

Woof Street Journal

Unleashing the Hot Topics of the Pet Industry: a NuVet Labs publication



What's In Your Bowl?

New study finds - pet-owners over 50 experience less verbal memory issues than their pet-less counterparts

When is the last time you checked the label on your pet's food? Do you know what's going into their body? If you're aware, you're one step ahead. But that also means you've probably scoured the internet in search of better food options. Though health issues can vary by dog type, the one factor that affects the lifespan of dogs across all breeds is nutrition. This correlation was revealed by a recent Belgian study, "Relationship Between the Domestic Dogs' Well-Being and Life Expectancy Statistical."

In it, researchers Gerard Lippert and Bruno Sapy closely followed the lives of 537 dogs over a period of 5 years, documenting enough data to draw a conclusion about the causality connection between quality of life, animals' well-being and life expectancy. They found that feeding the dogs commercially produced food alone decreased the life expectancy by 32 months, due to the quality of ingredients used, treatments like high-temperature and lyophilization, as well as coloring and additives.

February 2024 Pet Holidays

Awareness Month

- Pet Dental Health Month
- Dog Training Education Month
- National Cat Health Month
- Responsible Pet Owners Month
- Spay/Neuter Awareness Month (AKA Beat the Heat Month)
- Heart Month

Holidays

Feb 1	World Greyhound Day
Feb 2	National Brown Dog Day
Feb 3	Doggie Date Night National Golden Retriever Day
Feb 14	Pet Theft Awareness Day
Feb 19	National Boston Terrier Day National Whippet Day
Feb 20	Love Your Pet Day
Feb 21	International Skye Terrier Day
Feb 22	Walking the Dog Day
Feb 23	National Dog Biscuit Day
Feb 27	World Spay Day (last Tuesday in February)

So, what's the solution? Should you cook your pet's food yourself? Should you feed raw? Maybe a mix of everything? The truth is that there are many controversial opinions on each feeding method. The truth is, unless you have a fully equipped laboratory in your garage, it's very difficult to know if you're supplying your dog with the correct amount of nutrients. This is where supplements come in. You probably take a supplement (or a few) yourself – well, what's so different about your dog? Because food by itself is not enough.

Now let's unpack the secret recipe for perfect nutrition:

Proteins: Fuel for those puppy zoomies and the key to a strong, muscular build.

Fats: Shiny coats and endless energy – a treat for the eyes and the heart.

Carbs: The fuel that supplies enough energy during playtime.

Vitamins: Bright eyes, superhero immune systems, and strong bones.

Minerals: The silent heroes that keep bones strong and nerves steady.

The most efficient way to tackle the missing bits is to add a comprehensive body supplement into the mix. NuVet Plus is an excellent choice as it covers 7 different bases: digestive system, immune system, eye and ear health, bones and teeth, cardiovascular support, skin and coat, as well as cognitive health.

Owning Pets Associated with Reduced Risk of Dementia

New study finds - pet-owners over 50 experience less verbal memory issues than their pet-less counterparts

A 2023 study in the Journal of the American Medical Association Network Open indicates that pet ownership, particularly among individuals aged 50 and older living alone, may contribute to the maintenance of cognitive health. Analyzing data from 7,945 individuals, the research reveals that those with pets experienced less decline in verbal memory and fluency compared to their counterparts without pets. Interestingly, the same positive effect was not observed in participants living with *other people*. Verbal issues like memory and fluency are early signs of cognitive decline,

making these findings noteworthy. The study underscores the potential benefits of pet companionship in reducing loneliness, a significant risk factor for dementia. One-person households have been on the rise, reaching nearly 28% in the U.S. in 2020. Meaning, there is a need for further randomized trials testing the potential cognitive advantages of having a pet, while emphasizing the need for further randomized clinical trials to definitively establish the impact of pet ownership on cognitive decline in older individuals living alone.



Ingredient Deep Dive Cat's Claw

Despite its misleading name, this botanical wonder isn't derived from our feline friends; nor is it solely intended for cats.

Also known as Uncaria Tomentosa, cat's claw, is an herb originating in the Peruvian Amazon forest with a long history of use in South American traditional medicine. According to research, it's an excellent addition to the wellness regimen of dogs, cats, and humans alike.

The bark and root of the plant contain active compounds that have demonstrated to have a variety of health benefits for both humans and animals. Test tube studies have found that the herb may have a stimulating effect on the immune system, strengthening it. Additionally, it's been found to have properties that help relax the smooth muscles (such as the intestines), and dilate blood vessels (helping lower blood pressure).

Cat's claw's high antioxidant content helps the body neutralize free radicals, and some studies show it may even aid in mobility and promote joint health.



Senior woman sitting on the couch with Cocker Spaniel dog. Canva Images (2024)

January 2024 Trivia Winners

Every week, we host a #TriviaTuesday on our Instagram stories. Play for a chance to win a fan-favorite **Puppy & Kitten Shampoo**



@instagram_user_a

@instagram_user_b

@instagram_user_c

@instagram_user_d

@instagram_user_e

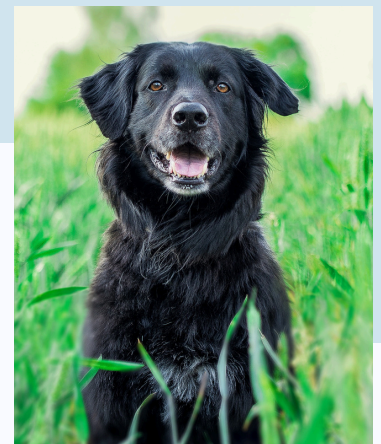
Product of the Month Spotlight

"Rocky lived to be 18 1/2 and was healthy most of that time. Customer service is friendly and helpful. When the mail person kept stuffing the envelope into our tiny mailbox, where it was difficult to remove, I requested that it come in a box, so it had to go into the parcel locker or be delivered to our front door. The change took place with the next order and has continued. It's much appreciated."



I've been using NuVet Plus for 11 years. My dogs have all loved the product and get excited when their refill arrives. The two dogs I had when I first started using this were a little over 10 years old and remained healthy until their passing. My current dog has been on it since I got her at three months of age and she is incredibly healthy and loves getting her vitamin after dinner every night.

--Roberta N.



I went raw dog food. The only problem is raw doesn't have everything and NuVet is the only reason why I am confident I am giving the best food and supplements to create a complete diet. Theo is now reaching his breed's average life span of 13. He is doing very well so far. It doesn't matter if he doesn't make it past that age, his quality of life has been excellent.

--Leo H.