

## Message from the Pack Leader:

Dear Friends,

Wow, what an amazing year 2014 has been! Our little company in the mountains reached more dogs, cats, and horses than ever before and we couldn't be happier. Improving the health and wellness of companion animals is our number one priority. That goes hand in hand with making it easier for you, our customers and friends, to know how to help your pets in the most natural, holistic way possible to ensure their good health.

In order to serve you better, we have built dozens of new relationships with local retailers around the US so you can find our products quickly and easily. We have also added staff to ensure we maintain our outstanding, personalized customer service, and updated our [Alternative Sensitivity Assessment](#) to help you find the best solutions for your dogs and cats. We have even more exciting plans for 2015 and look forward to sharing them with you throughout the year.

Thank you for making 2014 such a success. We value your business and the trust you place in us to help bring your pets back into balance. From our pack to yours, may this new year be full of health, wellness, and happiness.

Happy Tails,

Deb

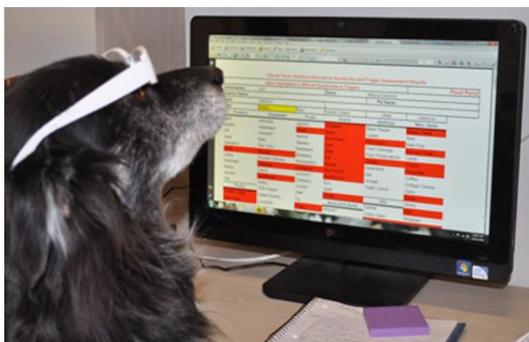


## Happy New Year!

## 2015

## Interpreting the results of your [Alternative Sensitivity Assessment](#)

(Click [here for a printable version](#) of this article)



### 1. Probable Concerns – Page One

There are four things you should focus on when you receive your pet's results. We will discuss each of them so you understand how to move forward with a map for your pet's road to good health and get him or her to stop itching, scratching and making you both miserable!

When you receive your pet's results, you are likely going to be a little overwhelmed at all the red highlighting on the first page. Before you get distracted by all that red, let's take a look at the box in the lower right-hand corner that says "Probable Concerns."

The entries highlighted in yellow-orange are the ones that are likely to be affecting your pet's health. These concerns are revealed during the biofeedback analysis and help us determine what needs to be changed to get them back into balance. The important thing to remember here is that this means adjusting your pet's diet, but that is only half the story. We also need to address those concerns or imbalances using herbs and other holistic remedies, as you need both for the best results.

## **2. Food Panel - Page One**

So you are looking at all those red foods on page one and you're feeling discouraged. Don't be! Although there are foods that simply aren't necessary or even beneficial to your pet's wellness, this is not a "life sentence." If there is a food your pet truly loves, you will likely still be able to give it as an occasional treat. (We are fairly certain someone once said "a life without cheese isn't worth living." If they didn't, they should have!)

We all find at one point or another that we are feeding some of the "wrong" foods. Foods can test as "sensitivities or triggers" for many reasons. In rare cases it can be a true allergy. Often they are sensitivities or resistances due to either a poor quality of food or just too much in the diet. Also, foods that contain grains are high in carbs, sugars and other things our pets just don't need.

The food panel is broken down by types of foods and covers over 200 items. Take a look at the proteins, oils, grains and vegetables to see if their current food is suitable for them. Share this with your local pet retailer (we will email them a copy for your convenience) when you shop for your pet's food. We realize some of the foods listed can seem a little unlikely—red wine, lime, vanilla... Who gives those things to their pets? But remember, these can be ingredients you give your pets without thinking... a bite of beef stew, the last nibble of your cookie. This information will help you be mindful of what goes in their mouths.

Pet food manufacturers are really beginning to pay attention to the many health and skin issues affecting our pets, so in most cases you will be able to find several options to meet your pet's needs. If you have trouble, let us know! While we are not affiliated with any brands, we can help you narrow things down and make some suggestions.

## **3. Environmental Panel – Page Two**

This section of your pet's results provides information about the things in your shared environment that may be influencing your pet's health. We cover nearly 150 different environmental influences, including chemicals, insects, grasses and pollens.

Short of putting your pet in a plastic bubble or a surgical mask, how do you manage these types of triggers? Building your pet's immune system using beneficial remedies is the first step (more about that in a moment) and the best way to help your pet. You can also limit their exposure to some of these items. For example, if your pet is sensitive to pine needles, consider raking and bagging them for disposal instead of leaving them on the ground. If your pet is sensitive to down or feathers, check to see that the bed you provide is filled with an alternative.

You will also see some items listed in two places (Alfalfa is in the Grasses and Pollens section, for example.) A pet can be sensitive to one and not the other, and you will commonly see sensitivity to pollen but not to the corresponding grass or root.

## **4. Beneficial Holistic and Herbal Remedies – Page Three**

This is where you will find the things that can help your pet. You will see items highlighted in green that are particularly appropriate for your pet's current results. If you see anything highlighted in red, that is a corresponding sensitivity from page one. In that case it is not beneficial, so make a note to exclude it.

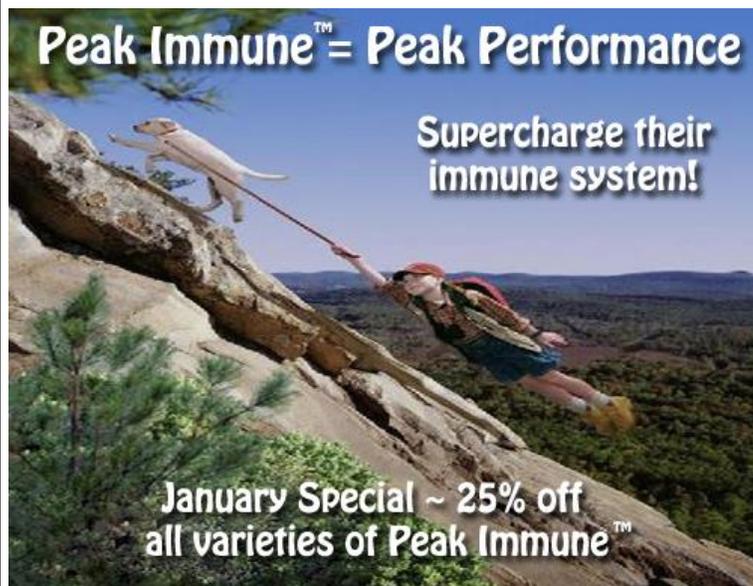
We include the individual enzymes, homeopathics, herbs, and a variety of miscellaneous items so you can research them for yourself. We also list the GPH products that we offer for your convenience. The ones highlighted in green are the products that will address your pet's probable concerns on page one. We include a brief description of each at the bottom of the page.

## **General Information About Your Pet's Results – Page Four**

Finally, we provide some more general information about the results and share suggestions on how to address some of the most common issues. For more information, you can always visit our website or just give us a call.

We hope this has helped you better understand how to interpret your pet's results. We are here to help, so if you have any questions, please never hesitate to ask. We take customer service very seriously. When you call or write to us, rest assured the people assisting you are pet parents themselves, with firsthand knowledge about our products and services and a genuine concern for the well being of your beloved pet.

## Featured Product for January - Peak Immune!



The new year brings a chance to start fresh and get off on the right foot, or as we say here, the right paw! This is the perfect time to give your pet [Peak Immune](#), our extra strength immune booster. With powerful herbs including Astragalus, Echinacea and Siberian Ginseng, [Peak Immune](#) is given four times per year for ten consecutive days. We recommend giving it when the seasons change to help your pet maintain a balanced immune system, the foundation of good health. If you have a canine athlete, performance horse, or an animal that works or plays extra hard, you can give [Peak Immune](#) more often for Peak Performance!

We offer [Peak Immune](#) in a variety of formulations to suit the needs of you and your pet. The tincture is ideal for cats and finicky dogs. We suggest the 2 lb. powder for horses and multiple dog households, or try the capsules for convenience without measuring.

### Ask Deb – What are Enzymes and Probiotics and why should I add them to my pet's food?

This is one of the most common questions we receive. These supplements, and the difference between them, can be a bit confusing if you are not familiar with what they are and how they each work to improve your pet's wellness.

Digestive enzymes are essential for proper digestion and here's why: dry pet food (kibble), from the least expensive to the very best available, lacks critical enzymes needed for proper digestion, in part because it must be cooked at such a high temperature to ensure its shelf life and effectively kill all bacteria - the good as well as the bad.

When digestion is compromised, it creates the perfect environment for yeast to thrive, which is the primary culprit for itching, scratching, and chewing. This lack of enzymes can even contribute to bad breath and gum disease. For raw-fed pets, digestive enzymes are critical for the digestion of the raw vegetables in their diets. Even in cases such as this, where the food has not been cooked, canines simply do not produce the proper enzymes to digest vegetables in any form, but starches in particular.

You have likely heard of probiotics and are familiar with how they aid digestion and provide a healthy intestinal environment. They are like little "good bacteria" superheroes, fighting to protect your pet from the "bad bacteria" villains. They help with coat and skin problems and work to prevent and correct yeast and candida imbalances. They even help balance stool production and reduce gas (yay!).

We offer and recommend [Digest Basic](#) and [Pro-Bio](#), both manufactured by Enzymedica for human use. You might wonder why we prefer a human product to the many enzymes and probiotics designed specifically for pet use. I have found that these products are the simplest, most effective ones available without

unnecessary additives, fillers or binders, including yeast.

They're also a good value and the ideal dose for pets. For the [Pro-Bio](#), just give one a day. Simply open the capsule and pour it over the food. For the average 50 lb. dog, you simply give one [Digest Basic](#) at each meal, morning and evening. For smaller dogs and cats, divide one [Digest Basic](#) between two meals. For very small dogs, give us a call and we can discuss the best dose.

## Meet the GPH Pack



### Deb, CEO and Founder

Deb is an herbalist and healer in addition to being the “pack leader” of GPH. She shares her home with Ellia, her recently adopted McNab Shepherd, a little black kitty named Puma, and her Arabians, Sabah and Gracie. Her angel dogs, Isabelle and Koda, and beloved horse Sameh, were the inspiration behind the GPH products we offer today.

### Terry, Biofeedback Technician Specialist

Terry uses her expertise to interpret your pet’s samples so we can provide you with information about their sensitivities and recommendations to improve their health. She lives on her historic family farm with her dogs, Jed and Sade, and horses, Al, Ody and Winnie.



### Tarolyn, Production and Packaging

One of our very first employees, Tarolyn is a barrel racer and has had great success with her horses Poco, Ginger, and Bucky. She and her family also share their home with their dog, Foxy and cat, Peyton. She helps Deb prepare the herb blends for our product line, a task in which only a select few are allowed to participate.

### Traci, Wholesale Accounts and Customer Service

In addition to being our sales representative, Traci is also a gifted artist and photographer and takes many of the photos you see on our site. She is never without her beloved dog, Cowboy, and the spirit of his sweet sister, Cowgirl.



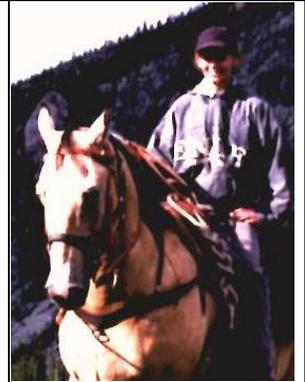


### Juli, Data Entry

Juli process all the Assessment information, from logging the samples received to uploading and sending your pet's results. She and her daughter have seven cats, four horses, three dogs, one hamster, and a steer named Bryan.

### Barb, Shipping

Barb packages our products and sends out your website orders. A lifelong horsewoman, she shares her farm with horses Banner, Crikett, Hard Luck, and Sox, a dog, Nellie, and her feisty cat, Tipper.



### Cheryl, Customer Service, Graphics and Webmaster

Cheryl is the voice on the other end of the phone when you call us and also maintains our website. She lives in a home with two cats, Tio and Bella, and is "Auntie Cheryl" to a number of dogs, cats, horses, and mules that she cares for in our valley.



Check out our new [Facebook](#) cover image! Better yet, check out our whole FB page - loaded with great pet info and articles from around the web to help you learn more about what your pet needs to regain or maintain their optimum health.

## Next Month...

- Ask Deb: Deb Answers your Questions about Comfrey
- Featured Product: New Tincture Formulas
- Customer Spotlight
- Feeding Tips and Tricks

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