

2010
Issue No.
ONE

Blogging

Come and visit us at our Foundation's Blog (located online at landofpuregold.wordpress.com). Our Daily Golden Thoughts are great to begin each day.

Twittering

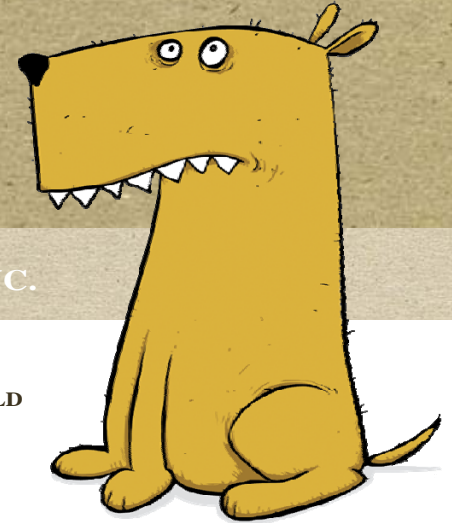
Share in Twitter's 140 character fun (located online at twitter.com/landofpuregold). That is where you catch our irreverent musings.

Supporting

Support our canine cancer treatment grants. Shop at our Store for what truly matters—health, home, happiness and healing (at store.landofpuregold.com).

PET
LIVE LOVE LAUGH
and LEARN

PET TALK



BROUGHT TO YOU BY THE LAND OF PUREGOLD FOUNDATION, INC.

A PUBLICATION DEDICATED TO GIVING COMPANION ANIMALS A VOICE IN THE WORLD

CANINE COMEDIANS

HELP US LAUGH
AND ENJOY LIFE

Musings from land of the Golden Obsessed



One of our story favorites: On hot days, Sue puts a million ice cubes into her Golden Retriever, Alex's, water dish.

She says, "They never stay there long though. He goes and picks one out, lays it on the floor. He goes back and grabs another one, etc. Until all of the ice cubes are out of the bowl. He lines them up perfectly in a neat little row. He then proceeds to lay down and eat them one by one."

"Meanwhile I am cleaning up the new Mississippi River he has created by dragging the cubes. He always looks so proud. And, all wet up to his eyes! doG I love him."

Share your own fun
comedic observations.

Just email them to us at:
newsletter@puregolden.com

With this new venture, we hope to just let folks know our overall goals. We also have an update on our Gotta Dance documentary.

Sure hope we have not bitten off more than we can chew with this newsletter debut. Actually, we are counting on many of our fellow dog lovers to share their own stories and talents. And, your suggestions will hopefully shape fun columns, events, and giveaways.

We often share news articles and joyful videos at our blog or via twitter, also letting folks know about Golden Alfie & kitty Cindy's antics. Alfie, who is almost 11, still looks and acts like a pup. We're honestly not anthropomorphizing when we talk about the *little boy* in him. Consider this. It is time to go to bed. Dad turns off the TV and lights, and what does Alfie do? He's got to decide on which woobie to carry up to bed.



We've made great progress on our Gotta Dance documentary (gottadance.landofpuregold.com). Samples from the film's composer, who is creating the musical score, are just fabulous.

We are also thrilled with the brilliant assistance of Lauren Genkinger, CEO of TG Madison, a \$42 million ad agency in Atlanta. We came to find Lauren through our mutual obsessions as she is the dedicated founder of the nation's sixth-largest Golden Retriever Rescue group, Adopt a Golden Atlanta (adoptagoldenatlanta.com).

Lauren's staff has provided an unbelievable GOTTA DANCE logo for us to utilize for both advertising and merchandising purposes. We are working on obtaining a Trademark for the work, so look for an unveiling soon!

ALWAYS BETTER TO BE PREPARED

We love this Electrolyte Replacement Formula from Animal Wellness dog health writer, Audi Donamor. It is recommended for dogs and cats suffering from diarrhea, dehydration, heat stress, or physical exhaustion.

2 cups water
1 tbsp unrefined sea salt
1/4 tsp liquid colloidal trace minerals (can be found at a health food store)
1/2 cup raw, unpasteurized honey

Allow your pet to drink freely "or" use a spoon/eye dropper, etc. Provide 1 tablespoon per 5 pounds body weight, every 2 to 3 hours.

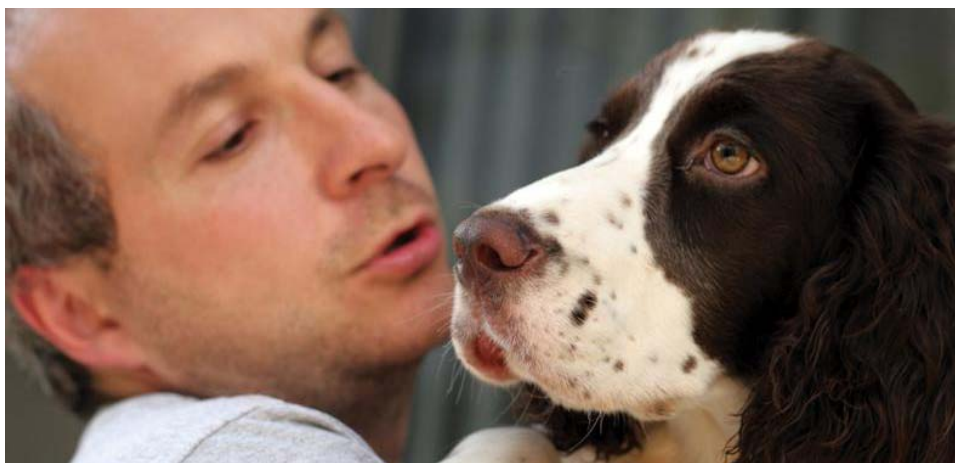
Helping a hero dog . . . or maybe just his dad

It is always sobering when we receive an application for one of our Working Dog Cancer Treatment grants (grants.landofpuregold.com).

Our foundation grants are \$500 per individual working dog, of any breed, the reimbursements provided directly to respective veterinary personnel. Applicants must be active working dogs, in the areas of assistance, search & rescue, enforcement, or animal-assisted therapy.

Our latest recipient is our first Police K9, an 8-year-old German Shepherd named Xantho. For 5 years, Xantho has worked 40 hours a week, engaged in police patrol and narcotics detection with the Little Rock, Arkansas Police Dept.

But, he has now been sidelined due to a recently discovered hemangiosarcoma. Famous for his repeated bravery and success, his partner, Officer James Tankersley is far from alone in grieving this diagnosis.



Hemangiosarcoma, not detected until it's too late

This incurable disease progresses slowly and usually goes undiagnosed until the late stages of disease.

An aggressive cancer that arises from the blood vessels, it is primarily seen in the spleen, liver, heart, and skin. The splenic form is occasionally diagnosed by palpation of a large mass in the abdomen, but more commonly dogs acutely develop symptoms of sudden blood loss.

This blood loss results from the rupture of the fragile tumor and a resulting loss of blood into the abdomen. The dog becomes weak or collapses, many owners opting to have the spleen removed in order to save his/her life during the bleeding crisis. The average survival following surgery alone is around 2 ½ months, and with the addition of chemotherapy, around 6 months. The exception is with skin lesions which have a lower metastatic rate & thus longer survival rate.

A study by the Oregon State University College of Veterinary Medicine and the Oregon Health & Science University Cancer Institute may one day help both canines and humans with this form of cancer. Brian Druker, MD, director of the OHSU Cancer Institute who discovered the targeted therapy drug Gleevec for chronic myeloid leukemia (CML), teamed up with OSU vet-

erinary oncologist and researcher Stuart Helfand, DVM. Dr. Helfand discovered abnormalities in hemangiosarcoma growth pathways similar to those responsible for CML in humans.

Hemangiosarcomas strike all dog breeds, but is more often evidenced in German Shepherds and Golden Retrievers. Thanks to this grant, the Druker Laboratory is studying a cell line developed in Helfand's laboratory from a German Shepherd that died of this sarcoma. The researchers want to see what drugs can be developed to treat this disease. In turn, this research may ultimately benefit people with similar cancers.

A Penn Veterinary Medicine study is looking at the effects of Traditional Chinese Medicine, I'm Yunity, on the morbidity and mortality associated with surgically-treated splenic hemangiosarcoma. I'm Yunity contains polysaccharopeptide (PSP), which is isolated from a cultivated strain of the *Coriolus Versicolor* mushroom.

PSP may have benefits for survival and quality of life in cancer patients. Human clinical trials have shown an increase in the activity of natural killer cells, production of interleukin-2 and increased ratio of helper T-cells to cytotoxic T-cells when compared to a control group. For more info: call (215) 573-0302 or email vcic@vet.upenn.edu

HEALTHY PETS 101



Responsible Organic Health

We believe that health issues arise from all of the preservatives, sugars, heavy processing, antibiotics, growth hormones, and harmful insecticides and chemical fertilizers in food production. Although higher costs are the initial objection to going organic, many remain unaware of the critical differences between organic and non-organic products.

For instance, the fruits and vegetables that our parents ate when they were growing up were far more nutritious than the ones we will serve our children. And studies have shown that pesticides, fungicides, and the chemical compounds utilized to prolong shelf life for non-organic fruits and vegetables, are cancer causing and sources of immune system damage.

It Really All Starts with Food

We utilize a 100% organic home-cooked canine diet that includes fresh whole ingredients such as meats, whole grains, eggs, vegetables, and fruits, which is actually similar to our own nutritional regimens.

These basic food groups, so detailed by Drs. Pitcairn and Goldstein, are critical to good health. And, while some believe a dog's diet should consist of only raw meat and bones, it is important to understand that wild canines get much needed nutrients from the stomach contents of their herbivorous prey—such as deer, who eat grains and berries.

Have your say! Email us at newsletter@puregolden.com with your suggestions and thoughts.

WOOF WOOF

Dr. V, the most fun veterinarian online, has been looking at the questionnaire her office gives to new clients. It asks things like number of pets, the food you feed, health history, etc. Yet, Dr. V thought this survey could be improved upon. Well, she's now come up with a form that should be a far more accurate predictor of whether a client and she are going to have a successful relationship. WE LOVE IT!



FOOD FOR THOUGHT

Dr. David A. Dzanis, in his article, *Interpreting Pet Food Labels*, indicates that the term 'natural' is often used on pet food labels, although that term does not have an official definition. Generally, 'natural' can be construed as equivalent to a lack of artificial flavors, colors, or preservatives in the product. Yet, artificial flavors are rarely employed and artificial colors aren't really necessary, except to please the pet owner's eye. If used, they must be from approved sources, the same as for human foods. 'Natural' is not the same as 'organic.' The latter term refers to the conditions under which the plants were grown or animals were raised. There are no official rules governing the labeling of organic foods for pets.

PET PEEVES

By Dr. V of pawcurious.com fame



Take a chance and find out . . . are you a stud or a dud?

Think you and Dr. V are a match made in heaven? Are you and I going to have a beautiful relationship or a cat fight in the alley? Take this Pet Peeves Client Quiz to find out!

1. What kind of pets do you own?

- A. A bunch of Golden Retrievers or other big dogs
- B. Small, yappy dogs or <3 cats
- C. Greater than 5 cats
- D. Birds and/or tarantulas

2. Of the following, which movie do you like best?

- A. Up
- B. Marley and Me
- C. I Am Legend
- D. Cujo

3. You are upset about an event that transpired at your vet office at the last visit. Do you:

- A. Call the office
- B. Call your friends
- C. Call the media
- D. Write a scathing essay on Yelp

4. Do you believe all vets are taught nutrition by pet food company lackeys who send them to Hawaii as part of an evil conspiracy?

- A. No
- E. Yes

5. What do you consider your most reliable source of advice on your pet's health?

- A. Your vet
- B. The internet
- C. Your friend's roommate's cousin who used to be a vet assistant in Poughkeepsie
- D. Your breeder

6. You catch your dog chewing on a box of what appears to be rat bait. You:

- A. Go to the vet
- B. Call the vet
- C. Administer a concoction you found on a message board
- D. Do nothing

7. What are your thoughts about hats on dogs?

- A. Hysterical
- B. Eh, I don't get it but whatever floats your boat.
- C. It's cruel to do that to the poor little dog.
- D. REALLY terrible! Dogs belong outside, on chains, with no hats because they are DOGS and that is stupid to put stuff on them.

Scoring



For each answer: A=1 point
B=2 points C=3 points
D=4 points E=100 points

8 points or less: Congratulations! You are a veterinary client Stud! Please come be my client. Please. I'll stay late.

9-14: We may have our differences, but I certainly think that with the right communication we could have a very good working relationship.

15-19: I will be happy to work with you, but I think our differences may cause some challenges. You might be more comfortable with another vet.

>19: This is going to be hard on the both of us.

>100: Let's save us both a lot of trouble and not even bother booking the appointment.

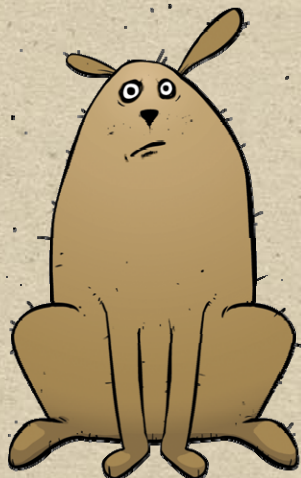
Land of PureGold Foundation

We promote holistic health, organic and chemically free living, responsible dog care, and respectful and consistent training practices. Providing materials on canine cancers, our foundation educates others about more preventative courses of action to maintain a healthy and strong immune system. With a volunteer board membership that includes renowned veterinarians, Dr. Allen Schoen and Dr. Marty Becker, our public 501(c)(3) charitable organization allows donations to be tax-deductible. And, few causes are more gratifying than helping those who are facing a diagnosis of cancer. Through these donations, online store, and educational media development, we fund cancer treatment for working dogs and research in comparative oncology, the study of cancers that occur similarly in companion animals and humans. Check us out at landofpuregold.com!

Thanks for
your support!

PET

LIVE LOVE LAUGH
and LEARN



PETTALK

A LOPG PUBLICATION
DEDICATED TO GIVING
COMPANION ANIMALS A
VOICE IN THE WORLD.

Earth Friendly Pet Products

Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods that are considered to inflict minimal or no harm on the environment. To make consumers aware, the products may be marked with eco-labels. But because there is no single standard for this concept, these labels are too vague to be meaningful. So, look for those businesses dedicated to sustainable fair trade principles, and that use organic, dye-free, and/or reclaimed materials.

One such company is Barkwheats, who uses the *berry*, buckwheat, for their biscuits. Handmade in Stockton Springs, Maine, these gluten-free and grain-free wonders are made with



organic and local ingredients from neighboring organic farms in Maine, and family farms with Sustainable Harvest International in Belize. Barkwheats packaging is 100% compostable, biscuits enclosed in packaging made from sustainably harvested cottonwood trees and 100% recycled paperboard. They also compost, recycle, purchase wind energy, use CFL bulbs and select the most energy efficient equipment to run their facility. Find these great treats and more at:

store.landofpuregold.com/sogood.htm

Recommended resource links

- cancer.landofpuregold.com — Becoming Cancer-AWARE
- ccr.cancer.gov/resources/cop — NCI Comparative Oncology Program
- www.bit.ly/at4zi9 — American Veterinary Society of Animal Behavior
- www.askdryin.com — Leadership without Force from Dr. Sophia Yin

Land of PureGold Foundation
3731 Greenway Lane
Owings Mills, MD 21117