

From the Publishers of the 10 Million Best Seller, THE DOCTORS BOOK OF HOME REMEDIES®

# PREVENTION<sup>3</sup> FOR PETS

Magazine Health Books

Veterinarians' Own

# At-Home Pet Cures!

**FOR CATS!**

Shoe box cure  
for bored cats!  
PAGE 7.

Paper bag trick  
helps your cat  
lose weight!  
PAGE 17.

**FOR DOGS!**

Cure  
flatulence  
with a  
tennis  
ball!  
PAGE 13.

Fight fleas  
with  
a lasagna  
pan!  
PAGE 15.



**SPECIAL  
PULLOUT  
SECTION:**

Emergency  
Pet Care  
Guide!  
Page 10.

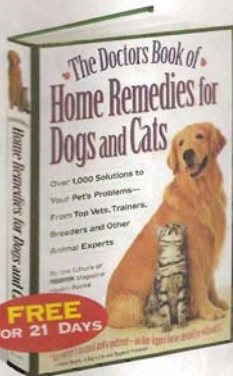
**PLUS: TWO FREE SPECIAL REPORTS! Details inside...**

# 3 ATTENTION PET LOVERS!

For the first time, more than 1,000 of the world's greatest, safest, most useful pet remedies are in one place!

Now, the people who brought you the original *Doctors Book of Home Remedies*<sup>®</sup> have consulted more than 200 veterinarians, trainers, groomers and pet experts to bring you . . .

**THE DOCTORS BOOK OF HOME REMEDIES<sup>®</sup> FOR DOGS AND CATS**—the most comprehensive, practical, hands-on pet book ever created!



## INSIDE THIS SPECIAL PREVIEW:

- 4 . . . Veterinarians' Own Private Pet Remedies!
- 6 . . . Gentle, Effective Solutions For Misbehaving Pets!
- 8 . . . **FOR CATS ONLY:** Purr-fect Ways To Keep Kitty Healthy!



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## 10 . . . SPECIAL PULLOUT SECTION: EMERGENCY PET-CARE GUIDE!

- 12 . . . **FOR DOGS ONLY:** Amazing Health Tips For Your Precious Puppy!
- 14 . . . Keep Your Pet Looking Clean, Healthy, Fresh and Fluffy!
- 16 . . . Help Your Pet Feel Like A Kitten Or Puppy Forever!



## Two FREE Reports

Discover how dogs and cats think . . . and why they act the way they do!  
See PAGE 18 For Details.

What Is Your Pet  
**REALLY** Thinking?  
See Page 18!





Amy Marder, V.M.D.

# Starting Today, More Than 200 Experts Are "On Call" Just For You!

Dear Fellow Pet Lover,

The next time your dog or cat needs help, you'll know exactly what to do.

**4** Because today, America's top veterinarians, trainers, groomers and pet experts have joined together to create the most comprehensive, practical guide to home pet care ever produced!

Introducing THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS, the ultimate guide to home pet care!

Whether you have a 15-week-old puppy or a 15-year-old cat, you'll find hundreds of practical, vet-approved ways to help your pet live a happier, healthier life!

## **1,005 VETERINARIAN SECRETS — FREE FOR 21 DAYS:**

Starting today, you can work with your veterinarian to fight fleas . . . relieve allergies . . . and soothe skin rashes. Because with THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS, you'll have all the answers to bring fast relief to these conditions — right in your own home!

You'll discover quick, clever ways to correct your pet's behavior blunders . . . solve everyday health problems . . . and protect your pet from the effects of aging. And most importantly, you'll learn to identify real emergencies when you must see a vet — and the things you must do right away to save your pet's life! (See the Emergency Pet Care Guide on page 10.)

It's all in the brand-new DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS — the most comprehensive, practical, caring, one-of-a-kind pet book ever created! And you can have it in your home, FREE to preview for 21 days.

## **FREE BONUS GIFT!**

Mail the enclosed postage-paid card to preview THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS without risk — FREE for 21 days. You'll also receive two special reports, Why Does My Dog Do That? and Why Does My Cat Do That? — both bound together in a special collection volume.

Act now — it's the best thing you can do for your pet!

Sincerely,

Amy Marder, V.M.D.

Clinical Assistant Professor, Tufts University School of Veterinary Medicine, and Contributing Veterinarian and "Your Healthy Pet" Columnist for PREVENTION® Magazine

**P.S. SPECIAL PULLOUT SECTION!** Turn to page 10 for your Emergency Pet Care Guide, a special pull-out section designed to help you handle pet emergencies!

# For The First Time, Top Veterinarians Reveal The Secret Cures You To Treat Their Own Pets

By Matthew Hoffman, Editor



**"I couldn't believe how many tips I used myself!"**

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When I started working on **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS**, I had no idea I'd find so many valuable tips to help my dog Molly.

As we collected more and more remedies from veterinarians, I found myself saying, "I'll have to try that with Molly!" time and time again.

That's how I discovered a cure for one of Molly's most persistent problems: her bad breath. One of the vets we interviewed suggested giving carrot sticks once or twice a day.

Molly really likes them! The crunchy sticks help keep her teeth clean—and her breath fresh. What a difference!

That's just one example of the many useful remedies you'll find in this book. Return the card on page 19 to see them all!

Sincerely,

*Matthew Hoffman*

Matthew Hoffman  
Editor

Did you know that you could repel fleas permanently with garlic?

Or clean your dog's teeth effortlessly with a carrot stick?

Or bring instant relief for your cat's hairballs with petroleum jelly?

These are just a few of the secret home remedies veterinarians use to treat their own pets! Now you can give your dog or cat the same kind of expert attention—right in your own home!

Because now, for the first time ever, you'll find more than 1,000 veterinarian home cures in one place! Just open **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS**—an exciting new book from Prevention Magazine Health Books, publishers of the 10-million-copy best-seller, *The Doctors Book of Home Remedies*®.

This amazing, first-of-its-kind pet book brings you the expert advice of more than 200 top veterinarians, groomers, trainers and pet experts, who reveal the secret cures, remedies and techniques they've discovered through years of professional service.

Whether you've got a crazy kitten, a young puppy or an adult pet, you'll find expert, at-home ways to fight fleas . . . soothe itchy skin . . . maintain a healthy coat . . . correct behavioral problems . . . fight off diseases . . . and keep your pet happy, energetic and youthful well into old age!

*When it comes to treating their own pets, veterinarians hold nothing back. Now, you can give your pets that same level of love, attention and care!*



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**FREE PREVIEW**

**THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** is the most comprehensive, informative and practical pet book ever created. Now you have fast, effective, at-home solutions to almost any pet problem imaginable!

You'll discover how an old piece of clothing can be used to keep a wound clean. How ordinary food can boost your pet's immune system. How a handful of change can teach your pet the meaning of "no" . . . and much more!

(continued on page 6 . . .)

Visit our web site: <http://www.petremedies.com>



Over 1,000 Of Their Personal Home Remedies!

# Pets Use Pets!



5

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**YOURS FREE**  
**FOR 21 DAYS!**  
SEE PAGE 19.

(continued from page 4)

## Professional Trainers Reveal Amazing Ways To Get Your Pet To Behave!

When it comes to training pets, professional trainers make it look so easy! Suddenly, your dog does exactly what she's told. And your cat actually appears to listen!

Now, for the first time, the secret tips of professional trainers are revealed—so you can get the same remarkable results at home! They're all in **THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS!**

You'll find incredibly useful tips, no matter what kind of mischief your dog or cat enjoys . . .

- Does your cat like to jump up on your kitchen counters? Try laying this on the counter; cats hate it! PAGE 58.
- Is your dog afraid of thunderstorms? Discover how your tape player can gently calm his fears. See PAGE 173.
- Does your cat occasionally "do his business" in your bathtub? This trainer has the solution to stop it cold! See PAGE 222.
- Does your dog jump up on visitors? This simple "wake-up call" breaks that habit **FAST!** PAGE 241.

Even if your dog or cat is generally well-behaved, you'll find important tips for your pet's special personality. Like how to gently reassure a nervous, anxious dog (PAGE 282) . . . how to make your cat feel more secure (PAGE 238) . . . even how to help your pet and child get along better (PAGE 237).

## Discover The Secret Behavior Tricks Trainers Use To Treat Their Own Pets!

When it comes to their own pets, professional trainers demand good behavior. After all, how would it look if their own pets were destructive and disobedient?

Over the years, trainers have found the quickest, most effective ways to train their pets. Most of these secret techniques have never been revealed . . . until now!

Now you can find all of these secret techniques in **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS!** You'll discover how professional trainers would handle any behavioral problem . . . and how you can solve the problem the same way—right in your own home!

You'll discover the secret techniques trainers use to housetrain cats . . . quiet a barking dog (or a meowing cat) . . . stop a dog from digging . . . or a cat from scratching . . . and much, much more!

(continued on page 8 . . .)

# Teach Y



 **Duct tape secret stops your cat from scratching up your furniture. PAGE 144.**




**"This book is useful for anyone with a pet. It's a valuable resource to help the pet lover find good-sense, practical help with pet care."**

Karen Overall, M.A., V.M.D., Ph.D.  
Behavior Clinic, University of PA School  
of Veterinary Medicine; Diplomate,  
American College of Veterinary Behavior;  
ABS Certified Applied Animal Behaviorist



# Your Pet To Behave!



**Cure destructive chewing with hot sauce!**  
PAGE 101.

**Teach your dog to love the mail carrier!**  
Ingenious tip, PAGE 17.

**Calm your anxious pet with a dirty T-shirt!** (If it smells like you, it's reassuring to him!)  
PAGE 273.

**Cat digging in your plants?** Try this remarkable baking soda cure!  
PAGE 155.

**Housetrain your cat fast!** All you need is a plastic sweater box!  
PAGE 224.

**15-cent solution for a barking dog!** (HINT: A dime and a nickel won't work. You'll need 15 pennies!)  
PAGE 53.

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**How a few balloons will cure your dog of car chasing forever!** Incredible tip, see  
PAGE 87.

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**Cure your pet's sleeplessness with a night light!**  
PAGE 327.



## 1 AT-HOME PET CURE

### Cure Boredom Forever!

Now it's easy to keep your pet happy, entertained and out of trouble . . . even when you're not home! Just try these expert tips:

**The Shoe Box Cure For Bored Cats:** Put a ping-pong ball inside a shoe box. Cut holes in the sides, big enough for your cat to put her arm through, but not as big as the ball. Your cat will have hours of fun trying to get the ball out!

**The Peanut Butter-Bone Trick For Bored Dogs:** Take an ordinary shinbone and pack it with peanut butter. Your dog will love the taste, and it's a fun challenge for him to work the sticky stuff out from inside the bone!

For more ideas on curing boredom, see PAGE 79 of THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS!

**Tinfoil trick stops destructive cats in their tracks!** See PAGE 144 for details!



**Orange and lemon peel secret for cats that scratch furniture.**  
PAGE 106.



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If you would like to order THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS, and the order card is missing, please write to: Rodale Books, 33 East Minor Street, Dept. O, Emmaus, PA 18098.

**NEXT PAGE:**  
Energize Your Cat!



**YOURS FREE**  
**FOR 21 DAYS!**  
**SEE PAGE 19.**

*(continued from page 6)*

### **For Cats Only: How Veterinarians Treat Their Own Cats At Home!**

It's a fact. Veterinarians' cats are pampered and spoiled with the best medical care available. Don't believe it? Just ask the cats—they know they're special!

But your cat is special, too . . . and deserving of the same kind of tender loving care!

That's why **THE DOCTORS BOOK OF HOME REMEDIES® FOR DOGS AND CATS** is overflowing with veterinarians' secret health tips for cats and kittens!

You'll find hundreds of special "For Cats Only" tips just for the special cat in your life. You'll get expert information on litter box problems . . . ear mites . . . meowing . . . digestive troubles . . . finicky eating . . . and much more!

### **Pamper Your Cat With Love And Attention!**

Discover the best kind of attention you can give your cat—to improve his health, correct behavioral mistakes, and keep him looking and feeling energetic, confident and youthful well into his old age!

That's the kind of remarkable information you'll find in **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS!**

You'll discover the clever secrets cat experts recommend to help your cat behave . . . fight off disease . . . steer clear of fleas and ticks . . . and look proud, alert and healthy! For example . . .

- Does your kitty scratch often? The solution may lie with your vacuum cleaner! See PAGE 27.
- Is your cat dragging her rear end on the floor? If so, the first thing you should do is stop feeding her table scraps. Then, see PAGE 29.
- Does your cat bother you when you're trying to sleep? Here's an easy, clever remedy that really works! Just reach for this. PAGE 17.

Whatever the problem, **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** has the instant solution. And if the condition is more serious than you first thought, you'll know it. Under every topic, you'll find a special section entitled, "When To See The Vet."

Because every tip comes from veterinarians, trainers, groomers and pet experts, you can trust every piece of information in **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** as safe and approved for use on your cat!

*(continued on page 12 . . .)*

Visit our web site: <http://www.petremedies.com>

# Pamper With G

**Protect your cat's heart with a smear of olive oil! PAGE 23.**

**Boost your cat's immune system! Easy way to protect against illness—just put this in place of his regular meal. PAGE 22.**



"There is so much you can do as a pet owner to keep your pet healthy and active. **DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** reveals hundreds of practical, easy-to-use, veterinarian-approved tips."

Myrna Milani, D.V.M.  
 Charlestown, New Hampshire

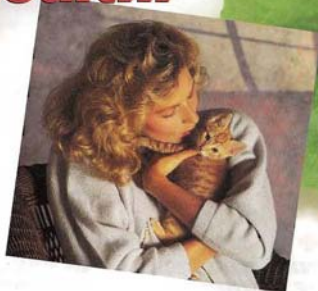



**Drive fleas away with garlic and brewer's yeast! PAGE 187.**


**Smother ear mites with baby oil! Drop in just enough oil to . . . (See PAGE 164).**




# er Your Cat ood Health!



-  Cat chewing on your sweaters? Stop it with Romaine lettuce. Vet's advice, PAGE 372.

-  Butter cure for hairballs! Complete directions, PAGE 199.

-  Wet towel trick for competitive cats. This remedy will "literally wash away bad feelings"! See PAGE 329.

## 2 AT-HOME PET CURE

### Energize Your Cat!


A few minutes ago, Kitty was half-asleep, bored beyond belief. Now, she's full of energy and excitement, chasing sunbeams across the living room floor!

It seems like magic . . . but it's actually a secret trick from an animal behavior expert in New York!

His secret? Hang a small crystal ornament in the window. It'll catch the light and cast enchanting—and cat-chaseable—rainbows on the floor!



-  Relieve urinary tract infections with cranberry juice. That's right—it works for cats, too! Details, PAGE 359.

-  Does your cat ever sneeze or cough? Some ordinary sand can help your cat breathe easier. That's right, sand! See PAGE 41.



**NEXT  
PAGE:**  
Emergency  
Pet Care  
Guide!

7



## Keep This Information Handy In Case Of Emergency!



### IN CASE OF ILLNESS:

Often your vet will prescribe medication to treat your pet's illness. Here's how to give medicines to your pet:

1. For cats, you should first wrap a towel around her chest so her feet are blocked by the towel.
2. Place the palm of your hand over the bridge of your pet's nose. Your thumb and middle finger should circle the muzzle and fit behind each upper canine (long) tooth.
3. Gently press her lips against the teeth to make her drop her jaw.
4. With the other hand, quickly poke the pill to the back of her tongue. Then hold her mouth closed and stroke her throat until you see her swallow. When she licks her nose, you know she's done.
5. The best way to make sure your cat actually swallows is to startle her. As soon as you've given her the medicine, gently blow in her face—she'll reflexively swallow!



### WARNING SIGNS OF SERIOUS ILLNESS

The following may signal that your pet needs medical attention. You should seek veterinary care:

1. Anytime you find a lump on your pet's skin.
2. If your pet seems unusually short of breath.
3. If your pet experiences a sudden change in appetite.
4. If your pet starts losing weight.
5. If your pet drinks often and urinates more frequently.



### IS CHOCOLATE REALLY TOXIC TO PETS?

Yes! Chocolate is a tasty toxin, which like caffeine, is dangerous to dogs and cats when eaten in large quantities. Baking chocolate is the most dangerous. Keep chocolate out of reach of pets at all times.



### HOW TO CHECK YOUR PET'S PULSE:

Feel on the inside of his back thigh, where the leg joins the body. Normal for cats: 110–170 beats a minute. Normal for dogs: 70–150 beats a minute.



### IN CASE OF BLEEDING:

The following areas are pressure points on your pet which, along with direct pressure on the wound, will help stop bleeding.

1. The upper inside of the front leg. Pressing here will help control bleeding of the lower forelegs.
2. The upper inside of the rear leg. Pressing here will help control bleeding of the lower hind legs.
3. The underside of the tail. Pressing here helps control bleeding of the tail.

**NOTE:** Forget the tourniquet. A lot of limbs are lost because the blood supply is cut off for too long a time.



### COUGHING CAN BE SERIOUS

Coughing is the most common sign of heart disease in pets. If your dog has been coughing for more than 24 hours, see your vet. Coughing is extremely rare in cats and should always be seen by a vet.



## IN CASE OF INJURY:

You should always have a pet first-aid kit handy in case your pet is injured. Here are some veterinarians' recommendations on what to include:

1. Your vet's telephone number, plus the number of an emergency weekend or nighttime vet
2. Gauze rolls or pads
3. Absorbent cotton
4. Scissors, preferably with rounded tips
5. Hydrogen peroxide
6. Hydrocortisone ointment
7. Eyewash
8. Tweezers
9. Rectal thermometer
10. Syringe (without the needle) for giving oral medications
11. Anti-diarrheal medicine (for dogs and cats)
12. Upset stomach medicine (for dogs only)
13. Antihistamine liquid
14. A clean, white sock—to slip over an injured paw, to keep the wound and your floors clean until the bleeding is stopped



## WHEN BAD BREATH IS A SERIOUS CONCERN

1. A sweet, fruity scent could indicate diabetes, especially if your pet is drinking or urinating more than usual.
2. A urine-like smell might mean kidney disease.
3. A mouth odor that vets simply describe as "foul," when accompanied by vomiting, loss of appetite, swelling of the abdomen or yellowing of the eyes or gums, could indicate a liver disorder.



## HOUSEPLANTS THAT CAN HURT YOUR PET

1. Philodendron
2. Dieffenbachia
3. Jerusalem cherry
4. Yew
5. Caladium
6. Spider plant
7. Airplane plant
8. Cyclamen
9. Foxglove
10. Dragon tree
11. Holly
12. Mistletoe
13. Azalea
14. Poinsetta
15. Rhododendron
16. Mother-in-law's tongue

\*To be safe, vets recommend you always put houseplants where pets can't get them.



## TESTING YOUR PET FOR DEHYDRATION

Gently lift the skin along your pet's back. Normally, it will snap back into place. In dehydrated pets, however, the skin loses elasticity, causing it to stay up in a ridge. If this happens, it's an emergency—see your vet right way.



## HOW A CARROT COULD SAVE YOUR PET'S LIFE!

When a pet has bad teeth, bacteria can get into circulation around the gums. The bacteria float around the bloodstream and eventually settle on the heart valve. To help keep your pet's teeth clean, brush or scrub the teeth daily. In addition, giving your pet raw carrots and hard rubber toys to chew will help keep the teeth clean.



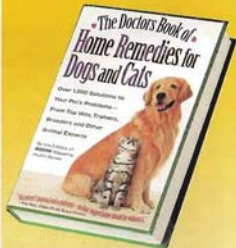
## SYMPTOMS OF INTERNAL BLEEDING IN PETS

1. Blood in the vomit
2. Blood in the urine
3. Pale pink or white gums
4. Llistlessness

### Perform the following

**test:** Press a finger against your pet's gums. If they don't turn pink after a momentary whiteness, she could have lost large amounts of blood. See your veterinarian immediately.

**MORE THAN 1,000 HOME REMEDIES FOR PETS!**



To order, return the order card on page 19 . . .

Or write to: DOGS & CATS, Prevention Magazine Health Books, Dept. Q, Emmaus, PA 18098





**YOURS FREE  
FOR 21 DAYS!  
SEE PAGE 19.**

*(continued from page 8)*

## **For Dogs Only: Vets' Tips To Keep Your Dog Feeling Great!**

Veterinarians' dogs are the healthiest around! They never complain about dry skin, fleas, allergies or stomach problems. They're happy, healthy, energetic and feeling great!

**10**

Now you can give your dog that same happy, healthy feeling! Just look in **THE DOCTORS BOOK OF HOME REMEDIES® FOR DOGS AND CATS!**

You'll discover dozens of special "For Dogs Only" sections, where you'll find expert tips just for the specific problems that dogs face—like drooling . . . hip dysplasia . . . skin and coat concerns . . . barking . . . biting . . . and much more!

- **What it means if your dog's gums are brown or black.** PAGE 6.
- **Is your dog afraid of fireworks?** This blanket trick will calm him right down! Directions, PAGE 283.
- **Does your dog have hip dysplasia?** Vets tell you the best thing to do. PAGE 207.
- **What it means if your dog cries when you pet him.** PAGE 45.

## **Special Secrets For The Special Dog In Your Life**

Ever notice how your dog always wants to be with you? It's amazing how much dogs add to the quality of our lives. The companionship, friendship and loyalty of a good dog is the stuff of legend!

Here's your chance to pay your dog back! With hundreds of expert tips for dogs and puppies, **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** can help your dog live a happier, healthier life!

You'll discover hundreds of incredible tips to protect your dog from illness . . . fight off fleas and ticks . . . soothe itchy, dry skin . . . control allergies . . . handle digestive trouble . . . and much more!

You'll know exactly what you can do to treat your dog at home . . . and when you'll need to see your vet. Under every topic, you'll find a special section entitled, "When To See The Vet."

**THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** gives you the expert tips from veterinarians and pet experts to keep your dog healthy and happy well into old age!

*(continued on page 14 . . .)*

Visit our web site: <http://www.petremedies.com>



**Dry skin cure!**  
Astounding marigold  
secret, PAGE 13.

**"An owner's manual and a godsend  
—no four-legged home should be  
without it."**

Peter Mayle  
Author of  
**A DOG'S LIFE and  
A YEAR IN PROVENCE**

**🐾 The truth about bathing a dog:** "The more you wash, the sooner your dog is going to need another bath." What to do instead, PAGE 77.

**🐾 Does your dog wake you up too early? Sleep longer—and better—thanks to a hair dryer! Details on PAGE 326.**



# Feed Your Dog To Health And Happiness!



- 🐾 **Help your dog lose weight with garlic!** It actually helps the digestive system get back on track! For amounts, see PAGE 288.
- 🐾 **Stop that digging dog!** Try this remedy using a piece of heavy cloth! PAGE 153.

## 3 AT-HOME PET CURE

### Reduce Your Dog's Flatulence!

Dogs often get gas because they eat their food too fast, swallowing air along with their food. One trick to reduce air-swallowing is to put a fairly large object—a tennis ball, for example—into your pet's food bowl. Says a vet: "They'll have to nose around and work harder to get the food, so they'll be forced to slow down." See PAGE 183 of THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS for details.

- 🐾 **Cool "hot spots"!** Ordinary tea actually helps them heal faster! PAGE 213.

- 🐾 **What to do when your dog is vomiting.** Vets recommend this effective cottage cheese remedy. PAGE 367.

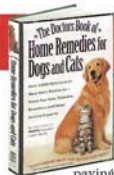
- 🐾 **Did Fido get sprayed by a SKUNK?** Don't panic. Reach for the vanilla FAST. It really works! Directions, PAGE 323.

- 🐾 **Soothe teething pain with a frozen rag!** Details, PAGE 342.



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**NEXT  
PAGE:  
Kill Fleas  
With A  
Lasagna Pan**



**YOURS FREE  
FOR 21 DAYS!  
SEE PAGE 19.**

*(continued from page 12)*

## Amazing New Ways To Keep Your Pet Looking Healthy!

In grooming salons across America, pet owners are paying top dollar to give their pets a clean, well-trimmed, healthy look.

In many cases, the results are well worth the cost! Dogs and cats come out looking years younger . . . smelling fresh and clean . . . free of mats and tangles . . . and sporting a healthy, shiny coat!

Of course, not everyone can afford to visit a groomer on a regular basis. But now, for the cost of one trip to the groomer, you can get THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS—and discover hundreds of professional pet-groomer's secrets you can use at home!

You'll discover the best ways to keep your pet clean . . . fight off fleas and ticks . . . soothe itchy, dry skin . . . freshen breath . . . soften rough, brittle hair . . . and much more!

- Remove tangles and burrs more easily! Top groomer's remarkable vegetable oil tip, PAGE 86.
- Does your pet always lick off skin medicines? This vet has the answer! See PAGE 293.
- The easiest way to soothe an itchy pet fast. PAGE 231.
- Why you should never attempt to remove a tick with a hot match. Vet's advice on what to do instead, PAGE 346.
- What to do if your dog drools. Professional groomer offers this clever bandanna solution! PAGE 157.

## Give Your Pets The Attention They Deserve!

Every dog and cat deserves a little tender loving care now and then. To be clean, comfortable and healthy is a treat for both you and your pet (even if your pet isn't too impressed with getting a bath).

Starting today, it's easy for you to pamper your pet with the attention he deserves. You'll discover advice on hair care . . . skin . . . nails . . . teeth . . . eyes . . . and much more!

THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS is the most comprehensive pet book ever created! You'll discover everything you need to help your pet look great from head to toe!

*(continued on page 16 . . .)*



-  **Hair mats removed easily! Top groomer's amazing corn starch remedy. PAGE 267.**
-  **Cure ear infections with vinegar! PAGE 77.**



-  **Clean your cat's teeth with tuna! Surprisingly effective! PAGE 135.**



**"With the tips you'll find in THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS, you'll make grooming your pet a more pleasant experience—for you and your pet!"**

Linda A. Law, Certified Master Groomer  
Director of Canine Clipper  
School of Pet Grooming  
Dumfries, Virginia



Visit our web site: <http://www.petremedies.com>

1 LB | 454 GRAMS

# Grooming Secrets Of The Pet-Salon Pros!

**Cure your pet's bad breath with an ordinary rope!**  
PAGE 51.

**Remove burrs more easily with vegetable oil!** PAGE 86.

**Protect your pet's skin from cold weather drying!** PAGE 111.



**Warning: NEVER let your dog anywhere near a dog that is balding and scratching.** See PAGE 260 fast!

**All-natural herbal cure for pet acne!** PAGE 13.

**Prevent eye infections!** All it takes is an ordinary hairbrush! PAGE 169.

**All-natural flea control!** Forget poisons and sprays, this natural remedy makes fleas dry up and die! See PAGE 189.



## 4 AT-HOME PET CURE

### Kill Fleas With A Lasagna Pan!

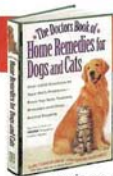
To kill fleas without chemicals, try this: Plug in a night light and put a wide glass pan partly filled with water underneath. (A lasagna pan will do nicely.) Since fleas are attracted to warmth, they'll leap toward the light—and drown in the water. For other ideas, turn to PAGE 190 of THE DOCTORS BOOK OF HOME REMEDIES\* FOR DOGS AND CATS.

**Does your pet scratch a lot? Try soothing his dry skin with oatmeal!** Directions, PAGE 25.



If you would like to order THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS, and the order card is missing, please write to: Rodale Books, 33 East Minor Street, Dept. Q, Emmaus, PA 18096.

**NEXT PAGE:**  
Easy Weight Loss For Pets!



**YOURS FREE**  
**FOR 21 DAYS!**  
**SEE PAGE 19.**

*(continued from page 14)*

### **Help Your Cat Feel As Playful As A Kitten!**

There's something really special about a kitten. He's curious, playful and energetic all the time!

Older cats are more reserved and dignified, of course, but there's still a lot you can do to make your cat feel like a kitten!

The secrets are in **THE DOCTORS BOOK OF HOME REMEDIES® FOR DOGS AND CATS!** From boosting your cat's energy level to protecting your cat from illness, you'll get hundreds of veterinarians' tips that can help your cat look, feel and act younger well into his old age!

For example:

- Easy way to keep your cat slim and flexible! Vet's advice, PAGE 20.
- Boost your cat's immune system! Tips on fighting cat flu, PAGE 96.
- Protect your cat's heart! Nutrition tips to keep his heart strong and healthy. PAGE 201.
- Keep your older cat comfortable and healthy for years to come! PAGE 19.
- Help your cat live longer! Just doing this reduces your pet's risk of certain tumors and makes it less likely your cat will get into fights. See PAGE 10.



### **Help Your Dog Feel As Healthy And Happy As A Puppy!**

Puppies are so excited and happy about everything! They have so much energy and spirit, they sometimes seem like they're going to burst from all the excitement!

Older dogs can have energy and spirit, too! Just look in **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS** for hundreds of amazing ways you can keep your dog healthy, happy and high-spirited for years to come!

For example:

- Seven easy ways you can boost your dog's energy! PAGE 32.
- The greatest youth-giving exercise for a dog with hip dysplasia. PAGE 207.
- Protect your dog from preventable diseases! See the complete vaccination schedule for dogs on PAGE 5.

When it comes to keeping your dog or cat healthy and happy well into old age, there's no other book like **THE DOCTORS BOOK OF HOME REMEDIES FOR DOGS AND CATS!**

*(continued on page 18 . . .)*



# **Astounding Age Era**



**Is it aging . . . or just allergies? Discover the top five human foods that can cause allergies in pets. PAGE 192.**

**Fight cancer with an umbrella! Details on PAGE 257.**

**"You'll learn a lot about a variety of common pet problems—and what you can do at home to help your pet live a happier, healthier life!"**

Amy Marder, V.M.D.  
Clinical Assistant Professor, Tufts University  
School of Veterinary Medicine,  
and Contributing Veterinarian and "Your  
Healthy Pet" Columnist for  
PREVENTION Magazine

**Help your older pet get moving! This unusual treatment allows him to move around easier. PAGE 22.**

**Over-the-counter drugs can bring fast relief for the aches of your pet's old age—but read PAGE 38 for important safety information.**

# ding asers For Pets!



**Prevent an ulcer with a rubber chew toy!** PAGE 356.



**Reward your pet with good health! Give these anti-aging vitamins for treats!** PAGE 23.



**Why your pet's bowl could be causing him neck pain! Vet's easy solution,** PAGE 37.

**Help your pet feel younger!** Your pet will lose weight and gain more energy with this amazing garlic remedy. See PAGE 288.

## 5 AT-HOME PET CURE

### Easy Cures For Overweight Pets!

One of the best ways to help your pet feel satisfied with less is to make him eat more slowly.

**For dogs,** simply divide their food into several bowls around the kitchen. They'll have to take breaks as they walk from one bowl to the next.

**For cats,** you can put the bowls into open paper bags. Your cat will have to walk from bag to bag, find the opening and crawl inside. It's fun and time-consuming—just what the doctor ordered!



**Soothe arthritis pain with a wet towel!** Directions, PAGE 37.



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**NEXT PAGE:**  
Two FREE Special Reports!



**YOURS FREE  
FOR 21 DAYS!  
SEE PAGE 19.**

(continued from page 16)

**FREE REPORT #1:  
Find Out What Your Cat  
Is Really Thinking!**

Your cat sits majestically, looking around his kingdom. You look at him and wonder, "What is he thinking?"

Now you can find out—FREE! The secrets are in your FREE REPORT #1, *Why Does My Cat Do That?*

You'll discover what your cat really thinks about you . . . how he communicates . . . what his body language is really saying . . . and much more!

**FREE REPORT #2:  
Find Out What Your Dog  
Is Really Thinking!**

**11**

Your dog stares at you with those loving eyes, and you just have to wonder—"What is he thinking?"

The answers are in your FREE REPORT #2, *Why Does My Dog Do That?*

You'll discover the truth about how your dog really views you . . . what he cares about more than anything (not food!) . . . how he communicates with other dogs . . . how he expresses his feelings . . . and much more!

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Both of these special reports will be sent to you, bound together in a special collection. They are yours to keep, free of charge, when you return your Free-Preview Certificate to get THE DOCTORS BOOK OF HOME REMEDIES® FOR DOGS AND CATS to examine for 21 days free.

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To your pet's health,

*Matthew Hoffman*

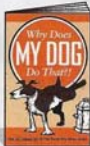
Matthew Hoffman  
Editor

**FREE  
REPORT #1**



- Speak your cat's language! Easy ways to communicate with your cat. PAGE 15.
- How smart is your cat? The truth about feline intelligence. PAGE 7.
- Why your cat likes to be scratched in certain places. (It's a way of communicating!) See PAGE 13.
- Does your cat get embarrassed? (You bet he does! Here's how to tell if he is.) PAGE 6.
- What to do if your cat misbehaves while you're away. PAGE 6.
- Understand what your cat is saying! Experts reveal the meaning of your cat's purr . . . meow . . . cry . . . or hiss. (They don't always mean what you think!) PAGE 15.
- And much more!*

**FREE  
REPORT #2**



- The one thing your dog wants more than anything. PAGE 5.
- NOTICE:** Don't use treats to train your dog. For better results, experts say do this. PAGE 8.
- The real reason your dog circles before lying down. PAGE 9.
- Why your dog likes to eat grass. Surprising answer, PAGE 11.
- How to convince your dog not to pull on his leash. Easy solution! PAGE 19.
- The most important command your dog will ever learn. PAGE 18.
- And much more!*





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Sincerely,

*PAT CORPORA*

Pat Corpora

President, Prevention Magazine Health Books

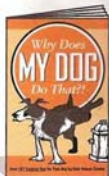
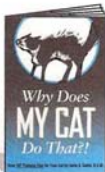
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*See inside for details . . .*

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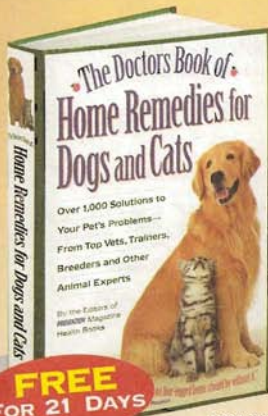
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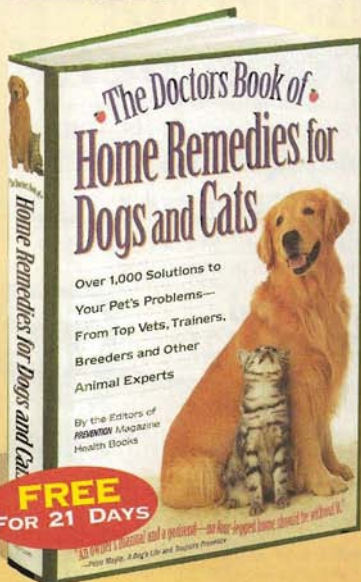
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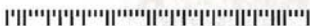
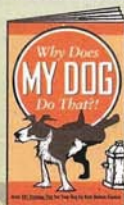
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# Monthly Copywriting Genius #62

## Copy Comments

1. Secret of Secrets: Let your prospect in on a secret. Secrets are powerful motivators. Everyone wants in on a secret. Secrets engage the reader... and compel him to read on.
2. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.
3. Secret of Make It New: Position the product as brand new.
4. Secret of the Big Story: Let your reader in "behind the scenes," or make them feel they are seeing events unfold before their very eyes.
5. Secret of Make It New: Position the product as brand new.
6. Secret of the Product USP (Unique Selling Proposition): This is where you state what makes the product different from all others. Turn the USP into a strong benefit.
7. Secret of the Big Story: Let your reader in "behind the scenes," or make them feel they are seeing events unfold before their very eyes.
8. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.
9. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation. Fascination teasers keep the reader engaged in your copy.
10. Secret of Secrets: Let your prospect in on a secret. Secrets are powerful motivators. Everyone wants to be in on a secret. . Secrets engage the reader... and compel him to read on.
11. Secret of More Than One Reason to Act: Give the reader more than one reason to act now. You should, at the very least, give them three reasons to act now.

12. Secret of Nordstrom Principle: Make the buying experience easy and accommodating.
13. Secret of Reason for Urgency: Give the reader a reason (sometimes up to three) to act now. The reasons should be tied to product benefits.

## Design Comments:

1. The headline is done in very large type, which pulls the reader into the package.
2. The image fits the theme of the package and takes up the entire front cover.
3. The well-known, name brand product is also done in a large font. This builds credibility for the product from the get-go.
4. The table of contents uses a nice mix of type and images. The reader can scan thru the sections, see what interests him and then go to that page.
5. The headline takes up a two-page spread. This becomes the focal point – or the starting point for the reader to become engaged in the copy. The image of the vet and the cat tie nicely to the copy.
6. The fascinations teasers are set off in their own boxed-in area with a mix of type and graphics. All the graphics are “call out” graphics... they relate well to the theme and engage the reader’s interest.
7. The theme of the copy fits the graphics used in this section. It’s easily recognized by the reader as “emergency” care tips.
8. The guarantee copy is set off in its own area. It conveys “this is important copy” and builds credibility for the product by not hiding the guarantee or making it small.