



An Article on ITCHING

Interminable itching, scratching, excessive hair loss, oily, smelly coats, cysts between toes, hot spots, scruffy coats – Haven't you put up with these conditions long enough?

We know that you have tried to resolve these conditions with little or no success. You have changed foods to be disappointed time and time again. You have tried shampoos, added oils and vitamins to your dog's diet and nothing has worked, the one thing you have not tried is Abady.

Abady's genius-level think tank understands allergies in a different way. The Abady Company recognizes that most grains, soybeans and gluten (the protein of grain) can cause allergies, but the factor that is central in virtually every dog food is high fiber content and it is the fiber content that is most responsible. While the percentage of fiber in most dry rations appears to be innocent enough, being in the three to five percent range, when analyzed correctly is actually **monstrous**. The materials from which fiber is derived such as beet pulp, tomato pomace or cellulose flour are light and occupy a large volume, somewhat like comparing the volume occupied by a quantity of lead to an identical amount of feathers. While the 5% fiber content, for instance, represents 22.7 grams by weight out of a possible 454 grams or 1 lb. of food, the **amount** of beet pulp that is required in order to deliver the 22.7 grams of fiber is 141.87 (by weight) or more than **one-third** of the ration. The volume occupied can be greater than the volume occupied by all the food ingredients in the ration combined. **This enormous volume of indigestible cellulose not only has a devastating effect on the nutrition of the ration but is also the direct cause of probably a large if not the largest number of allergies.**

By expediting the food through the gastric phase, the fibrous material introduces large molecules of partially broken protein and other food substances into the small intestine which can lead to serious complications. Recent evidence has shown that it is possible for large substances to cross through the intestinal lining and enter the bloodstream. The passage of incompletely digested protein into the bloodstream can bring about immune reactions - which we call allergies. The large molecules of incompletely digested food materials may behave as allergens - producing allergies. There are two routes that have been verified as passageways for these molecules of food through the intestinal lining into the bloodstream. The first is through lymphatic tissues in the intestinal tract; the second is called the m-cell vesicle formation and involves the transport of large substances directly into the bloodstream by a process of microenvagination. This indicates that maldigestion of dietary protein caused by excessive dietary fibrous material may lead to widespread allergies or hypersensitivity particularly to protein foods. It has also been found that certain dietary protein molecules when incompletely digested may cause reduction in the capacity of the immune system to respond appropriately, leading to longterm allergic reactions, thereby producing a state of low zone tolerance resulting in skin problems and recurrent infections.

The Abady Company's granular formulas are carefully constructed so as to avoid all the ingredients that are known to cause allergies such as wheat, corn, gluten, etc. as well as maintaining a low fiber profile so as to avoid the circumstances discussed in this article. From a nutritional point of view, Abady is the best. It has more quality animal protein than other brands, and all the vitamins needed plus omega 3 and omega 6 oils, making Abady the most advanced anti-itch formulas anywhere

Please call for a store nearest you:

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