



Dr. Bob Goldstein's Nature's Protection® for Dogs & Cats

Dr. Bob Goldstein's Nature's Protection® Flea and Tick Program

Mother Nature doesn't use synthetic chemicals, and neither do we. So, when it comes to protecting dogs and cats from mosquitoes, fleas, and ticks, our philosophy is simple: We believe our pets should never have to carry or consume insecticides and pesticides. That's why we've crafted Nature's Protection Flea and Tick Program. This gentle 2-part program works on the front lines in protecting our beloved animals from insects each and every day, working naturally from the inside out and top to bottom for year-round relief.

Nature's Protection – Repelling Fleas & Ticks from the Inside Out

Nature's Protection Internal Powders are the essential base component to our flea and tick program, and are available in two choices- with or without brewer's yeast. Either option should be sprinkled onto your animal's food daily. The Internal Powders are most effective when used religiously, year-round.

If you have ever been to a BBQ or picnic, you see that some people are getting bitten by bugs while others are not. The people that are not getting bitten have a more alkaline blood chemistry which makes the blood taste and smell bitter so the bugs do not want to bite them. The people that are being bitten have a blood chemistry that tastes and smells more acidic tasting which attracts bugs to bite them. Our Internal Powders address that issue - they create an odor change to the animal's blood so the bugs do not want to bite them, while also strengthening the immune system.

Which powder to use?

While every animal is different, we have some simple suggestions to help choose the right powder. The first step is understanding the differences in the two products. Our Nature's Protection Daily Internal Powder is Brewer's Yeast based, while our Daily Herbal Internal Powder is yeast-free and derived from herbs.

Cats seem to like the brewer's yeast more than the herbal blend because of the bitterness of the herbs. We recommend the herbal option more often for dogs because more dogs have allergies to brewer's yeast than cats. The Goldstein's use both powders in a 50/50 mixture to get the added benefit of both types.

If you have a pregnant or nursing animal, we recommend only using the Daily Internal Powder with Brewer's Yeast. The calcium in the powder will help support both mother and the litter, making it more beneficial overall. We recommend not using the Herbal Internal Powder on pregnant animals as some herbs are stimulatory and could bring on early labor.

How to initially start:

As with any dietary or supplement change, to ensure a gentle transition to the program, it is important to introduce the powders to your animals slowly over the course of a few weeks. This will help to avoid any intolerances and allow you to be sure there are not any allergies to the powder.

You do not want to detox the body too quickly, so we recommend starting slowly. Begin with a 1/4 of the recommended dose and give for 4 to 5 days. After 4 to 5 days, provided there is no loose stool, no sign of an allergic reaction, excessive itching, or, in rare cases, vomiting, then increase by another 1/4 dose. Again, wait the 4 to 5 days and if all is well, continue like this until you are on the full dose.

For best results, we recommend gradually increasing to a double dose during the heavy season. It is important to know when the heavy flea and tick season is in your region as it varies depending on climate. When increasing to the double dose follow the same instructions. You can stop the double dose when the first good frost hits. If you live in a warm climate and don't have a cold period, you can give the double dose all year round.

During the heavy season in your area, or if you live in heavily populated flea and tick areas, you can add our oral Nature's Protection™ Flea & Tick Daily Herbal Drops. The preferred method is to administer the drops directly into your animal's mouth. Since some animals do not like the taste of herbs, you can also put the drops in their food or in fresh drinking water twice a day. If your heavy season is all year round, we recommend giving the drops for 3 weeks on and take one week off, so the body has a rest to allow the herbs to work more efficiently. Also, the flea and tick drops are a good alternative for finicky cats and dogs who refuse to ingest the powders. Follow the directions on the bottle.

It is important to understand that the Internal Powders are a supplement, not a medication. Natural oral products will take some time to get into the system to work fully. Depending on the animal, once you get up to the full dose it can take anywhere to a month to three months to become fully effective, depending on the strength of the animal's immune system when starting the protocol. This is why we recommend using the Internal Powder year-round to maintain your animal's protection.

Protection from the Outside In

Because of years and years of using strong chemical insecticides, we have created what is called the "super tick and super flea". These bugs are much more resistant to both chemical and natural remedies. As a result, we have created EAs external, natural flea and tick products. The Nature's Protection external products consist of our Flea Collar, Spot-On topical repellent, Bug Spray and Herbal Shampoo. By using both elements, you are creating the extra added benefit by making the body healthier from the inside and with the essential oils repelling from the outside of the body. Our **Flea & Tick Herbal Collars** last for up to three months and should be worn whenever the animal is outside.

Nature's Protection Bug Spray

For added protection when walking in a high-tick area, spray your animals with the **Herbal Bug Spray**, making sure you get it on your pets' skin and not just their coat. It is important to spray in areas where ticks and flea jump on such as under the paws, the inside of the legs and the ventral belly. Use a cloth or your hand and start working it into their feet, then work your way up their legs and belly and the rest of their body. Do this in the morning and then lightly reapply it a couple more times during the day if needed. If your dog goes swimming, you should reapply once they are dry. The spray is gentle and safe for people and children as well. You can also add our **Spot-On topical repellent**, meant to be administered once per month through the heavy season.

Nature's Protection Herbal Shampoo

When fleas feel any kind of moisture they will run and hide in the first orifice they can find,

so a simple rinse will not kill most of them. Our shampoo acts as a "flea dip" to reach them where they hide. Fill your tub with warm water and add a little bit of the shampoo. Be sure not to make the water deep enough to submerge your pet's head. Using your fingers, massage your pets' body so that the soapy water gets through the fur and to the skin where the fleas live to drown them completely. Once you've done that step you can drain the water and shampoo your pet like you normally would.

If your animal does have fleas you can use our **Nature's Protection Topical Powder**, infused with a natural blend of aromatic herbs and essential oils combined with the potent effect of limestone. Our powder is an effective and powerful alternative to synthetic chemicals, synthetic pesticides, and synthetic insecticides. It provides fast acting natural relief from flea, tick, and mosquito bites, and can help fight infestations. Carefully sprinkle the powder on your animal and do so in a well-ventilated area so that you and your pets do not inhale too much powder which, while not toxic, can cause some irritation.

Our program is designed to repel bugs, not kill them.

It's important to understand that while our protocol is proven to be safe and to work, nothing is 100% effective - not even chemicals. Always check your dog or cat at least twice a day, and regularly use a flea comb to help inspect them. People using our Nature's Protection Products have found ticks on their pets, but the majority were not embedded.

More Tips:

Using a chemical collar in your vacuum.

At any sign of infestation in the home, purchase a chemical flea collar and, being sure to use gloves when handling, cut it into pieces and put it in the vacuum bag or canister. When you vacuum up the fleas, once they touch the collar they will die. You can reuse this collar for as long as the box says it is effective on an animal. You still want to be sure to empty the bag or canister outside in case a couple of fleas have survived.

Giving Nature's Protection Product to Puppies

We recommend not starting any of our Nature's Protection products until they are at least 12 weeks old, when their natural immune system is fully developed.

Animals with Seizures

We do not recommend giving any of our herbal-based Nature's Protection products, or our external ones with cedarwood, to animals with epilepsy or otherwise prone to seizures. Too many herbs, can provoke a seizure. We recommend using our brewer's yeast-based Daily Internal Powder.

Why so many Products? Which do I choose?

The reason we have so many products in our Nature's Protection line is because not every pet parent's situation is the same. Some are more concerned with fleas, others with ticks, and some that are concerned with both. A pet parent that lives in Florida is going to need to use more products more often than someone in Maine. Someone in a city will have different needs than someone in the country. If you need help deciding which is best for your pets in your area, please contact Earth Animal's Customer Service team at 855-326-4625.

We hope all this information has helped you to better understand our Nature's Protection 2-Step Protocol. If you have any additional questions or concerns, please let us know.

Removing Fleas From an Infested Home

If your animal already has fleas it would be beneficial to be flea-free before starting the flea and tick program. In order to successfully remove fleas from your home, it is important to vacuum your home at least once a day, making sure you empty the canister or bag right away somewhere outside. Never empty the canister into the trash can inside of your home, as the fleas will jump back out into your house. Vacuum all of your furniture and wash any removable cushion covers and throw pillows, as well as any dog beds. If your animal sleeps on the bed with you, wash all bedding, including your sheets, mattress pad, dust ruffles, blankets, and pillowcases. When signs of the infestation have decreased, you can use our **Nature's Protection Flea & Tick Herbal Topical Powder** on your carpets to eliminate any eggs and cocoons.

Find a safe and appropriate shampoo, like our **Nature's Protection Herbal Shampoo**. Bathe your dog once a week, preferably outdoors, until the fleas are gone. If your region is more prone to ticks, we recommend using a flea comb on your animal after bathing. The flea comb has teeth that are very close together and can possibly pick up small and baby ticks.

made with the power of plants

