



Allergies

IN PETS GUIDE

AAZ Allergies IN PETS GUIDE

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Chapter 1

Defining "Allergy"

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Allergies were once a problem that simply had to be suffered through, because there were so few means of treating them. And, of course, pets can't tell us exactly what they are feeling. We only know our pets have allergies by recognizing certain sets of symptoms and then taking the steps needed to eradicate or ameliorate those symptoms. We need to gain a broader understanding of what allergies are in order to recognize them and then allow the deeper causes to be treated. Pet owners, when bringing a new pet home, rarely consider the all-too-common fact that many pets do develop "allergies". Thus, understanding the causes and treatments of allergies in our pets is just part of being a responsible pet owner. Of course, to understand the needs of our pets, we have to understand what allergies are and how they come about. Many

pet owners never even consider that their pets may be subject to the same forms of allergies that humans are. For instance, during high pollen season, the tree pollens, flower pollens, and grass pollens can also be irritants to your pet. Or, as we will see, “allergies” may have a broader sense of meaning. Dealing with allergy symptoms may be an important step in the long-term vitality of your furry companion.

Allergy, as defined by Stedman’s medical dictionary, is: Acquired (induced) sensitivity; the immunologic state induced in a susceptible subject by an antigen (allergen), characterized by a marked change in the subject’s reactivity. On the subject’s initial contact with it, the antigen is seemingly inert immunologically, but after a latent period of several days to two weeks or so, the subject becomes sensitive, even to antigen that persists from the initial inoculation, as in serum sickness, and thereafter, the specific antigen evokes a reaction within minutes or hours, the severity of which depends upon quantitative relationships and route of entrance of antigen.

The term “allergy” was coined by von Pirquet, as an all-inclusive one for the various forms of changed reactivity which had been discovered by immunologists; “immune” was to be reserved for the state of complete freedom from reaction to substances which might be allergenic (antigenic) in some other sub-

ject. For a time, “allergy” was restricted in usage, in some areas to Type I allergic reactions, but the present tendency is to return to the more general usage. (Stedman’s Medical Dictionary 24th, Williams and Wilkins, Baltimore, 1984)

This may seem a complex definition at first reading, but a quick-and-easy definition, based on this scientific definition, is that an allergy is any type of reaction to something in your pet’s environment that causes them to develop irritated responses, such as scratching, coughing, wheezing, or runny eyes, among other possible symptoms. We can also consider the very specific form of allergy that is categorized as “atopy” allergy.

The diagnosis of atopy is defined as, “Atopy: (from Greek; atopia, strangeness) Type I allergic reaction, specifically one with strong familial tendencies, caused by allergens such as pollens, foods, dander, insect venoms, etc., and associated with the Prausnitz-Kustner (IgE class) antibody.” (Stedman’s Medical Dictionary 24th, Williams and Wilkins, Baltimore, 1984)

If we want to consider the purest of definitions, an allergy or allergic reaction in our pets is relatively rare. Further, over long periods of time, we have overused the word to address a very large and widely divergent

grouping of symptoms that, seemingly, cannot be defined by any other means. We can test for immune reactions, as often as necessary, to define allergies, and yet the pet can still exhibit symptoms, even when we avoid or eliminate the “causal” agent. Because of this, we believe a new definition of the term “allergy” will serve us even better now. A new definition will allow us a better way of defining and treating this problem, or even better, your pet’s discomfort.

So, what if allergy is the category name given to a grouping of symptoms, usually exhibited in the dermal system? In this case, what the pet is reacting to is as important as treating the symptoms. The environment can contain many things that can cause dermal, topical, gastrointestinal, or respiratory irritation for your pet including carpet cleaners, anti-bacterials in bedding materials for pets, chemicals they pick up on their paws after lawn treatments, and even some plastics, if used in their food bowls or toys. These environmental factors can cause the pet to exhibit a wide range of symptoms that need treating. These symptoms may include pruritis (extreme itching of the skin), inflammation, dryness, or abnormal skin eruptions. Given all this information, should we update our thinking about what we call “allergy”?

Chapter 2

Multiple labels for limited responses

Our pet's bodies have what is called a limited response system. Just like our emergency response teams have protocols for responding to specific emergencies when called on a 9/11 emergency, so does our immune system have specific protocols for responding to disruptions to the system or emergencies caused by those disruptions, be they allergies, irritants, or disease. It's often said that we don't "catch" diseases, but rather that we make them over time. This means that the pet's body has the ability to fight off much of what it encounters, but that over time, there is a cumulative affect. The more we have to respond, the more we disrupt the system, and the more we are in a state of disease. Like chinks in a dam, eventually there will be one big crack that has to be dealt with. Thus, the more the system is disrupted by unhealthy factors, the more apt we are to recognize a state of disease in our pet, and label it.

Ultimately, however, there is only one real disease, and that is cellular disease. At this degenerative stage, the cumulative stress of the disrupted system causes many other cells to operate poorly, and this creates other symptoms which manifest themselves at the organ level. For example, skin is the largest organ of

the body, and if your pet is experiencing itchy skin, then cellular changes are occurring below the surface, and before we see changes in the organ system.

In this instance, if skin is the organ we can observe, is it possible we have misused the term allergy? Is it possible that we are seeing a manifestation of an overloaded system? We may run after the allergen and order numerous tests for the pet, when the real problem is an overload of the cellular systems and a breakdown at the tissue and organ level.

Unhealthy cells unhealthy body

Unhealthy cells lead to unhealthy organs, and unhealthy organs lead to deficient metabolic activities, and this in turn leads to those symptoms which we classify by giving them a disease name, which allows us to try to treat the disease. To understand this, we need to recognize that the cells of the body are likely toxic, deficient in nutrients and energy, and less efficient in conducting their myriad of survival activities (repair, detoxification, growth, and re-generation) and specialized contributions, such as in the example of skin protection.

Now, large areas of tissue can become infected by these defective cells, and this will lead to spreading a “disease” throughout an organ. In the case of allergies, it is often the skin that is affected. The regulatory agencies of the body will now also be affected and the switch, or stopping mechanism, that is normally in place to stop this reaction no longer functions as it should. Aggravating the problem, after years and decades of metabolic inefficiencies and stresses, the tissues of the body become tolerant of these improper metabolic values; they become mis-programmed and come to see this metabolic stress as normal. The cell, however, continues to think it is in a healthy state. As such, the regulatory cells have become lazy in regulating our pet’s tolerances, and thus a chronic disease is borne, which we label allergy or atopy, in the organ tissues of the skin or in the gastrointestinal or respiratory system.

In this degenerative stage, many other cells will begin to operate poorly and other symptoms will manifest themselves, at both the organ and metabolic level. Examples are poor ATP cycles (the glucose-energy cycle as glucose is broken down and releases energy) and cellular exhaustion, mal-assimilation, mal-absorption and poor detoxification and elimination,

deficient protein synthesis, sluggish osmosis of water (dehydration), deficient oxygenation (hypoxia), acidity building up, and inefficient flushing of cellular debris, which leads to an environment in which parasites, bacteria and fungi can flourish and grow, producing even more debris.

Thus, in this situation, a vicious and unhealthy cycle has been created, because both assimilation and elimination pathways are hindered. Eventually, this will lead to the breakdown of multiple, once-healthy systems.

Chapter 3

Our pet's body's machinery will respond to the environment

The skin is limited in its ability to manifest specific symptoms, so often the skin cells, or any cells of the body, will “react” similarly to any given inciting cause, or lack of nutritional building blocks, if the problem is a nutritional deficiency. For example, the skin will react to a toxic chemical the same as it would to pollen; both of these problems will cause the skin to respond with inflammation, possible thickening, and possible ulceration or eruptions. Similarly, the skin will react to a lack of essential fatty acids with dryness.

After this introductory material, it is time to update our definitions of allergic, allergy, and atopy.

One way to consider this is the ImmuneIQ definition of allergies: a set of symptoms that is chronic in nature, that causes the skin, mucus membranes or any body tissue to react in such a way that the organism is in discomfort. Some of the physical reactions can include swelling, purities, inflammation, thickening of the dermis, ulceration, and dryness. There are also secondary effects that may include bacterial, parasitic or fungal infections. If these problems are left long enough without being treated, there may even be

neoplastic changes: the appearance of “new-growth” cells, often a precursor of tumorous cells. The causes of such symptoms can, therefore, be multi-factorial and include a deficiency of repair mechanisms, deficiency of detoxification, or other inciters.

We believe that the immune system is overloaded with trash and/or deficient in repair mechanisms, which have broken down for a number of reasons. Therefore, unable to mitigate its reaction to the multiplicity of “invading” factors, the organ’s system is just reactive or on high alert and overwhelmed with the effort of combating a toxic world.

It’s a toxic world, inside and out

Even with the best of nutrition and exercise, our pets remain under attack from several pollutants and other bio-hazardous agents in their food, water and air. Avoidance of an “allergen” no longer will work with the cesspool bacteria, viruses, and physical contaminants of the internal and external world. Suppressing the immune system’s fight against the “allergy” is decreasing the ability to maintain normal cellular function. This is rather like asking the question: if we are

having a riot, should we push back against the service men that go in and restore order? And if we have had a “riot”, should we avoid cleaning up the mess until the next one, by overwhelming or suppressing our methylation pathways? These question address the pet’s body using the combination of carbon and hydrogen as a “cleanser” of sorts. Of course, cleaning the cells is a critical part of repairing a cell in the face of some kind of stressor.

And we know that for any cell to repair itself, it must have two things: materials to repair the cell with and a route for taking out the garbage from any damage that has been done to the cell. We can liken a cell to a home. If the cops can’t come when called, it may be a while before there are any issues that would threaten the entire home. How often are we robbed? However, if the garbage men, for example, go on strike and the sewer is stopped up, it will only be a matter of days before the home is toxic.

The more our pet's world is toxic on the outside, the more the internal world of our pet is bombarded with wastes that:

- Do not provide materials for repair.
- Require the garbage systems to work overtime, and may overwhelm them so that waste is no longer able to be moved out of the system.
- Provide a chronic reactionary or inflammatory state, increasing abnormal cell function.
- Decrease routes for regulatory agencies to get in and stop the "riot."
- Set a new standard of normal or create tolerance or a vicious cycle of degeneration.
- Create an environment that allows other organisms, such as bacteria and fungi, to flourish, which further contributes to cellular dysfunction.
- Allergies are multi-factorial in both cause and treatment. Cellular nutrition should be key to repairing the breakdown of the body's cells.



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Chapter 4

Optimal Metabolism

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While there are various approaches to treating allergy symptoms, we believe the solution is to encourage the metabolic system to operate optimally. This can be done in a variety of ways. However, ensuring balanced cellular nutrition is more complex than just eating well and avoiding excess stresses in our environment. Simple changes in our diet and environment are not enough when dealing with potential allergies, and simple changes will no longer work when the body is already compromised by daily toxin attacks from pollutants in the air, water, and foods.

The principles of proper cellular nutrition are digestion, absorption, and regeneration, which lead to the all-important cleansing of cells and critical hypothalamic functioning. Of course, the hypothalamus reg-

ulates the operating system of the body, or in other words the programs that run in the background like the heartbeat, along with many other functions. This functioning creates proper cellular nutrition and ensures that the trillions of cells in the body are energized as best as possible, allowing the cells to grow, repair, and perform their functions efficiently. The operating system of a computer allows all other programs to run, (i.e. ensures organ function).

How what we eat affects digestion and ultimately cellular health

If we look at the pets' digestion and their absorption of the external world into the internal world, we can see how important proper food is for our pets. If what our pets eat or ingest is not digested properly, then what gets absorbed is lacking or incorrect as it flows into the cellular systems of their body and has difficulty being used. So important are these digestive aspects of the body that, for example, carnivores do not make a lot of digestive enzymes, but instead receive them in the ingesta, the substances already digested in the stomach of the animal they just killed.

Digestive enzymes are critical and always needed for the proper breakdown of food. Carnivores' digestive tracts are designed to digest fat and protein and very little in the way of carbohydrates. They cannot digest fruits and vegetables, as they do not have the enzymes necessary to break open the thick cell walls of fruits and vegetables like herbivores do, so they rely on the ingesta, as stomach contents are called, of their kill to get their nutrients from the plant world.

What we feed our pets and in what processed form is vitally important and will affect a pet's natural digestive capacity. If it is not digested, then it is not absorbed or, alternatively, it is absorbed in the wrong form to be used at a cellular level. The "police force" of our pets, the immune system, then reacts to these foreign invaders with "typical" inflammation. We often call this inflammation an allergy. Digestion, therefore, is just one part of letting the outside in.

Chapter 5

Absorption just as important as digestion

The absorption of nutrients always begins with proper digestion, which requires a healthy gut wall and healthy gut ecosystem. Most of the time, we assume our pets absorb all the needed nutrients efficiently and completely. Unfortunately, this nutrient absorption is greatly diminished or impaired by the state of our pet's health, by stresses they are exposed to in our toxic world, and by what they consume on a daily basis.

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We can understand this by looking at the small intestine, which has features designed to maximize food absorption. It is a coiled, long tube, lined with special cells that are themselves lined with microvilli, which are known as the “brush boarder.” This arrangement increases the surface area for absorption of nutrients to hundreds of square yards packed into a very small space.

Food must be broken down by the enzymes as it is digested into a small enough size to pass through these cell membranes. This tiny ecosystem is affected by toxins such as chemicals, pharmaceuticals, and even stress, though many pet owners might feel their pets don't feel stress. Sometimes, the energetically

impaired villi break off and become ineffective, thus decreasing our pet's ability to take in more nutrients, which could subsequently repair the cell walls. Every three days, the entire lining of the GI tract should be repaired or regenerated. In an unhealthy state, that no longer can take place, and our pets begin a vicious cycle of non-repair; no repairing nutrients are absorbed because of the already existing non-repair, with this process repeating on and on to an even more degenerative state of digestive stress and break down. At this point, our pets have maldigestion and malabsorption and are not absorbing the adequate protein, fat, and nutrients needed to have proper body functioning.

Chapter 6

More on brush boarder and leaky gut disease

Sometimes, our intestinal wall is so compromised that it allows larger molecules to pass through that normally would not. We call this a “leaky gut syndrome,” and it leads to systemic inflammation and “allergy” reactions. In this case, stopping the immune response is not the answer. That would be like stopping the police in a prison riot and wondering why the criminals escaped to do harm. In this case, your pet is counting on the immune system to protect it from the failure of the intestinal wall to do the job it was intended to do.

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“From an MD’s standpoint, it’s a very gray area,” says gastroenterologist Donald Kirby, MD, director of the Center for Human Nutrition at the Cleveland Clinic. “Physicians don’t know enough about the gut, which is our biggest immune system organ.” As so little is known about the human gut, we can be assured that our pet’s gut is even more unknown.

However, one of the hypotheses, and a possible cause of leaky gut, is increased intestinal permeability or intestinal hyper-permeability. This could happen when tight junctions in the gut, which control what passes through the lining of the small intestine, don’t work

properly, or create twists that don't allow for permeability. As this happens, the sheer force of this problem could let substances that shouldn't leak into the bloodstream do so. We are not allergic; we are invaded.

“There's a fair amount of skepticism in the mainstream medical community about the legitimacy of leaky gut as a diagnosis. But as the evidence that this is indeed a real and recognizable condition grows, opinions are slowly changing. That's a good thing, because leaky gut is likely to emerge as one of the most significant medical concepts of our time.

So what causes increased intestinal permeability? There's still much to be learned, but diet, chronic stress, certain medications and bacterial imbalance seem to play important roles. Eating a diet high in refined sugar can lead to overgrowth of yeast species, which has been associated with leaky gut. Preservatives and chemicals in processed foods can damage the lining, and so can consumption of gluten – a protein found in wheat, rye, and barley,” says Robynne K. Chutkan, MD, FASGE Assistant Professor of Medicine, Georgetown University Hospital Founder and Medical Director, Digestive Center for Women.

The final step in digestion, of dietary carbohydrates and proteins, occurs right on the face of small intestinal enterocytes, in the immediate vicinity of the transporters, which ferry the resulting sugars and amino acids into the epithelial cells. The enzymes responsible for this terminal stage of digestion are not free in the intestinal lumen, but rather tethered as integral membrane proteins in the plasma membrane of the enterocyte, the gut wall cell. The apical plasma membrane housing these enzymes is composed of numerous microvilli, which extend from the cell and constitute the brush border.

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When the brush border is damaged by various inciting causes, irradiated food, GMO, pharmaceuticals, intestinal bacterial, fungal overgrowth or poor nutrition leading to poor repair, our pets fail to absorb the necessary nutrients. These cells then fail to produce and repair, leading to tissue damage and then organ damage, which manifests as a system failure such as dermatitis (which is a skin inflammation), Gastritis (which is GI upset), sinusitis, cough, wheezing or respiratory inflammation.

Ultimately, the answer is: fix the gut, fix the problem.

So as you see, treating the pet's symptoms is like shoveling snow in a blizzard. Stop the snowing, shovel once, and no more is needed to fix the problem, unless it snows again.



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Chapter 7

Stop fighting the symptoms and start treating the cause

ImmuneIQ testing is designed to limit those things that are degenerating your pet's system (RED), highlight the things that would enhance repair and regeneration (GREEN), and leave YELLOW as the things that neither hinder nor enhance so they can assist to balance out the pet's diet.

The areas of your pet's problem are those areas that either strain the system, while the areas where there are no problems are not straining the system at this time. The test is sensitive to whether these items are impacting the complete system in some way rather than whether if your pet is "allergic". Thousands of pets guardians are seeing that the external world for

your pet directly affects what's going on in their internal world. Our goal is to bring awareness to your pet's overall environment, the chemicals used and the hidden factors like mold that are impacting the pet's immune system and all the systems of homeostasis (which allows for optimum functioning of your pet's overall health), and understanding what is overloading the pet's health system as opposed to what is helping the system. That's why we developed our system of red, yellow and green. Stop the reds, go with the greens, and yield to the yellows. The test is sensitive to whether these items are impacting the system in some way as a whole, rather than are we just "allergic" to one thing.

A balanced diet for a carnivore includes 60% protein, 30% veggie and 10% carbohydrates, which is a far cry from the current ratios in prepared foods. Grab a protein from the green column, all the veggies – at least 70% green veggies and 30% sweet veggies – and fruits from the green and yellow column, and then finally grab a carbohydrate from the green column like sweet potatoes or buckwheat. Lastly, look at supplements and essential fatty acids. Grab those in the green column and add them in. Add digestive enzymes and probiotics to your pet's diet (appropriate ones, of course).

Add nutrients that counter the problem areas highlighted in your pet's test like mold, viruses, or worms. Add what will keep the digestive, immune and detoxification systems all working optimally, so the life of the systems is enhanced. Buy pre-made foods that avoid the reds in the ingredients and have the protein source that is green for your pet. If you want more details on designing or picking your diet and supplements from your test results, contact ImmuneIQ customer service and ask for a phone consultation.

*Stop fighting the symptoms.
Start fixing the cause.*

Chapter 8

How nutrients are processed once inside our body

Assuming proper digestion and absorption, the next step in supplying our pet's bodies with needed nutrients is transportation and assimilation into every cell in the body. To accomplish this, what is absorbed should be in a form that the body recognizes, the transport mechanisms need to be in working order, and the cell membranes must be able to absorb the nutrients into the cell itself.

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The cells are the factory of the pet's body. They make up every tissue of the body, and the tissues make up each organ system of the body; so essentially, the body is congealed cells working together.

Poor cellular function means that your pet will have poor body function.

Chapter 9

Cellular metabolism – break it down

The transport mechanisms are the stuff between the cells, blood, lymph, and extracellular spaces; this is sometimes called the matrix. It is as organized and susceptible to insult or damage as the gut lining and the cell wall. Think of it as the freeways and trains of your pet's body, as the trucks and planes that would deliver to us. If the vehicles are injured or the drivers are on strike, no goods are delivered. If the freeways are blocked or congested, then no goods are delivered.

The cell membrane is the division between the external world and the internal world of what our pets actually are, what we are: cellular beings. Without the cell membrane, our pets would essentially be a blob of chemicals. The cell membrane is how our pets have become specialized, departmentalized beings who are part of our family. Knowing this, we know that the cell membrane is crucial to cell function.

The cell membrane is an active, fatty membrane that can choose to let things in and out. It has to let good stuff in and bad stuff out, or else the cell can no longer survive or perform its functions. Cellular metabolism or function is like construction and deconstruction. Anabolic metabolism builds things up using energy and catabolic metabolism breaks things down, generating energy. Both types of metabolism generate waste materials that must “reverse flow” back to the gastrointestinal (GI) tract for elimination (feces).



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Chapter 10

**Cellular metabolism
– build it up**

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If anywhere along the line there is a roadblock, then the waste products do not exit the pet's body. It is a fundamental principle that as waste builds up, so does disease. If along any part of the absorption or elimination pathway there is a malfunction, both bringing the good in and getting the bad out is affected, and your pet will begin developing difficulties.

Poor gut function, poor gut wall absorption, poor transportation mechanisms, and finally a malfunctioning cell wall all lead to disease either by lack of nutrients, lack of elimination, or a combination of both. It's an internal natural disaster like Katrina; nothing getting in and nothing getting out leads to a destruction of pet health that takes years to repair.

Multiple steps that normally function can be inhibited by a range of causes, and this can then result in even more malfunctioning of the health system of your pet.

The immune systems role in nutrition, allergies and well being

In comparing the health system to a city's system of protection and clean up, we can see how a cycle of disease is created. In a city, the protective agencies are the police and fire departments. In the body, the protective agencies are the Immune system (which we will call the body's police), Inflammation (which we will call the body's fire department) and Pathways of Detoxification (the body's waste management services, like the garbage and sewer systems in a city).

When protective agencies are needed, think of the body ringing the bell at the fire station. The fire men are summoned to slide down the pole and arrive on the scene.

Elements that are abnormal to the health and balance of the system, like toxins, ring the bell; inflammation is created as a response, acting as a self-started fire. Essentially, the body has a self-alarm system. Poorly functioning tissues and cells (blocked or clogged systems) ring the bell too.

In the metaphor of the city, toxins might be criminals causing harm to a neighborhood. If someone sets off a dirty bomb, there is an explosion and a fire. Hazmat teams and bomb squads are called in to clean up the place. The longer it takes to clean up the crime scene, the more danger the neighborhood is in, and the more lives are potentially at risk or lost.

When we create a system that is clogged, the immune system becomes overwhelmed: not over-reactive, AND NOT hyper-reactive. These are very important distinctions. No matter what, our protective team must get in to stop all the reactions. This overwhelming can create even more build-up of waste that cannot be eliminated, and thus a vicious cycle is born. This becomes an overburdened system where the police and firemen (defense) constantly responding to threats, with the waste management systems

unable to keep up. More reaction builds more waste, which in turn builds more blockages, and thus overwhelms all the pet's necessary protective health systems. Failure of waste elimination (self-intoxication), rings even more bells, causing even more inflammation (autoimmune disease/cancer/chronic inflammatory disease) are the result of chronic overwhelm of the system. Thus, even louder bells go off. But you do not see or hear these, and your pet cannot tell you that they're going off except to exhibit the symptoms we commonly refer to as allergies (discharges, rashes, bumps, skin disorders, itching, paw licking, red or raw paws, etc) all in an attempt to the rid the system of this waste overload.

Chapter 11

The probiotic ecosystem = micro biome bionome

Crucial to maintaining homeostasis is the micro-nome of the colon. The colon is considered the dumpster of the body. This is the main organ of elimination. The bacteria that are a healthy part of this process are often killed off by excessive ingestion of chemicals or toxins, poor nutrition, or repeated antibiotic use if the pet has an ongoing health problem. We all know about using probiotics now to help our health, but did you know there are millions of types of organisms that make up that system?

Where do carnivores get their probiotics in nature? From the things they eat. The ingesta of the kill, or burying the bones and eating them later, or even eating feces from herbivores they are tracking provide them the probiotics that they need to keep their system functioning. Probiotics are found in live food that has not been processed, so commercial pet food is devoid of probiotics and enzymes, both which are killed by heat.

Chapter 12

Cell membranes – the only thing that separates us from a blog of chemicals

Crucial to the maintenance of the cell membrane are fats themselves. Cell membranes are made of fat, (lipid) which is why water does not dissolve the cells membrane. A balanced diet in all essential fatty acids – long chain, short chain and medium chain – is crucial to membrane health. The correct ratios and correct types are needed together in the pet's body for cell membrane repair.

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Most commercial pet food has melted the fats by using high heat, so they are no longer viable. Often, they are even rancid, if they are included in the pet food. In this state, they cannot provide the nutrition to allow the pet's body the repair it needs. In fact, they really become waste. Petrochemicals in the environment are often incorporated into the cell membrane matrix by mistake and, of course, render that part of the membrane inactive or damaged, or even lead to cell rupture. A balance of essential fatty acids (EFAs),

then, is needed for repair. High-quality phospholipids like high content (>50%) lethicin are especially necessary after the damage has been done (most lethicin products need to be avoided). Care must be taken to use only the highest quality oils and the correct ratio of oils to benefit your pet fully.

What we know, then, is: repair the membrane, repair the function, repair the system. Repair the system – no more symptoms will occur.



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Chapter 13

Detoxification—the crucial step in health and “allergies”

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Because of poor nutrition, incomplete absorption, and slow cellular regeneration, the blood and other tissues accumulate toxins and gradually lose their vitality. If we do not purge our pets of these toxins regularly, toxicity becomes worse until their body either purges itself spontaneously – diarrhea, allergic itchy skin, pimples, boils, foul odor, or ulcerations – or it simply succumbs to degeneration, and they begin to age or decline in health.

Metabolism slows, health declines, cells, tissues and organs degenerate, and the pet develops symptoms it would otherwise not have. Detoxification is the crucial step in homeostasis. What comes in must come

out. In other words, without elimination, the system is clogged and negative health symptoms are the result. Finding out what clogs the system and how to support the elimination system is key to good health and vibrant skin in our pets. Their healthy glow on the outside is reflective of their healthy state on the inside.

Toxins can be defined as anything that the body finds disruptive to its balance or homeostasis. This is determined by the body's response to "the something" not defined by laboratory testing.

Sugar is far more disruptive to a diabetic than to a teenager, not because sugar is good for a teenager, but because a diabetic body finds the sugar far more unbalancing to its system than the teenager's body does.

So if toxins can once be tolerated, then later not, are our pets allergic? Or have they become intolerant? For instance, among humans, diabetes has risen 346% in the last 5 years. Does that mean that there was a rise in genetic abnormalities in that same percentage? Or have humans just become increasingly intolerant to our toxic environment? Has our nutrition changed? Or could it be both?

What we do know is that more sensitive animals have overloaded systems that are becoming incapable of maintaining homeostasis, so they produce symptoms that help them with the toxic load. The skin, being the largest organ in the pet's system, and a very safe organ to store toxins in, becomes a target for toxin storage until the overloaded system can get to it. Jaundice is an example of toxins being shunted to the skin, for the natural sunlight that is then used to help break down the toxic bilirubin buildup, because the liver is overloaded for some reason.

Think of allergies as a set of symptoms. The pet's body needs help taking out the garbage, and we need to help our pets by limiting the garbage going in. Utilize proper nutrition and supplements to enhance garbage out or the waste management systems of your pet.

Chapter 14

Symptoms are a response, not a disease

Intolerance is a state where our body's natural homeostatic mechanisms can no longer keep our pets in balance, without creating some sort of symptom. If our pet ingested a poison such as toilet bowl cleaner, there would be symptoms that result from the body's attempt to create balance or to keep from dying as a result of the chemical poisoning.

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Those symptoms may be vomiting and diarrhea, skin rash, cognitive impairment, or organ damage from inflammation in those tissues, as they seek to rid themselves of the poison. If the symptoms are successful in ridding the body of the toxins, then homeostasis or balance is achieved again. If they are not successful, a vicious cycle may be created, with chronic symptoms.

Another example we can look at is fever. The body creates a fever to increase the body temperature, thus killing viruses. A fever is considered a full-body inflammatory reaction. If the symptoms are not successful, then the pet's body may compartmentalize the problem, wall it off, so to say, by shunting it to a

particular tissue, like skin, and away from the vital organs, like the circulatory system, until it has time to rid itself of the burden.

Do you feel you need to discuss your pet's situation with our veterinarian, Dr. Nancy? Schedule an appointment online at ImmunIQ.com/consultation (additional cost applies and this service is available for customers only). You may also ask Dr. Nancy a question for our webinar series at ImmunIQ.com/webinar.

A good example of that is jaundice in liver disease. The liver shunts the bilirubin to the skin, as seen by the yellow color or tone of the skin, so the sun can inactivate it, because the liver is overloaded and cannot do all the detoxification on its own. Because there is less machinery to do the work, the liver has a lower tolerance or capability to take care of its homeostatic duties.

Another example is shingles, a latent virus that sits dormant in the peripheral nerves of the skin, only to come out as a painful rash when the system is stressed.

Symptoms tell us there is a problem. Treat the problem, treat the overloaded system, as opposed to the symptom, which is itching.

Chapter 15

Balance = homeostasis at all costs

Some allergies are a result of pets born with an intolerance, some allergies are a result of pets who acquire an intolerance, and other “allergies” are really just symptoms of intolerance or imbalance in the pet’s health system.

We diagnosis based on the symptoms, as so often allergies are a catchall for symptoms of inflammation and toxic buildup, or the body is just not able to tolerate so many imbalances.

Remember, six poisons will kill quicker than one – the body just cannot tolerate all of them. Given them one at a time, the body can take the time to clear each one; give the poisons all at once and the system overloads.

The tissues are made up of cells and the cells are like factories with machinery to provide functions. In this case, the cells’ machinery for detoxifying is overwhelmed, or too few in number for such a large, divergent toxic load.

The pet's body must create homeostasis at all costs, so it creates symptoms in an attempt to rid itself, by any means possible, of toxins. Any way out is still a way out, via feces, urine, sweat, skin exocrine functions, or even lungs. Among humans, headaches are a great example, and they are often a manifestation of dehydration. If we give the body water, and flush it out, the headache goes away. As an example, remember your last hangover? Ample hydration dilutes toxins and moves them, like a healthy drainage ditch, to where they can be eliminated safely.

The body creates inflammatory responses in an effort to burn off the toxic buildup, and reset the tissue and cells back to normal, or in other words, to regain homeostasis.

The intelligent body initiates symptoms to regain homeostasis, rest to normal and thus prevent a catastrophic overload (organ dysfunction or death).



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3 MINUTES.**

Easy to give oral spray. Just lift up the cheek and spray recommended dosage. May be used topically on an area of irritation as well.

Chapter 16

**Storage of toxins
looks like, sounds
like and smells like
inflammation**

So how does the pet's body recover from a toxic buildup? Well, we have to stop our pet from continuing to ingest the toxins. And we have to provide our pet healthy supportive elements, so that they can use the many pathways they have in place for survival, which inactivate substances that contribute to tissue and cell injury.

One example of these pathways are methylation pathways, or pathways of detoxification. These are the garbage waste management and sewers of the body. Just like in a house, if the garbage and the sewer systems fail to remove waste, it will not take long for the house/body to become toxic and damaged. Symptoms would surely be evident in a number of ways, at least in smell, swollen tissue or red tissue.

It would be even more difficult to remove the waste and prevent damage to the house furnishings, or the pet's body tissues, if there was an influx of more garbage on a daily basis. Would you continue to use a toilet that did not flush or put trash into a trash can that did not get emptied? ImmuneIQ identifies what your pet's body has determined to be overwhelming and points out things that cause buildup and damage or exhaustion to the pathways of detoxification. ImmuneIQ also tries to identify those items that can assist the pathways and let them do their job even better.

Chapter 17

Inflammation the prelude to chronic disease and Inflammation is an immune response to the garbage men on strike

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So what does buildup look like in the pet's body? We know what it would be like in a home; it would be congested, stinky, and sticky, and an environment for breeding other bugs like maggots. In other words, it would be a classic hoarder's home.

Our bodies are our homes, and our pets' bodies are their homes, and as such, they also get congested, stinky and sticky and secondary infections occur because the tissues are compromised and inflamed – reacting to the buildup. Inflammation left unattended in our pets will lead to damaged tissue, just like trash left unattended will leave a stain on the couch.

Inflammation left unattended will create tissue damage and then organ damage and dysfunction. The skin is the largest organ in the pet's body, and it is a safe organ to try to eliminate waste through. Again, if your toilet did not work, you'd find a way to somehow eliminate your waste.

Waste management is the key to healthy tissue and home. Working with the body's natural way of dealing with toxins/waste is key to cleaning up the internal environment. Cleaning up what goes into your pet is the key to giving the pet's body a fighting chance against even more buildup. Don't be a hoarder; help your pet clean up.

Chapter 18

Manage your trash manage your health

Inflammation is the prelude to disease, because it is how our bodies fight disease, buildup, or accumulated waste products. Inflammation is a normal response to a buildup of foreign material/invaders. Disease is the byproduct of a failure of the system to clear the buildup.

Our pets' bodies were not designed with a built-in response to manmade chemicals. They were designed to combat natural substances that could "invade," such as bacteria, viruses, and fungi. In other words, anything from the outside world, not of the pet's self, that may be invading is mandated to be dealt with.

Invasion or backup of the system is combated with our pet's immune response. The immune response is designed, like police or firemen, to get in, reduce the threat, and then get out. Next comes the cleanup crew to repair the damage. If tissues are left in a damaged state, or not repaired fast enough, symptoms become evident.

Trash builds up and the police/immune systems are pulled in to deal with it again. Damaged tissues (slums) are more likely to get invaded than healthy tissues (communities). A vicious cycle of non-clean-up results in continuous immune response and inflammation. We call that dermatitis in the skin, hepatitis in the liver, gastritis in the GI tract, neuritis in the nervous system, etc.

Over time, the inflammatory trash buildup damages the tissues, just like in areas of cities that are no longer being refurbished. They break down and are in a state of disrepair. The disrepair then leads to an inability to perform functions, which leads to further dysfunction of the homeostatic mechanisms. Eventually, the body can no longer repair itself and maintain homeostasis.

A new “normal” is set that the body tries to stay at, the “best it can do” point. The body puts up with it, just as the community puts up with the crime rate or the peeling paint. However, it’s time to give your pet the refurb it needs.

Chapter 19

Allergies – 95% are toxic build up

The garbage men are out on strike. They are overloaded. They need the help you can provide your pet. You go into a disaster to help with clean up, not to try to stave off a storm that has already passed. This is where the need is.

Limit the number of trash invaders, the “not selfs,” coming into the system, and encourage the cleaning of waste. If the trash can is full, stop putting trash in it and start emptying the can. If the toilet is backed up, stop using it and unclog it. Stop controlling the symptoms of the backup, for instance with air fresheners if the air smells bad, and instead get rid of the source.

Who or what are these elusive trash men? How does the pet’s body detoxify itself? Where can we make a difference in our pets that will count? The pathways of detoxification are complicated and very redundant. That is to say, there are backup systems in place, because a buildup of toxic debris can kill. Nature has created systems in the pet’s body because of this.

<http://articles.mercola.com/sites/articles/archive/2003/08/09/detoxification-biotoxins.aspx>

This is an example of symptoms building up from one type of tissue or organ system with toxic build-up, in this case nervous tissue difficulties. Every tissue type in your pet's body has a way of detoxing itself. In other words, every tissues type creates unique symptoms.

Ultimately, everything goes to the sewage treatment facility or landfill for some sort of processing; in the body, that is the lymphatic system, large intestine and to some degree the kidneys. If those systems are overloaded, the body sends them to the skin to await processing. Our pet's body may then find a way to repurpose or recycle the buildup, or the skin will react with inflammation, trying to burn off the trash and protect the body from more damage.

We call this allergy.



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Chapter 20

**Keeping your pet
in balance.**

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Allergies are 95% waste buildup. Manage your trash and you manage your pet's allergies. Recycle, repurpose, or respond. Use the products that assist the pet's systems of detoxification.

Our planet is a good metaphor for how our pet's body is dealing with toxic overload. Tip the scales of homeostasis to the benefit of your pet and make it possible for them to live in a cleaner and healthier environment.

As our planet’s lifestyle becomes even more toxic, those scales need to be tipped using assisting and cleansing products. Products like probiotics, digestive enzymes, antioxidants and milk thistle are just a few examples that will assist in keeping a healthier environment.

A better understanding of what parts of the detoxification system are overloaded will give a better understanding of what products to use. Find someone who can assist you. Just as waste management in the cities involves many moving parts, so does the internal environment of your furry friend.

ImmuneIQ gives you a starting point to determine and understand what is red, yellow, and green for your pet. It is not designed like other “allergy” tests that you will get at the veterinarian. It’s purposely designed to give the pet parent an overview of their pet’s immune and waste management issues and how they might be affecting their pet. As such, we designed our

software to translate the measurements from the lab into an easy-to-understand, actionable, color-coded system. This eliminates the need for veterinary consultations (and office exam expenses) just to explain the values from the lab in terms of “what’s not a problem (our green), what is a problem (our red), and what is neither (our yellow).

We would be happy to help you learn more. We have free webinars available for our customers only at ImmunelQ.com/webinar. Private phone consultations are available with a licensed veterinarian that specializes in allergies and allergy related symptoms, at ImmunelQ.com/consultation.

Do you feel you need to discuss your pet’s situation with our veterinarian, Dr. Nancy? Schedule an appointment online at ImmunelQ.com/consultation (additional cost applies and this service is available for customers only). You may also ask Dr. Nancy a question for our webinar series at ImmunelQ.com/webinar.