

KKNW (1150 AM) Radio Show Talk With Your Animals

June 22, 2004 at 5:00–6:00 PM (PDT)

Host: Joy Turner

with Guest Russell Louie, Optimum Choices, LLC

Introduction

Hi, today we're talking with Russell Louie. Russell owns a complementary wellness business named Optimum Choices. He believes that if one cannot find time for health now, sooner or later one is obliged to find time for illness. He educates people on healthy choices for themselves and their pets. He shares his experience, knowledge and choices towards optimum health with a product line of all-natural super premium pet food, therapeutic essential oils, BioSuperfood spirulina and subtle energy modalities of Reiki and Bach Flower remedies.

Russell has studied holistic health and spirituality for over 20 years. He specializes in integrating his scientific background with his knowledge of holistic healing to create wellness programs that promote optimum health for people and pets.

Russell teaches classes in animal nutrition and natural pet care, aromatherapy, and Taoism in Denver. His education includes a degree in geophysical engineering from the Colorado School of Mines and he served as executive director, teacher and minister of the Creative Light Center in Golden from 1987-2000.

Optimum Choices specializes in offering optimum health care products and services for people and pets. Through their 50+ years of experience in the holistic health field, Optimum Choices recommends a select group of products they consider to be only the best. Their product offerings include super premium, all-natural pet food, essential oils, a fruit & vegetable supplement and BioSuperfood spirulina. 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 or visit their website at www.OptimumChoices.com.

Russell brings us ***BioSuperfood***. Today, he will be talking about nutrition for your animal kids and his new product, ***BioPreparation***.

Russell will be speaking about the necessity for enzymes and various other nutrients and the difference between “natural” versus truly holistic supplements.

BioPreparation for Animals

Russell, let's start with some basic information. What do you consider the foundation of health?

Joy, I think Nutrition is the primary foundation for good health. The first thing we recommend is to work with a holistic vet who promotes feeding fresh raw food to dogs and cats and minimal vaccination. In addition to this, we suggest using whole food supplements containing live enzymes. We offer one particular superfood supplement that was originally developed by a Russian scientist, Dr. Kiriatic, to treat cancer in animals. We give this superfood to our animals and take it ourselves, to help prevent degenerative diseases.

You believe that digestion and enzymes are very important to our animal companions. Would you share some of the basics of animal digestion and the importance of enzymes?

Once food is eaten, it is broken down in the stomach by enzymes into smaller nutrients for absorption. Without live enzymes to break down the food, absorption of nutrients cannot take place. Enzymes make possible the digestive process along with many other vital body functions such as energy production, new tissue production, reducing inflammation, speed healing and just about every bodily function.

Without enzymes, animals age faster and could get degenerative diseases so prevalent in humans today. This is important because all cooked food is void of enzymes because heat kills live enzymes. We believe the causes of degenerative diseases include feeding our pets nutritionally poor commercial pet foods, excessive vaccination, environmental pollution and poor breeding practices.

I'm assuming wild animals naturally get their enzymes. Where do they get theirs from?

One source is algae. Algae plant cells are literally a film that cover the Earth. These simple one cell organisms are miniature factories, turning out amazing amounts of enzymes and other nutrients such as vitamins, minerals and protein.

Animals in the wild instinctually get algae in their diet whenever they drink from a natural water source such as a pond or stream. Our domesticated animal companions, who are fed processed food and tap water, do not have access to algae and therefore are usually deficient in enzymes and other vital nutrients.

If an animal doesn't get enzymes from their food, they must rely on their storehouse of enzymes produced in their pancreas. But eating cooked food for 10 years is like making a withdrawal from your savings account every day for ten years and never making a deposit. Eventually the

savings account gets depleted. When an animal's savings account of enzymes is depleted, aging accelerates and degenerative diseases start to appear. This is why pancreatitis and diabetes is becoming more prevalent in our companion animals today.

Russell, you think algae is a better source of enzymes and nutrients than other supplements. How have you come to that conclusion?

Algae is a whole super food supplement. I believe whole food supplements are better and safer than isolated or synthetic supplements. Also, isolated supplements may be missing other synergistic substances found in whole foods that are needed to make it work optimally. For instance, Vitamin C works better when combined with rutin and bioflavonoids. So, just taking Vitamin C as pure ascorbic acid will not work as well as taking the whole food source of Vitamin C in acerola cherries or oranges that naturally contain rutin and bioflavonoids.

One of the important benefits of taking whole food supplements is the live enzymes they provide, assuming the supplement has been properly processed at low temperatures. Unless your animal eats a completely raw diet, their body is probably deficient in enzymes, which eventually leads to illness.

Since algae is formulated by nature and contains literally nature's vitamin chest, it is better and safer than taking isolated supplements of multi-vitamins, fish oils, joint support and live enzymes. I think nature is a better formulator of supplements than a scientist in a laboratory. It is also less expensive to take this all-in-one holistic supplement than the individual supplements. It makes sense to simply eat the whole food to ensure we have complete nutrition.

Those whole foods that are most nutritionally dense are called "superfoods." Micro algae, such as found in BioPreparation, for one, contain more nutrition per ounce than anything you can eat, including bee pollen, the most nutritionally dense land-based food.

Russell, you do recommend feeding algae regardless of the kind of diet someone feeds their companion animals as well as for themselves. You especially recommend it for those who eat mostly cooked, processed foods. You've also done a lot of research into things that provide optimum health for both humans and animals. You carry and recommend one called BioPreparation. Why?

We've followed the recommendations of Dr. Kiriak. After 30 years of research with all kinds of isolated vitamins and supplements, as well as chlorella, spirulina and other micro algae, he discovered a blend of four micro algae that was able to halt cancer in many of the research animals. This special blend is unlike any spirulina product you can buy in the store due to the unique combination of four algae and the special growing conditions used to optimize the

nutrients — it is a true nutraceutical-grade product. The proprietary blend has a synergistic effect not found when taking these algae separately. The synergism of the blend in addition to having over 4,000 enzymes, promotes complete assimilation of food so that animals absorb the vitamins and minerals from it and you can either reduce or eliminate other supplements.

Another reason is that BioPreparation is specially formulated for animals. This is necessary because dogs and cats are carnivores and have a shorter digestive tract requiring quicker absorption of nutrients. BioPreparation is freeze-dried at a lower temperature than our people algae which chemically breaks down the algae for quicker absorption. BioPreparation is ground to a finer powder than our people algae again for quicker absorption.

Dr. Kiriak has proven that his BioPreparation's formula feeds and energizes the master glands of the brain. These master glands (the pineal, pituitary and hypothalamus) control all the other secondary glands and organs of the body. By feeding the brain, it then directs the rest of the body to heal whatever is wrong with it, using the innate intelligence of the body. This is a quantum leap in holistic nutrition. BioPreparation doesn't treat the symptoms. In a truly holistic approach, BioPreparation feeds the master glands which in turn wakes up and energizes all the other parts of the body that are not functioning at 100%. Magically, all the symptoms of disease can go away.

Are there different varieties of BioPreparation?

Yes, Joy, we have two different BioPreparation formulas to meet various needs. Formula 2+ has 50% nutrition and 50% antioxidants. We use this formula for animals that are relatively healthy and do not have a compromised immune systems.

Formula 3+ contains 25% nutrition and 75% antioxidants. We use this formula for elderly animals and ones who have health challenges and compromised immune systems.

For more information on Optimum Choices and BioPreparation, you can go to Russell's website at www.OptimumChoices.com, click on the Products button then Supplements button and finally the Spirulina button. Or just search on the word, "BioPreparation." You can call toll-free 866-305-2306 or email them at info@OptimumChoices.com.

Russell, I understand you are running an Internet special — would you tell us about it?

The special is for BioPreparation — \$5 off the first bottle. We will also include a FREE booklet on the BioPreparation story and all the animal research that went into its discovery. Your listeners can order online at www.OptimumChoices.com or call us toll-free at 866-305-2306. Be sure to mention “Joy Turner sent you” to get this special discount and FREE booklet.

Thank you, Joy, for this opportunity to serve our companion animals.

These segments will only be spoken if time permits or there are no callers waiting. You can use such prompts as, “Tell me more. Is there any other research or data to back this up? What else can you share with our listeners on this subject?”

Is there any animal research to prove BioPreparation’s superiority?

On a research farm that had 100 working German Shepherds all the dogs were fed BioPreparation. These dogs were healthier, had bigger litters and a better survival rate than the neighborhood dogs. The German Shepherds avoided distemper without vaccinations unlike the other neighborhood dogs.

Dr. Kiriatic also performed other significant research showing a reduction in cancer in the rabbit and mink populations in Russia. This was significant because rabbit and mink are cash crops in Russia.

Do you have any BioSuperfood animal testimonials?

Some of the first benefits our animal guardians notice are:

- Shiner coats
- Silkier fur
- Animals have more flexibility
- Animals have more energy (calmer energy not frantic energy)

Here are some more specific testimonials:

We gave this to our elderly 17 year old cat that was dying of kidney disease and saw an amazing improvement after just a couple of days on it. She had more energy and was more like her "old" self.

MAL

Testimonial of C. B. and her dog Snowpea (Snowpea was supposed to have \$2,000 surgery for hind legs/arthritis) and so far has been doing better, more demonstration of flexibility, etc. No surgery plans.

CB

We found out that Connie is hypothyroid, an unusual condition for cats, which accounts for her obesity. We are giving BioSuperfood to her and have seen her energy level and appetite improve. We started giving Connie BioNutrition's BioSuperfood in October 2002 and by January 2003, her thyroid values tested normal. Her weight has stayed the same, yet she actually looks skinnier, showing that her fat is being replaced by muscle.

MAL

We had one cat that was constantly licking a red sandstone rock. We surmised the cat was deficient in minerals. The cat got worse, stopped eating and was near death because he was not manufacturing white blood cells. We gave the cat BioSuperfood and he immediately perked up. Today he is fully recovered and gaining weight. We concluded the BioSuperfood, being one cell organisms, was easier for the cat to assimilate and absorb the nutrients he needed than normal food.—“Simon is doing GREAT on the BioSuperfood. He told me that he seems to have weak cells in his digestive track. They have difficulty absorbing nutrients and releasing waste. The BioSuperfood really feeds these cells and supports their healthy function. Cool, huh?”

KSM

I have spent over \$7,000 on my dog because he has an auto-immune disorder and is not manufacturing red blood cells. 95% of dogs with this condition die in less than 6 months and the other 5% die after 6 months. I am giving our dog BioSuperfood. We went hiking recently and our dog usually walks sluggishly along but that day he was running on the path.

DB

Is BioPreparation also good for humans?

Yes, we have a people formula of BioPreparation called BioSuperfood. At the Chernobyl disaster several hundred thousand children and cleanup workers were victims of radiation poisoning (e.g., loss of immunity resulting in birth defects, leukemia, cancer, thyroid disease, degeneration of spinal fluids, liver and bone marrow, as well as anemia, loss of vision and appetite) and a severely compromised immune system.

Dr. Kiriak worked closely with the medical sectors to assist those sickened from the Chernobyl disaster. Because of his previous success with various cancers, he was asked to work with these children and adults suffering from radiation illness. He used BioSuperfood to:

- ◆ Increase dangerously low white blood cell counts by 300% in children with leukemia in less than one month on BioSuperfood
- ◆ Caused the regeneration of bone marrow, spinal fluids, blood and liver cells
- ◆ Reduced radioactivity levels in the body by 50% in less than a month

Any other benefits to humans?

Over the years, Dr. Kiriak has applied BioSuperfood to many of our modern human diseases such as cancers, fibromyalgia, cardiovascular diseases, diabetes, high cholesterol, allergies, arthritis, nervous and immune system disorders, endocrine glands, and has since realized the tremendous nutraceutical and therapeutic power of BioSuperfood for alleviating most degenerative diseases.

Start June 22 and Ongoing Advertising

BioPreparation from Optimum Choices

60-second Ad #1

Does your animal suffer from dry skin and fur? Does your animal suffer from arthritis and other degenerative old age problems? Do you feed your animal exclusively canned or dry food? If you answered, yes to any of these questions your animal is probably depleted of live enzymes, minerals, and essential fatty acids from eating processed foods. Give your animal BioPreparation, a holistic whole food supplement with all these important nutrients in the form nature intended. For more information on BioPreparation, go to www.OptimumChoices.com, e-mail info@OptimumChoices.com or call toll-free 1-866-305-2306. Again, that's www.OptimumChoices.com, e-mail info@OptimumChoices.com or call toll-free 1-866-305-2306.

BioPreparation from Optimum Choices

60-second Ad #2

Would you like your pet to live 15–20 years or beyond like pets used to 45–50 years ago? Restore your pet's natural ability to heal and live a long healthy life by giving it nature's own holistic super nutrition supplement. BioPreparation is nature's own super nutritious vitamin chest in a capsule. BioPreparation contains over 4,000 enzymes, Vitamin A, B-complex, C, E and K, essential fatty acids Omega 3, 6 and 9 oils, phytonutrients, antioxidants with hundreds of times more power than Vitamin C, E and carrots and much more. Give your pet the ***fountain of youth*** with BioPreparation. For more information on BioPreparation, go to www.OptimumChoices.com, e-mail info@OptimumChoices.com or call 1-866-305-2306. Again, that's www.OptimumChoices.com, e-mail info@OptimumChoices.com or call toll-free 1-866-305-2306.