



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

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

**April 9, 2008 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 and natural pet care 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 and essential oils. 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 **Holistic Warning Signs Not to be Ignored.**



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## Holistic Warning Signs Not to be Ignored

### Russell, what are some holistic warning signs people should pay attention to?

Let me give you just a few recent ones from my clients.

1. Lipomas or fatty tumors
2. Change in eating habits?
3. Recurring symptoms or symptoms that won't go away
4. Recurring or seasonal illnesses?

### Why are fatty tumors warning signs?

From my holistic perspective, whenever fatty tumors or lipomas appear, it means the body is not processing waste material properly. It could be for a number of reasons, such as eating an inappropriate diet for carnivores high in carbohydrates, getting too much processed foods with chemicals or preservatives, having a malfunctioning liver or kidneys, having a dysfunctional adrenal or thyroid gland causing an endocrine-immune system imbalance and many other reasons. So, the body encapsulates the undesired waste material and hides it under the skin. Sort of like sweeping the dirt under the rug when you don't know how to dispose of it. That lump (i.e., lipoma) is the dirt under the skin. Surgically removing the lipoma does nothing to address the original cause of the problem. Modern medical consensus tells us if the lipomas (fatty tumors) aren't hindering or bothering anything, then don't disturb them. Well in my opinion, that's like **ignoring the smoke alarm**. The lipomas or fatty tumors are a **red flag that the body is not in balance and eliminating waste properly**. From my holistic perspective, it is only a matter of time before this inefficiency catches up to produce something more serious

### Have you seen something more serious occur?

Let me share an actual case history, One of our customers purchased BioPreparation-F3+ for their dog for a health condition unrelated to cancer. As the dog got better, she switched to the less therapeutic formula, BioPreparation-F2+. When she ran out of BP-F2+, she did not refill her supply. This dog had a previous history of lipomas and had a non-cancerous one removed within the past year. Within one month of running out of BioPreparation, a growth appeared in the dog's arm pit. The guardian thought it was just another lipoma but it grew so rapidly in the next few weeks, she took the dog to the vet who diagnosed a mast cell cancer tumor. Because the dog is 13 years old and the tumor was entangled in the joint, she opted not to do chemotherapy or radiation treatment. She called us up for an emergency shipment of BioPreparation. Shortly thereafter, the dog died.

Now I am not judging my customer for being neglectful but I am wondering what could have happened if the BioPreparation was continued, if nothing else as prevention for more lipomas.



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## **Next, you mentioned a change in eating habits?**

First of all, let me say I am not talking about cats changing their tastes and refusing to eat what they ate last night. Anyone who has cats will know what I mean. Here is client example. A customer met us at an outdoor dog event. We showed him our BioPreparation as a good holistic supplement to add to his dog's diet. He was very impressed by all the cancer animal research and testimonials we showed him and said he would like to get some BioPreparation from us later. He did not come back. Within six months of meeting us his dog inexplicitly stopped eating his dry kibble. How many dogs do you know that refuse to eat dry kibble? Then his dog developed another strange habit — whenever it would get loose in the park, it would run to the pond and drink the green algae-scum water. Of course, the owner was horrified and pulled the dog away preventing him from drinking the green algae water. Within one year from meeting us, he called us, saying his dog was just diagnosed with cancer. He asked if there was a retail store near him selling BioPreparation because he wanted to start his dog on BioPreparation TODAY.

Why did the dog suddenly stop eating dry kibble? Why did this dog suddenly acquire a “taste” for algae-scum water? Did the dog know it had cancer and needed to avoid dry kibble because of its poor nutritional content and search for algae to heal it? We will never know but I feel animals are much smarter than we give them credit for. Any unusual change in eating habits should be investigated.

## **Can you give another example with a cat?**

One cat guardian told us her cat meowed for food and acted like he was hungry. But every time she put food down the cat would take a couple of bites and then walk away leaving the rest. When this happens, I would suggest getting a vet exam to check the teeth. The cat obviously had an appetite as it was asking for food. But I suspect it had periodontal disease causing eating and chewing to hurt its teeth.

## **How about the third type you mentioned, recurring symptoms or symptoms that just won't go away?**

Say a pet has an occasional rash and changing foods only makes it temporarily go away. Well this could be a sign the intestinal lining is irritated. This can be caused when the IgA immunoglobulins, which normally operate in the mucus membranes of the gut, go out of control and sometimes even attack the body itself. The walls of the gut then become inflamed and thicken for protection. With the gut's defense system compromised, harmful bacteria and other bad microorganisms can attack thus causing a rash or itching. When this happens, nutrients, supplements, as well as medication to treat the disease are not absorbed by the body and exit the other end. This is one reason why positive results may not be seen using the best holistic remedies and even medication. So, changing foods to prevent the rash is just chasing the symptoms.



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## **So, how can one holistically resolve this issue?**

To form the necessary IgA immunoglobulins, the glands must secrete the correct hormones and the master glands must send the proper nutrients and brain signal to the intestines. If any of this process is dysfunctional, the gut is not protected and can develop irritable bowel symptoms or leaky gut. Just treating the intestines with a natural herb or supplement will again only treat the symptoms. One must balance the master glands in the brain first before the endocrine and immune systems come back into balance. When brought back into balance, the mucus lining of the gut returns to normal and then the body can absorb nutrients again and heal itself.

## **What about seasonal allergies?**

Seasonal allergies, from a holistic perspective, tell me the pet's immune system is not 100%. During the summer and winter the dysfunctional immune system is able to cope but come spring of fall the depressed immune system can't deal with the onslaught of pollen, mold, and other airborne allergens. If one allows this depressed immune system to continue, it opens the animal up to other infections and reactions to allergens.

## **Any one final tip?**

We had an elderly cat, around 17 years, start to sleep next to the radiator vent. When animals search out warm places this could be a sign of a glandular imbalance. We took our cat to a homeopathic vet and she determined it had a hypothyroid condition

By paying attention to changes in habits and looking at the whole body rather than just a part of the body, one can be alerted to any critical deficiencies that need attention. By ignoring these signs, unchecked symptoms could turn into something more serious.

## **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. We have written on such topics as, Is glucosamine the answer for arthritis? Healthy water for you and your pets and Whole Food Nutrition vs. Supplements that are all archived online by searching on the specific topic.

Another way 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 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. The first three titles that have been published are:

- Optimum nutrition for dogs and cats
- Optimum nutrition for people
- How to become a canine massage provider



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## **Tell me more about what's in your dogs and cats e-Book.**

We start off by telling the reader what Nature designed wild dogs and cats to eat. Then we compare all the various food options from dry kibble to raw food to the optimum diet in Nature. We educate the readers on how to find good premium pet food by reading the labels. Next we discuss all the advantages and disadvantages of a raw food diet and how to transition to a raw diet. We also have a section on what human foods are toxic to pets. Many people don't know that grapes, onions and Xylitol, a sweetener, can be toxic.

## **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 purchase just two products, 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.

**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).**