**What is the “cleansing / curative response,” and what should I expect?**

 The *detoxification response* is the process in which you or your pet’s body begins releasing the toxins that have built up in your systems, over the years. With regard to expectations, *those will vary by individual* according to age, diagnosis, previous lifestyle, severity of symptoms, etc. Some things that may be experienced: increased hair / fur shedding, increased discomfort/panting, sleeping more, and excessive water drinking even resulting in loosened stools, and/or self-fasting. Not every ‘body’ will have outward signs of the cleansing response; however, you’ll see marked improvement, following it.

**Can I use more than one extract or supplement, at a time?**

 The short answer is yes. However, ***Dr. Newman's Holistic Care*** LifeStyle®is a systematic approach to optimal health; therefore, we strongly recommend the use of certain product combinations based on proven effectiveness. If you are unsure about the exact usage of the product(s) you currently have, or need more specific recommendations for you, or your pet, please [contact](https://azmira.com/contact) **ProductSupport@Azmira.com.**

**I just bought your *{product}*, where is the Lot Number and Expiration Date?**

 Because of the wide range of products we sell and the various packaging styles of our products, this information is located in different places.Generally, the expiration date and lot number for our supplements, topicals, herbal extracts, and homeopathic remedies are located on a sticker on the bottom of each bottle.

**What is the shelf-life of your products?**

 Assuming you store our products in a cool, dry location ... our topicals, herbal extracts, and homeopathic remedies are good for 4 years from date of manufacture, and our supplements are good for 2-3 years from date of manufacture. Always check the sticker, or call **1-800-497-5665,** if concern. *YES! We have an original Toll-Free 800#!*

**Your products seem a little more expensive than some other brands, why?**

 Both quality ingredients and mass national marketing cost money. A lot of money. As most supplement and remedy product companies are single-mindedly focused on spending an obscene amount of money on the marketing side of things, we remain focused on putting our money back into using top-quality ingredients for all of our 150+ products.

 As you've no doubt witnessed, all of that glitzy marketing works ... it really does, we're not going to pretend it doesn't. Sadly though, it is the customer and their pet(s) who ultimately lose out in the end. No matter how slick the commercials are or how shiny the packaging is, it all comes down to what is inside, and the stuff that they're selling is not what they're promising.

 As a result, most folks and pet parents spend their life and those of their pet(s) jumping from one diet to another in hopes of finding a ‘cure’ that actually delivers on their promise. Well, you can stop jumping now, because our supplements and remedies work, as promised. Comparatively speaking, Dr. Newman, her LifeStyle® solutions, Holistic Animal Care, and such, is actually less costly than a lifetime of ‘symptom chasing’ and medical care for your beloved family members! *We can certainly help.*

**No one I know has heard of your company, so why should I trust Dr. Lisa S. Newman (a Ph.D. in Holistic Nutrition), and your natural remedies?**

 This kind of goes along with what we were saying in the answer above - we don't spend millions of dollars every year on TV / print advertising, celebrity endorsements (although, we have several happy reviews!), sponsorships, or logo-embossed trinkets that are just going to end up either in someone's junk drawer, or trash can.

 We prefer to put our money, time, and energy into using top-shelf ingredients for our products, paying for actual ***LIVE ‘Certified*** LifeStyle® ***Associates’*** to support our customers for FREE, to continue Dr. Newman's original vision! We've been in business ***for 40 years;*** our results are reliable and repeatable, we've NEVER had one recall on ANY of our animal / human-use products: *supporting customers are loyal, and longtime.*

 \*We like to think those are all excellent reasons to trust US, and our Brand!

**How can I learn more on the proven methods of helping my pets, naturally?**

 Dr. Newman is the author of nine books on the topic of natural pet care, so you can of course find more information within those books—available from amazon or us, directly. Additionally, several articles, in a variety of publications, have either been authored by Dr. Newman herself or written about her findings, products, and methods over the past 30 years.

 Finally, for those who really want to dig all the way into natural pet care, we offer self-paced **Holistic Animal Care** LifeStyle® correspondence courses (two levels). If you would like additional information about our correspondence courses or any of Dr. Newman's books or articles, please don't hesitate to [contact us](https://azmira.com/contact) today.

**Is AZMIRA short for anything? Where did your brand name come from?**

 Yes, Azmira is actually short for something else! During Dr. Newman's early years, people often referred to her expertise and formulations as, the **A**ri**Z**ona **MIRA**cle.

 Forty years later, her solutions are taught at The Holistic Animal Care School of Japan in Osaka. People the world over have shared her LifeStyle® approach with great success, following her ***Three Simple Steps.***

**Why is Dr. Newman so free with her time, willing to help educate everyone?**

 Her heritage and spiritual beliefs dictate, as she writes, “we are responsible for helping maintain today, as sacred — reaching for the future as promised, together, while creating heaven on Earth, as has always been ours for the making. Not for dwelling on, or repeating the past.” \*\* ***This is why she teaches others to ask themselves:***

 “… is what you are doing, getting you what you want?!”

***\*\* It is never too late to have the wellness you desire! Given the ‘Body’ has some spark left to flame, we can help: or provide the best referral for your needs.***