

HISTORY OF THE MISSING LINK®

Why was The Missing Link® created?

Animals can suffer from degenerative and sub-optimal health conditions that are similar to those suffered by humans. In the majority of cases, these animal conditions, like those of humans, are caused by inadequate nutrition and cured by improved nutrition.

The Missing Link® is specifically targeted to improve animal health. It does so by addressing the nutritional gap that exists between the kinds of foods animals might have eaten in nature and what they obtain from dry (kibbled) or canned pet foods.

The Missing Link® is intended to put the raw, fresh, whole foods back into the animal's diet. The nutrients available from The Missing Link® simply are not available in any commercially-prepared pet food but are essential for optimum health.

What was the thinking behind The Missing Link®?

All animals in nature eat their foods whole, raw, fresh and unprocessed. Their digestive system is adapted to such foods. In processed animal foods, some ingredients are lost and others are chemically altered, still others are deliberately left out, or totally destroyed by processing. We specifically addressed the problem of how to bring the total nutrition of animals back up to the highest level that would be possible if they were living in their ancestral natural setting.

BACKGROUND INFORMATION

Why is food so important to animal health?

The entire body of your animal (and yours too, by the way) is made from food, air, water and light. These four ingredients form the foundation of primary health care. Of the four, food is the most important and, if not properly chosen and balanced, the most problematic.

From foods, your animal must obtain optimum amounts of about **45 essential nutrients** that a body cannot make, but are absolutely required for health--20-21 minerals, 13 vitamins, 8-11 essential amino acids from protein and 2 essential fatty acids from fresh unspoiled oils. If the body obtains too little of any one or more of these essential nutrients, its health **must** deteriorate. The 45 essential nutrients are so important that complete lack of any one or more will bring about gradual degeneration that ends in death.

In addition to the essential nutrients, animals' health also requires fibre, enzymes, friendly bacteria, and other associated food factors present in whole, fresh, raw unprocessed foods.

Optimum nutrition leads to optimum health. This is a law of nature and the basic premise behind The Missing Link®.

What are the essential components from fats and oils, and what are their functions?

These components are called essential fatty acids and are required for the healthy functions of every cell. Essential fatty acids improve skin health, form the membranes around each cell, provide increased oxygen consumption, increased oxidation rate, increased metabolic rate, and increased energy levels. Essential fatty acids are required for the functioning of kidneys, nerve and brain, immune system, cardiovascular system, gastrointestinal tract and digestion, muscles, and performance.

From essential fatty acids, the animal's body makes hormone-like molecules that regulate the functions of all cells on a moment-to-moment basis. These are extremely important to health.

We've been told about good fats and bad fats. What are they?

Good fats are those that contain both essential acids (EFA's). EFA's are sensitive to destruction by light, oxygen and heat. Therefore, good fats must contain EFA's in their natural state, and they must be protected from the destructive influence of light, air and heat by being properly prepared and packaged.

Good fats should also be unprocessed, because unrefined oils contain components other than EFA's that are very important for health. When oils are processed (refined), these "minor" components with major health benefits are removed.

Bad fats are those that interfere with health and should therefore be avoided. They include:

- Hard fats slow down our cells' activities, saturated fats such as beef tallow, dairy fats and tropical oils cause problems when more than a little is used.
- Hydrogenated oils found in margarine, shortenings and partially hydrogenated vegetable oils are foreign to the body. They interfere with the functions of the immune system, heart and arteries, insulin, cell membranes, liver, reproductive glands, endocrine glands and the other organs and tissues.
- Heated oils, fried and rancid oils cause mutations, cancer, liver degeneration and degenerative problems in all cells and tissues.

Isn't corn oil the best oil to feed animals?

Corn oil is overheated. It is also the wrong kind of oil for dogs, cats and horses because it contains a lot of one of the omega-6 essential fatty acids (EFA's) and none of the other (omega-3). It is used because it is cheap. Dogs and cats in the wild had sources of both EFA's, and they were unprocessed and fresh. The oil requirement for horses is different from that of cats and dogs. Contrary to what you may have read or heard, corn oil is the wrong oil for horses. Besides being overheated, corn oil lacks the omega-3 EFA, which is even more important for horses than it is for carnivores.

PRODUCT INTEGRITY

What is The Missing Link® made of?

The Missing Link® contains only natural ingredients: whole foods and food concentrates, rich and balanced in naturally occurring minerals, vitamins, essential fatty acids (healing fats), essential amino acids (proteins), fibre and many other natural food factors.

What is a whole food?

A whole food is one that is as nature made it, with nothing added and nothing removed except water. Whole foods present in The Missing Link® include carrot, apple, kelp, flax, yeast, alfalfa, fish, oyster and garlic.

What is a food concentrate?

A food concentrate contains the essential nutrients and food factors required for health in a higher concentration than is found in whole food. For instance, rice bran contains most of the minerals, vitamins, fibre and oils present in whole, brown rice. White rice, which is made up of mostly starch, is nutrient poor. Besides rice bran, food concentrates present in The Missing Link® include molasses, bone meal and liver..

What is the source of the raw materials present in The Missing Link®?

We use only human-edible-quality ingredients in The Missing Link®. Since our animals depend on us for all of their nutrient needs, we like to feed them by the same high-quality standards that we demand for ourselves.

Animal-grade feeds are cheap and usually of much lower quality than human foods. For instance, animal-grade fish protein powder costs 22 cents per pound. Human-grade fish powder costs about \$10 per pound. The quality is very different. We use the expensive, human-grade fish powder

protein. The quality of our ingredients is one reason why The Missing Link® brings about such remarkable results.

Because Designing Health, the manufacturer, also develops and produces nutritional supplements for the human health industry, they are held to a higher quality standard than most other pet product manufacturers. Our facility is regulated by the FDA as well as other local and state agencies and, as a result, we adhere to strict and comprehensive specifications and controls. All incoming raw materials, premix formulas and finished products are thoroughly inspected and tested by our inside Quality Control Laboratory prior to acceptance and release. The same quality raw materials used in our human formulations are used in our companion animal formulations.

PROBLEMS WITH PROCESSED PET FOODS

All pet foods today are said to be "complete and balanced". Why do animals need The Missing Link®?

Most pet food manufacturers claim pet food is "complete and balanced" and that an animal who eats their food requires no supplements. This is advertising hype, because admitting that a pet food is incomplete or needs something added can hurt sales. To entice you to purchase their product, such manufacturers have grossly misinformed you. These pet food manufacturers blame other reasons for health problems rather than admit that their foods could be lacking in certain nutrients. This is unfair to your animals and downgrades the care you take and the effort you are willing to make to keep you animals healthy.

The addition of The Missing Link®, which is nutrient-rich, additive-free and minimally processed brings drastic improvement in animal health and appearance. Owners of dogs, cats, horses, birds, and zoo animals report that the improvements they see in their animals' health and appearance are usually impressive and often spectacular.

You can see these results for yourself by trying The Missing Link® for one or two months. The results you see will dispel once and for all the myth of the "complete and balanced" commercially-prepared pet food.

What is wrong with kibbled and canned foods?

Excessive and destructive processing and poor-quality ingredients are the main problems. Kibbled and canned animal foods contain calories, protein and minimally adequate amounts of vitamins and minerals, but many inadequacies remain.

The **heat** required to produce kibbled and canned foods destroys several components of protein (amino acids) and makes protein more difficult to digest. Heat destroys enzymes present in raw foods, which aid in digestion and kills friendly bacteria which are beneficial to bowel health. **Fats** used in animal foods are often the wrong kind of fat for animals, or are rancid from exposure to air, or, more specifically, oxygen. Cholesterol and fatty acids are oxidised, destroying their value to animal health and becoming toxic.

Oils used in animal foods are overheated during refining, changing these oils from mutation-protective to mutation-causing. Also, refining removes the minor ingredients from oils which have major health benefits. Remember, animals in the wild ate all of their foods fresh, raw, whole and unprocessed.

A problem with kibbled foods is that many of them contain artificial preservatives which some studies and breeder experience indicate to be toxic and detrimental to animal health.

Meat is usually poor-quality garbage meat and floor sweepings left over from slaughter. This meat is unfit for human consumption. Why should we give it to our companion animals?

Starches used in dog and cat foods, which constitute up to 45% of total weight (not on label, it must be calculated by exclusion) are refined, which means that most of the vitamins, minerals, fatty acids, fibre, and some protein present in whole grains have been removed. These starches are "empty" calories that rob the animals' body of its mineral and vitamin reserve. Besides evidence

that dogs and cats digest large amounts of starch poorly because they are meat eaters (carnivores), commonly-used starches from corn and wheat also can produce allergies.

When foods are produced with shelf life rather than health in mind and are processed by destructive methods, not only are certain essential nutrients avoided, or destroyed, but toxic substances are produced. Of greatest concern are toxic substances from oils, but heating will also turn some components of protein into toxins.

Synthetic preservatives, additives, colorants and flavours may also have toxic properties.

We could continue, but you get the picture. Because of destructive processing, poor choice and quality of ingredients and the presence of toxins, processed animal food, both kibbled and canned, are inadequate for optimum animal health. They are even less adequate when animals are growing, pregnant, lactating, injured, aging, recovering or performing.

The Missing Link® can make up for sub-optimal nutrition and optimise your animal's health.

UNIQUENESS OF THE MISSING LINK®

What makes The Missing Link® so different from other supplements?

The Missing Link® is the **only** product that provides, in their unaltered form, **all** of the primary nutrient factors necessary for your animal's primary health care. These factors include: protein (amino acids); easily absorbed minerals, which are not the inorganic rock salts used by most manufacturers; naturally-occurring vitamins, which are not synthetic; fresh, not rancid, fats; water-soluble fibre; naturally-occurring enzymes and friendly bacteria and associated food factors.

At this time, The Missing Link® is the **only** product available that completely targets the gap between what animals ate in nature and what they get in kibbled or canned foods.

Why should I buy The Missing Link® instead of another brand of supplements?

The Missing Link® is more complete, more effective and less costly than any other nutrient enrichment program presently available. No other product fills the nutritional gap between foods as they were provided by nature and what our animals obtain from kibbled or dry foods.

The ingredients used to make The Missing Link® are human-edible, which means they are higher in quality than what is used for commercially-prepared pet food. How many commercial pet food manufacturers will eat their own products on a daily basis? Sadly, not many. *The Missing Link® representatives will and do eat any or all of our products every day.*

DIRECTIONS FOR USE

How do I use The Missing Link® super-supplement?

We formulated our products to be added to all brands of kibbled and canned foods in order to:

1. Enhance their nutrition from adequate or minimal levels to optimum levels,
2. Add nutrients that are missing or have been removed or destroyed by processing,
3. Improve the general health and appearance of animals.

How much of my animal's total food should be made up by The Missing Link®?

The Missing Link® needs only to make up about 3-4% of your animal's total food by weight. It is so nutrient-rich that a little goes a long way. Simply adding about 1/4 teaspoon per 5 pounds of body weight for dogs and cats (about 1/2 cup for an average-sized horse) will bring about dramatic improvements in skin, coat and total health.

RESULTS

What results should I look for?

Animal owners have noticed many different benefits from using The Missing Link®, but the list is not complete. You may be surprised by what you see, so be open to the possibilities.

The Missing Link® was formulated to improve general health rather than specific conditions. We have had many reports of improvement by using The Missing Link® after more conventional interventions, such as hormones, thyroid, cortisone and others, had failed to bring about a change.

The most visible improvements are in the skin and hair. In older animals, less stiffness and increased energy levels are often quickly obvious. More specific conditions, which have been reported as improved are listed below.

The following conditions have been helped or alleviated:

β **In Dogs:**

- β doggy odour
- β "Stinky ears" in certain breeds
- β dripping eyes and discolouration of facial fur
- β skin problems, including dry and flaky skin, hot spots, oily skin, seborrhoea, eczema and other inflammatory skin problems
- β flea allergy and dermatitis
- β Dry, coarse, brittle, lustreless hair becomes soft and silky
- β Slow growing, faded, thin hair and coat
- β Un-seasonal shedding
- β Stool texture and colour
- β Constipation and diarrhoea
- β Joint stiffness and arthritis as well as hip dysplasia
- β Energy levels in older animals
- β Shortened recovery time after exercise in performance animals

β **In Cats:**

- β Hairballs (trichobezoars)
- β Feline acne
- β Skin conditions
- β Dry brittle hair becomes soft and silky
- β Reduces non-seasonal shedding
- β Skin texture and colour
- β Diarrhoea and constipation
- β Joint stiffness and arthritis
- β Improves energy level in older animals

β **In Horses:**

- β Gives "spit and shine" polish to coat
- β Un-seasonal shedding and dandruff
- β Respiratory distress
- β Poor hooves and lameness
- β Joint stiffness and arthritis
- β Sand colic
- β Tie-up tendency
- β Poor energy level and stamina
- β Recovery time in performance in working and performance animals

Although The Missing Link® has been tested on hundreds of animals, it has not yet been systematically tested in all conditions. Further beneficial effects are being discovered for other conditions, so be open to being surprised with the results you may obtain. There have been no negative side effects, which is not surprising since The Missing Link® is a food, not a drug. Keep in mind, that even if no noticeable results are seen, The Missing Link® will still be fulfilling its role of improving your animals' general health on the molecular level.

Does The Missing Link® help in other conditions?

It does appear to help hypothyroidism in most dogs with this condition. We are not totally sure why, and are working to confirm this.

Does The Missing Link® help older dogs?

We were amazed to discover that The Missing Link® improved energy levels, relieved stiffness and arthritis, and grew new hair of a colour usually seen only in youthful members of a breed.

Can The Missing Link® improve the appearance of show animals?

Breeders and show competitors have reported time and time again that both coat condition and disposition in show animals have been improved within about 6-8 weeks. We have even seen several purebred dogs who were unshowable because of skin or coat conditions take "Best of Breed" after only 2-3 months on The Missing Link®. Needless to say, the owners are sold on the product and would never be without it.

What effect does The Missing Link® have on breeding and reproductive aspects of animals?

The Missing Link® appears to increase fertility and this is under study. We have had reports that bitches deliver larger litters, the pups are plump, healthy and active, and their coats are full and shiny.

LABEL INFORMATION

Why is information about the results from using The Missing Link® not found on the label?

If we make health claims on the label for The Missing Link®, a product consisting entirely of foods, it automatically becomes classified as a drug under FDA law, even though the claims are true. We prefer to keep the food classification since that is what The Missing Link® actually is. Being classified as a food also helps us keep the cost down.

The fact that The Missing Link® is a food which nevertheless has therapeutic properties will eventually need to be taken up by our lawmakers. Foods and drugs need to have different laws and different administrations.

WHY THE MISSING LINK® WORKS

In Dogs and Cats:

How does The Missing Link® stop doggy odour?

The ingredients in The Missing Link® improve digestion and skin condition, two very important factors involved in these odours. Cocker Spaniels and also larger breeds showed dramatic results.

How does The Missing Link® stop "stinky ears"?

We believe that the ingredients in The Missing Link® improve both skin condition in the ears and immune function which helps keep the bacteria in overturned ears from being able to multiply and produce the odour in the first place.

How does The Missing Link® stop drippy eyes and stains around the eyes?

Inflammation of the lachrymal ducts can swell and clog making it impossible for tears to drain. We are of the opinion that, by relieving the inflammation, The Missing Link® may open these ducts and re-establish normal tear drainage through these ducts.

How does The Missing Link® help conjunctivitis?

This effect is probably due to the fact that nutrients present in The Missing Link® increase immune function and decrease inflammation, not just of eyes, but also of other tissue throughout the animal's body.

How does The Missing Link® help skin problems?

Oils present in The Missing Link® soften and moisten dry skin and help keep dry skin from flaking. Hot spots, dermatitis and eczema are inflammatory conditions. Nutrients in The Missing Link® may relieve this inflammation.

The reason for the effectiveness of The Missing Link® in alleviating seborrhoea is unknown at the present. We think that it could be the specific combination and amounts of all the nutrients present, some as yet unidentified whole food factors, or a synergistic effect between the ingredients which explain the beneficial effects. Science has much to learn about nutrition and health.

How does The Missing Link® help flea allergy?

Better fed, healthier skin has greater powers of self-repair. Dogs do not seem to scratch as much after flea bites which, we presume, means they don't itch as much. This was another unexpected benefit of The Missing Link®.

How does The Missing Link® improve hair conditions?

Hair is made out of foods. For good hair growth, good protein and good oils are required. Both are provided by The Missing Link®. Improved digestion, due to the use of minimally processed ingredients, makes more of the nutrients available to the hair follicles.

How does The Missing Link® deepen coat colour and prevent shedding?

The Missing Link® provides nutrients that make more energy available for cells' functions. The more energy available to cells, the better hair is able to grow, the stronger the hair and the roots, which will prevent breakage, and the closer hair colour will be to that which is appropriate to the breed. Improved nutrition has a rejuvenating effect.

How does The Missing Link® improve stool texture and smell?

Water-soluble fibre regulates the stool texture by absorbing water, balancing both too-hard or too-soft a stool. It also absorbs toxins that impart strong stool odours. Enzymes, friendly bacteria, and other nutrients which are also a part of The Missing Link® aid in the digestion of foods and further help to improve stool texture and odour.

How does The Missing Link® relieve stiffness and arthritis?

Many of the accessory food factors found in whole foods and food concentrates have anti-inflammatory properties. Improved digestion prevents inflammation which prevents food allergies from developing. The absence of allergy-producing proteins such as wheat, corn and dairy helps prevent histamine release that can swell and stiffen joints and muscles. Omega-3 fatty acids block the production of pro-inflammatory Series 2 prostaglandins. There also may be other reasons for this effect.

How does The Missing Link® increase energy levels?

We believe that this effect is brought about the synergy between carefully-chosen whole food and food concentrates in The Missing Link®. Increased energy also results from the presence of omega-3 oils, which increase the oxidation rate and metabolic rate, the process by which the body produces energy.

How does The Missing Link® improve performance in working dogs?

By increasing energy levels, The Missing Link® makes it possible for dogs to both carry heavier loads and to carry them farther before the same level of tiredness sets in.

How does The Missing Link® shorten recovery time after exercise in performance animals?

Muscle fatigue results from a build-up of lactic acid, which is a breakdown product of glucose under conditions of oxygen shortage during exercise. By increasing oxygen consumption and oxidation rate, lactic acid is metabolised more rapidly, making muscles ready and able to exercise again.

How does The Missing Link® rejuvenate animals and help to slow down the aging process?

The Missing Link® contains ingredients which increase energy to more youthful levels. It also contains antioxidants that slow down free-radical reactions thought to speed aging by damaging cell membranes, proteins, genetic material (DNA) and other intracellular structures, thereby damaging vital functions in tissues.

The Missing Link® is also a rich source of all essential nutrients and many accessory food factors that optimise the body's ability to build, maintain and repair cells, tissues and organs.

Finally, The Missing Link® is free from toxins and contains ingredients that help remove toxins from its body. The presence of such toxins in the body can speed up aging by interfering with vital biochemical reactions necessary for health.

How does The Missing Link® affect hairballs?

We believe that animals that eat the fresh, unrefined oils in The Missing Link® shed less so there is less hair ingested. Also, the water-soluble fibre carries the ingested hair out of the system with the stool, making vomiting to remove the hair from the stomach unnecessary. Mineral oil, which is sometimes used, is harmful to cats.

How does The Missing Link® affect feline acne?

Since the exact cause of feline acne is unknown, we are not sure why The Missing Link® helps to eliminate this condition in cats.

In Horses:

My veterinarian tells me to use corn oil for my horse. What do you recommend?

Corn oil contains omega-6 fats but no omega-3 fats. Horses natural diet of grass contains more omega-3 than omega-6. Therefore, corn oil is not the right oil for horses. Furthermore, corn oil and other commercially-produced oils undergo destructive processing in which they are overheated and important "minor" components are removed or destroyed.

How does The Missing Link® give a "spit and polish" shine to horses' coats?

The Missing Link® improves nutrition by providing the proper oils in their most natural state so that the animal can obtain the optimum healthful benefits and therefore obtain optimum shine and volume in their coats.

How does The Missing Link® reduce shedding and dandruff in horses?

The Missing Link® oils skin from the inside out, protecting it from drying and flaking.

How does The Missing Link® help relieve sand colic?

The Missing Link® contains soluble fibre that entraps sand and carries it right out of the body before it has a chance to accumulate and cause major problems.

How does The Missing Link® relieve respiratory distress?

Respiratory distress in horses is largely based on allergic responses to dust. These responses involve the immune system. The Missing Link® provides nutrition for improved immune function. Its oils also help relieve allergy symptoms.

How does The Missing Link® help heal hooves and lameness?

Healing requires energy and The Missing Link® is a rich source of energy-enhancing nutrients. Lameness is often related to infections or inflammation and The Missing Link® helps the animals to deal more effectively with both infection and inflammation.

Are there any conditions in which an animal should not receive The Missing Link®?

The Missing Link® should not be given to an animal that is **off solid foods**. All animals who are able to eat will benefit from The Missing Link®.

How long should an animal eat The Missing Link® before results are obvious?

After feeding the recommended levels of The Missing Link®, you should see results after about 3 to 4 weeks.

Show animals, because they are hopefully in top condition, require slightly longer, perhaps 6 to 8 weeks, to see improvement. Regardless of visible differences, animals are benefiting from the inside out from eating The Missing Link®.

Why should I use foods instead of drugs to treat and help my animals?

Foods slowly rebuild the body, which takes time. They do more than merely suppress symptoms while the underlying condition continues to worsen.

Drugs usually mask symptoms, acting quickly. Drugs fail to address the cause of the disease. They are appropriate only for acute conditions and make sense to use only for the short term, while natural treatments which heal the cause, can be instituted.

Why should my animal that is on The Missing Link feel better than me?

It shouldn't..... try the The Missing Link® and Omega 3 Basic Master Nutrient Formulas™ for people and Omega Blast balanced calorie energy drink.

Can The Missing Link® hurt any animals?

Because The Missing Link® is foods and food concentrates, it is not likely that any adverse effects would result from its use. After studying hundreds of animals, we have seen no negative effects and animal owners and other vets who have used the product have not reported any adverse effects whatsoever. On the other hand, we have had raves about the benefits.

Drugs are poisons that must be used with extreme caution and only as a last resort when all else fails. Foods are safe and natural and can heal from the inside out. The Missing Link® contains no drugs and has no harmful side effects.

Does The Missing Link® contain any synthetic preservatives, additives, colours or flavours?

No.

A FINAL WORD FOR SERIOUS DOUBTERS

What if I am still not convinced?

You should try the product at recommended levels for at least 1 to 3 months. You will see for yourself what a difference proper nutrition can make in your animals' overall health.