



Volume 10 Number 1

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### Message from 'the Prez'

A new year is upon us. This marks our tenth year in business. We are proud to say that during this entire period we have remained focused on providing the best quality and the best service in the pet food industry. We have our loyal customers to thank for much of our success. Thank you.

Recently, Mad Cow disease (BSE) has been in the news. The discovery of a second mad cow, this time in the US prompted the CFIA to temporarily close our border to US made pet foods. This created a mild panic with some customers hoarding products that they believed would be hard or impossible to find in the near future. It showed me that although the border has in fact reopened that as Canadians we should be prepared for this type of thing to potentially occur again.

It is best to view this as a sign of the times and make sure that we can keep our products flowing to our customers. Our manufacturing facility is registered with the USDA and FDA. Pets First is registered with the FDA and we make this claim.

**ALL OF OUR DRY CAT AND DOG FOOD FORMULATIONS ARE 100% SAFE FOR CANINE AND FELINE CONSUMPTION.**

**THEY ARE FREE OF ANY POSSIBILITY OF CARRYING BSE.**

'The Prez'

#### Contact us

Pets First  
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Visit our web site:  
[www.pets1st.ca](http://www.pets1st.ca) in Canada or  
[www.pets1st.com](http://www.pets1st.com) in the US

### What's News

#### Protect a Pet

Protect a Pet is the most convenient and effective, system to date for having peace of mind in knowing your pet can be returned safely and quickly in the event of going missing.

Now, simply, by registering your pet with "[Protect-A-Pet](#)", you and your pet are securely registered in a central database.

Veterinarians and pet owners concur...*"a system of this nature to recover our beloved pets, in a timely and efficient fashion, is long over due!"*

Be sure to visit the web site. This could save your pet from NEVER coming home.

#### New Zealand Lamb diet for dogs

We have spent a great deal of time perfecting an incredible new formulation. We are proud to introduce a new Lamb diet for dogs. This diet mirrors all the great ingredients we have in our flagship Chicken and Brown Rice formula without the CHICKEN.

We have eliminated the chicken and replaced it with [New Zealand Lamb](#). This is an excellent diet for those dogs that have shown some problem with chicken or chicken fat. For more information go to our site search and search for 'New Zealand Lamb'.

This diet is also helpful if your dog is slightly overweight or just loves the taste and smell of lamb.

### Specials and Features

#### Nutravite Omega 3-6-9

Nutravite is a Canadian company committed to producing products of only the finest quality. Every batch is quality tested at independent labs so that each product can offer guaranteed potency and purity

This balance of three Omega fatty acids, Borage oil, Fish Oil and Flaxseed Oil helps enhance the immune system. It also helps balance blood sugars and cholesterol levels while helping solve any flaky dry skin conditions.

**Special introductory Price \$28.99 for 180 caps**

#### Aromask

Aromask is a secret, scientifically designed blend of natural organics, essential oils, natural aldehydes, esters and ketones, with vapor reducing qualities.

Aromask is great for all pet owners that want to eliminate pet odors wherever they may be. Convenient gel pack.

**Specially Priced \$9.99**

#### Pets First Tree Tar Shampoo

Made with 'certified organic' ingredients, this formula is Hypo-Allergenic and effectively controls Flea Allergy Dermatitis and Hot Spots.

Very helpful with dry or flaky skin problems that may exist in Winter.

**Specially Priced \$14.99**