and unkempt appearances.
- ✓ EPA and DHA, the omega-3 fatty acids found in both flax oil and fish oil, are helpful for improving skin and coat health.
- ✓ Sunflower is an important omega-6 fatty acid that helps support a shiny coat and provides a barrier to lock in skin moisture.
- ✓ Beneficial for improving dull, dry coats.
- ✓ Recommended for pets with itchy and/or dry skin.
- ✓ Available in 500 mL size.

Probiotic 8 Plus™ Benefits:

- ✓ Features a multi-strain probiotic blend to help establish and maintain healthy intestinal flora and to promote optimum intestinal health.
- ✓ *L. acidophilus* may help alleviate dermatitis (inflammation of the skin) and other skin and coat conditions.
- ✓ Includes prebiotics that help nourish the gut flora.
- ✓ Helps break down food, absorb nutrients and eliminate toxins.
- ✓ Has enzymes and phytonutrients which aid digestion.
- ✓ Contains essential trace minerals and is a source of essential B vitamins.
- ✓ Supports immune health.
- ✓ Available in 150 g, 310 g, 500 g and 1 kg sizes.

Wild Salmon Oil Blend Benefits:

- ✓ Features molecularly distilled, purified oil from salmon, sardine, anchovy and mackerel.
- ✓ Provides high amounts of EPA (825 mg) and DHA (550 mg) per teaspoon.
- ✓ Essential for improving skin and coat health.
- ✓ May help alleviate dermatitis (inflammation of the skin) and other skin and coat conditions.
- ✓ Recommended for pets with itchy and/or dry skin.
- ✓ Available in 500 mL size.

Liver Tone™ Benefits:

- ✓ Features herbs that assist liver function and cleanse the blood.
- ✓ Gently removes toxins in the liver as a result of a poor quality diet or the on-going administration of medications.
- ✓ Improves the health of the skin by providing assistance to the liver in the removal of waste.
- ✓ Provides a gentle cleanse effective for improving skin and coat health.
- ✓ Recommended for pets with poor coat quality (oily, itchy or dry skin).
- ✓ Available in 120 mL and 500 mL sizes.



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