



OPTIMUM CHOICES, LLC  
*Healthy choices for people and pets*

## **KKNW (1150 AM) Radio Show** ***Talk With Your Animals***

**June 13, 2007 at 12:00–1:00 PM (PDT)**  
**Host: Joy Turner**  
**with Guest Russell Louie, Optimum Choices, LLC**

### **Introduction**

Hi, today we're talking with Russell Louie, who owns Optimum Choices, a holistic wellness business. He believes that if one cannot find the time or money for health now, sooner or later one is obliged to find time and money for medical treatment later. So, his mission is to educate people on healthy choices for themselves and their pets to prevent this. He shares his experience, knowledge and choices towards optimum health with a line of whole food products including BioPreparation algae for pets, therapeutic essential oils, Chinese Goji berries and subtle energy modalities of Reiki and Bach Flower remedies.

Russell has studied holistic health and spirituality for over 25 years and lived a holistic lifestyle for over 55 years. He specializes in integrating his scientific background with his knowledge of holistic health to create wellness programs that promote optimum health for people and pets.

Russell teaches classes in animal nutrition, natural pet care and aromatherapy in Denver. His education includes a degree in geophysical engineering from the Colorado School of Mines and Russell is a Certified Reiki Master.

**Optimum Choices** offers optimum health care products and services for pets. Through their combined 75+ years of experience in the holistic health field, Optimum Choices recommends a select group of products they consider to be the world's best. Their product offerings include BioPreparation algae for pets, SeaCure, Chinese Goji Berries, NingXia (*pronounced ning' sha*) Red wolfberry juice, essential oils, and a fruit & vegetable product called Juice Plus. Services offered include aromatherapy treatments, Reiki for both people and pets, and Bach flower remedies. Contact Optimum Choices toll-free at 866-305-2306 or e-mail them at [info@OptimumChoices.com](mailto:info@OptimumChoices.com) or visit their website at [www.OptimumChoices.com](http://www.OptimumChoices.com).

Today, he will be talking about the holistic serendipity he has experienced in his animal practice.



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## **Holistic Serendipity**

### **Let me first get a definition of what you mean by holistic serendipity for our listeners.**

Sure, Joy. What I mean by holistic serendipity is realizing unintended results from holistic options. For instance, a customer might buy BioPreparation from us to nutritionally help with the fatty tumors and suddenly realize their pet's skin and coat are better too.

### **So, Russell, you have been living a holistic lifestyle for over 55 years now. Can you tell us about some holistic serendipity experiences?**

Sure, let me elaborate on this first example. Many pet guardians purchase BioPreparation from us for a specific disease or symptom. But then they contact me after a month of starting BioPreparation telling me how soft and shiny their pet's coat is. They are surprised because they are not giving their pet salmon, flaxseed or other oils. One guardian even said their veterinarian, vet tech, friends and even strangers remark how soft and shiny his 17 years old cat's coat was and they simply could not believe this cat was 17 AND has chronic renal failure. Kidney disease is notorious for making a cat's coat dull and brittle.

I simply tell them BioPreparation has Omega 3, 6, 9 and gamma linoleic acid (similar to mother's milk) that's naturally in the algae so this is the primary source of all the Omega oils in fish. Extracted salmon, sardine and cod liver oils are secondary processed sources.

### **How about another example?**

One customer started their dog on BioPreparation because he was getting old and didn't jump on the sofa or bed as often. The dog did seem more agile after taking BioPreparation but the change the customer saw and loved the most was the dog's reaction to thunderstorms. It used to take hours before the dog would stop panting, shaking and sticking to the guardian like glue. Now, within about half an hour after the storm the dog is relaxed and is back to normal.

You see, BioPreparation has the nutritional ability to boost up and balance all the glands and organs. So, when the glands and hormonal production is balanced so are the emotions.

### **So, if BioPreparation can help calm emotions would it help a dog exhibiting fear or aggressive behavior?**

Yes, absolutely. One of our customers had a dog that had vaccinosis and was always leery of strangers and aggressive towards other dogs. She gave the dog BioPreparation and after six months she happily reported her dog had calmed down so much, that instead of growling and



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barking at people when she stopped to talk on their walks, the dog very calmly stands there and waits until they continue.

## **Do you have any serious serendipity examples?**

A customer had a white, 6 year old, standard poodle that had Thrombocytopenia, which is a blood platelet disorder. When the platelet count goes too far down, they literally can't stop the bleeding. The veterinarians don't have any answers except to give Prednisone, so the dog's been on Prednisone for over 5 years. One day the poodle was unable to eat or drink. She would just lay still, not raise her head, and her eyes had that cloudy, listless look. The guardians were seriously thinking of putting her out of her misery.

Within an hour of giving the poodle her first capsule of BioPreparation she started drinking a little. By the second capsule, a few hours later, she was moving around and ate a small meal. They gave her a third capsule before bed and by the next morning, their old dog was back to normal again.

## **That's simply amazing. So, the vet doesn't know what caused the blood platelet disorder nor do they have any solution for this disease but BioPreparation literally brought the poodle back to life!**

Yes, Joy that's right. Here is another serendipitous example. Recently, a vet told me a cat hadn't eaten in four days and was dying. Blood and lab tests could not find anything abnormal. Further examination couldn't find anything physically wrong with the cat. So, I suggested to the vet they mix some algae powder in water and squirt it into the cat orally. Within hours the cat started to eat a little. By the end of the day the cat ate a whole plate of food. To this day, the vet does not have a diagnosis of what was wrong with the cat nor can he explain why BioPreparation got the cat to eat again. But both the guardian and vet are very happy since the cat is alive. I would call that more than just serendipity.

## **Do you have any guess as to how BioPreparation can do all this?**

Yes. Animals naturally get algae in the wild whenever they drink from a natural body of water such as a pond or stream. The animal's DNA and digestive system instinctively knows what to do with it. BioPreparation is a blend of two algae and two Spirulinas and nothing else. The super nutrients and energy in BioPreparation go right into the bloodstream after eating. My guess is that by supplying the nutrients in a native form to the animal, one is giving needed fuel to the body and allowing the animal's body to perform like it normally should and literally waking up the animal's own natural ability to heal.



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## **You've shown how BioPreparation can save an animal's life but what can it do for an animal with a terminal illness?**

Just about every animal guardian, whose pet has been on BioPreparation and passed away, has told us the same story. They thought their pet was in less pain, had minimal suffering and when it was time for the end of their life it seems the animal's body just shut down naturally—system by system. They report it all happened very quickly, within 24-48 hours. The animal stopped eating, then stopped drinking, then soaked up all the TLC you gave it as it looked lovingly back at you to thank you for all you've done and then prepared itself for its afterlife. Some animals even pass over to the Rainbow Bridge in their sleep like the natural death wild animals experience. BioPreparation is certainly not a "cure" but this gift we give them at the end of their life is equal to the unconditional love they gave us during their lifetime. The end of life cycle is just another natural process facilitated by this amazing whole food product, BioPreparation. This could be one of the wonderful unadvertised "side-effects" of BioPreparation.

## **So, I see holistic options are more conducive to serendipitous events than allopathic methods?**

Yes, that's right Joy. You see holistic options don't just target the symptoms the way allopathic methods do. When one balances all the glands and organs and boosts up the entire endocrine and immune systems, all symptoms are likely to be helped not just the ones that are targeted.

## **You seem to have wealth of holistic information. How can we access your 55+ years of holistic wisdom?**

One way is to go to our website, [www.OptimumChoices.com](http://www.OptimumChoices.com) and sign up for our free monthly e-newsletters. June's article was how cheaper commercial pet foods causes obesity and many other costly health problems such as arthritis. Past subjects we've written about include, *Is glucosamine the answer for arthritis?* and *Healthy water for you and your pets*.

We have a special off right now: Anyone signing up for our e-newsletter will get a free report entitled, *What Pet Food Companies Don't Want You to Know*. Of course, this information doesn't apply to any of your advertisers on your show but mainly the cheaper brands of pet food. For instance, we reveal how meat by-products can include indigestible materials such as beaks, feet, feathers and hair. And how the commercial pet food industry was, in part, developed to use up the wastes of the human food industry and use **foods unfit for human consumption** and turn it into pet food and a tidy profit.

## **Wow, what other holistic knowledge can your offer my listeners?**

Another way to access our holistic wisdom is to download our new series of Holistic Choices e-Books. We recently decided to publish each chapter of our Natural Pet Care book separately as

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an e-Book. In that way, the reader can take advantage of the latest holistic research we find and absorb the information in a smaller chunk. In our *Optimum nutrition for dogs and cats* e-Book we disclose:

- **What's safe after the pet food recall**
- **How to decipher pet food labels**
- **What are some toxic food ingredients** (Many people don't know that grapes, onions and Xylitol, a sweetener, can be toxic to pets.)

## **Sounds like I need to get a copy of your Optimum nutrition for dogs and cats e-Book. How can I and my listeners get a copy?**

Go to our website [www.OptimumChoices.com](http://www.OptimumChoices.com) and click on the picture of our Holistic Choices e-book on our home page. As a special offer, if any one of your listeners will call our toll-free number, 866-305-2306, to purchase two bottles of BioPreparation or BioSuperfood, I will give them one e-Book of their choice *free*. Just have them say, "Joy Turner sent me" AND ask for the *free* e-Book title of their choice. If they order online, type these two phrases into the Special Instructions box in our shopping cart.

**For more information on Optimum Choices and holistic options for your pet, go to Russell's website at [www.OptimumChoices.com](http://www.OptimumChoices.com). You can also call toll-free 866-305-2306 or email them at [info@OptimumChoices.com](mailto:info@OptimumChoices.com).**