

PAWS BEHIND BARS?...NOT IF WE CAN HELP IT!!!

Here at Pawprints Across Your Heart, we enjoy helping pet lovers like you to pamper your furry children and celebrate your love for cats and dogs. But something many people don't know about us is that we're also very passionate about the elimination of puppy mills; starting within our own state of Wisconsin. As a business we've given over \$3,000 in cash and products to various animal welfare charities since opening about two years ago. We'd like to do more, but we need your help. Unfortunately many pet lovers in the metro Milwaukee area and online still have no idea that we even exist! Also many of our regular customers don't realize that we give at least **5% of all food sales to charities** for the reduction of animal suffering.

We need to get the word out and advertising is expensive... but that's where you can help! "Word of Mouth" advertising is the most truthful and trustworthy form of advertising in existence. We're all inundated with TV, radio, internet, and print advertising by big companies that may or may not deliver on their promises. But when you hear about a business from a friend, their first hand experience gives you a sense of confidence that purchased advertising can never equal. Because you're reading this newsletter, it's a good bet that you're one of our

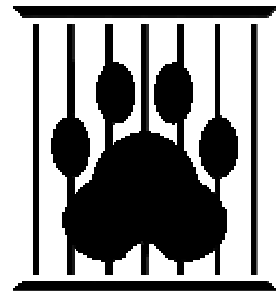
most loyal customers. This puts you in a unique position to help us grow so we can help reduce animal suffering more than we do today. Would you be willing to help us grow by spreading the word that we are here?

Starting this month we've decided to focus more of our charitable giving closer to home. Since opening we've given 5% of all food sales to the ASPCA. While the ASPCA is a worthy organization, we would like to do more to specifically reduce puppy mills in Wisconsin. So beginning this month, 5% of our cat and dog food sales will begin going to the Wisconsin Puppy Mill Project. Online at <http://www.NoWisconsinPuppyMills.com>, the Wisconsin Puppy Mill Project is dedicated to ending the suffering in Wisconsin puppy mills through public education.

One of the best ways to reduce puppy mills is to educate the public on where their puppies come from. Much like the public awareness campaigns about the exploitation of child labor in third world countries and "blood" diamonds financing repressive dictators in Africa, we hope to raise awareness regarding the exploitation of puppy mill mothers. While the puppies the public purchases may be cute and cuddly, what is the cost to the mother locked in a cage churning out litter

after litter in deplorable conditions? As a society, are we so selfish that we don't care?

Well, here at Pawprints Across Your Heart, we care. Customers often ask us to recommend a pet store where they can buy a puppy (which almost always comes from puppy mills). Thankfully we're able to direct them to local shelters where they are able to rescue wonderful dogs, cats, puppies, and kittens. But we need your help in order to increase our sales and insure that we are able to remain open for many years to come. If you receive monthly emails from us, please forward them to everyone you believe would benefit. If you live in the area, please recommend us to everyone you can. And please consider purchasing your dog and cat food from us so we can give more to the Wisconsin Puppy Mill Project. Together, we can make a difference!



AHHH! SO COOL AND REFRESHING

One of my favorite things to enjoy on a hot summer day is a cool treat. Recently, many new options have become available to allow your furry friends to



do the same. Often in the summer, I have customers ask me if we carry a healthier

alternative to a well-known doggie ice cream treat. I'm glad you asked, because we do. They're called Cool Treats by Mr. Barksmith. Whereas the doggie ice cream treats contain around 7% fat per serving, Cool Treats only contain 33 calories per serving, or .6% fat. Each carton contains six 1.75 ounce cups that are meant to be frozen. Once frozen, your dog will indulge in a fruit based cup containing apples, pear and banana puree and vitamin C. The cups also contain peppermint ex-

tract, which will freshen breath.

Water intake is especially important during hot days and since Cool Treats contain 82% moisture, they promote hydration. The cups conveniently fit into a cooler or bag, so they can be taken along to picnics and other summertime activities. Cool Treats are made in the U.S.A., contain no gluten and are manufactured in an FDA approved facility. Best yet, each carton costs only \$5.99!

THIS MONTH'S VIPS CLUB SPECIALS.



Stella & Chewy's
Freeze Dried
Food Steaks
20% Off



Kitty Hoots
Scratch'n Play Ramp
20% Off



Specially formulated
Long lasting
IncrediBubbles
20% Off



Humorous Doormats
20% Off

I FEEL LIKE HAVING STEAK TONIGHT

Commercial pet food is one of the most highly processed foods on the planet. Many commercial pet foods contain potentially dangerous chemical additives that are used mainly to extend the shelf life, as well as to improve the appearance and increase palatability of the product. Just as with humans, the quality of the food consumed, directly affects the health of your pets. Here at Pawprints Across Your Heart, we have a wide variety of all-natural pet foods and that contain no additives. This means our foods are human grade; a fact that's reassuring, as our staff feeds their own cats and dogs our foods.

We have recently expanded our food selection and now offer Stella & Chewy's all-natural, raw, freeze-dried pet food. The food is made locally here in Muskego and is made exclusively from human-grade free-range meats, ground bones and organic vegetables.

Stella & Chewy's believes that all pets deserve and thrive on real raw food, the way nature intended. Their food is uniquely formulated to strengthen your pet's immune system and add healthy years to your pet's life. The food is free of grains, which means it can promote weight loss, dental health and help dogs with allergies.

The freeze-dried steaks are made from 100% free-range meat and bones, freeze-dried to lock in the freshness of real meat. They are a complete diet and provide all the convenience of a conventional dry food without compromising the nutritional value, bio-availability, and proven health benefits of real raw meat. You can serve as is, like I do, or re-hydrate by adding water. The steaks break apart easily and are very lightweight, so they are great for travel, training rewards, and treats. The steaks are available in chicken, beef and lamb varieties and come in 6oz. and 1lb. packages.

Many of you may be concerned about the safety of feeding raw food, and certainly it requires proper handling, just as you would preparing yourself a hamburger or chicken breast. Stella and Chewy's production facility is state of the art and they follow strict HACCP (Hazard Analysis and Critical Control Point) guidelines. The HACCP identifies and monitors specific food-borne hazards – biological, chemical, or physical properties – that can adversely affect the safety of the food product. To further ensure safety, the food is made in small batches and each batch is tested by an independent lab

for E. Coli and salmonella prior to shipping.

Stella & Chewy's products combine free-range meats, with no hormones or antibiotics, and the freshest farm-grown ingredients. Dogs and cats are carnivores by nature, and should have meat in their diets for their development and balanced nutrition. Stella & Chewy's provides exactly the kinds of food that dogs would naturally seek out for themselves in the wild.

Avid pet lovers themselves, the founders of Stella & Chewy's strive to make a difference in the quality of life of your pets and also to save the lives of dogs and cats who are less fortunate. To that end, we donate a percentage of our profits each year to animal rescue groups and no-kill animal shelters. You can also make a difference. Simply purchase Stella & Chewy's food from us, and 5% of the purchase price will be donated to animal welfare organizations by Pawprints Across Your Heart. Your purchase in turn supports Stella & Chewy's and allows them to support animal welfare organizations as well. Stop in this month and receive 20% all Stella & Chewy's food with your VIPS Club discount.

BE ON THE LOOKOUT FOR HOUSEHOLD TOXINS

Veterinary Pet Insurance of Brea, CA recently reported that it received more claims for drug reactions from human medications than all other poisoning claims combined in 2007. Other top household toxins, ranked by the number of claims VPI received in 2007, are as follows:

1. Drug reactions: Many of these claims involved pets given drugs intended for human consumption, such as over-the-counter pain relievers. Pet owners are often unaware that these can be harmful to pets.
2. Rodenticides: Even if these poisons are placed away from pets, rodents can carry them to pet-occupied areas.
3. Methylxanthine: This includes theobromine and caffeine, both of

which are common ingredients in chocolate.

4. Plant poisoning: Toxic plants include tulips, oleander, hyacinths, poinsettias, azaleas, lilies and amaryllis. Onions, grapes and raisins are also categorized as plant toxins.
5. Household chemicals: This includes bleach, liquid potpourri, deodorant and other toiletries.
6. Metaldehyde: A component of snail bait.
7. Organophosphate: This group of insecticides works to inactivate acetylcholinesterase, which is essential to nerve function in insects and pets. Ingestion can occur through skin absorption or oral intake.
8. Toad poisoning: Some species of toad secrete a toxic substance

when threatened or licked by dogs.

9. Heavy metals: This includes mercury, lead or excessive amounts of zinc, iron, cobalt and copper. Pets may be exposed to heavy metals through lead-based paint, ingestion of pennies, vitamins, soil contamination or water pollutants.
10. Antifreeze: VPI notes that most pet owners are aware of the poisonous potential of antifreeze, but are unaware of a pool collecting from a leak beneath a car.





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the web!
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Gifts for Pets & the Hearts
They Touch

HUNGRY?

Our all natural food varieties include:



In addition to competitive prices, 5% of all food sales benefits animal welfare societies. To date, over \$925 has been contributed.