



HELP MY DOG IS ITCHY!

Atopic dermatitis is one of the leading reasons for vet visits. Here is how you can reduce the symptoms by getting to the root of the problem, not just treating symptoms

One of the most common ailments that is increasingly affecting dogs is environmental allergies. Once the grass grows and the flowers bloom, many dogs begin the tell-tale signs: itchy ears, licking paws, dry flaky skin. Both dogs and their owners are uncomfortable with the symptoms and are constantly seeking relief and treatments. Adverse food reactions and food allergies may also present as environmental allergies, which leads to further complication of diagnosis. A trip to the vet is always the first plan of action, but is there anything dog owners can do to prevent allergies in the first place?

One of the BEST defence mechanisms in the canine body is the intestinal tract.



Healthy Intestines = Strong Immune System

The intestinal tract is responsible for 80% of your dogs immune system including food intolerances, allergies, viruses and bacterial infections.



CHOOSE A HIGH QUALITY FOOD



Meals should contain high quality protein sources that are minimally processed and are digested well. Raw diets are the least processed, should use human grade protein and contain the least amount of mystery ingredients. All required vitamins and minerals needed are naturally occurring from actual real food sources. Commercial dry kibble or canned food, if your only option, should be highly digestible with animal protein as the source of amino acids not plant-based proteins.

OMEGA-3 SUPPLEMENTATION



Omega-3 Fatty Acids are essential (they must be provided in the diet) and are scientifically proven to have anti-inflammatory and immune boosting effects. Any commercial based dog foods do not contain enough Omega 3 fatty acids and should be supplemented into the diet in the form of fish oil.

PROBIOTICS



Dog's large intestines are filled with millions of bacteria and microorganisms that synergistically exist in balance with one another and serve as the most important immune defence in the body. Antibiotics, stress, poor diet, and infections can tip the microflora out of balance leading it susceptible to pathogens: including allergens. Probiotic supplements can help restore balance by boosting levels of good bacteria. Probiotics should be formulated for dogs as the microflora for canines can be different than humans.

HONEY



local, natural, raw unpasteurized honey can help prevent seasonal allergies. Ingesting local pollen (contained in the honey) in small amounts slowly over time exposes the immune system to seasonal environmental allergens and builds immunity and can prevent and reduce allergy symptoms.

A healthy, nutritious diet for dogs is the most important line of defence for preventing allergies, intolerances disease and illness. Investing the time and money in a high-quality nutrition plan may save you hundreds if not thousands of dollars in the long term by reducing vet trips and medication prescriptions.



THE KIBBLE
COACH

WHAT'S IN YOUR DOG'S FOOD?

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