

# *Ingredient-Conscious Pet Owners Count On The PET BEASTRO*

From herbs and organic to exercise and acupuncture, alternative treatments are on the rise. In fact, according to a 2004 study by the National Center for Complementary and Alternative Medicine (NCCAM), over 35% of adults are using complementary or alternative treatments for what ails them. Now, a growing number of pet owners are including their furry friends in this movement toward a healthier, more natural lifestyle.

Jill Tack, owner of The Pet Beastro in Madison Heights, is one of those ingredient-conscious pet owners. While not all veterinarians or pet owners agree, Jill is a firm believer in the benefits of raw and alternative foods, because of her experience in 1998 after her family's Yorkie was diagnosed with cancer. Jill credits



changing the dog to a raw diet with extending his life from the vet's estimated three months to an extra three years. Now, her five dogs—which include three greyhounds, a husky and an American Bulldog mix—all eat a raw diet of various meats and bones. Jill has noticed that her dogs have less need for medical and dental treatment since she's started this feeding program.

So last year, Jill decided to share her experiences

with Metro Detroit pet owners by opening The Pet Beastro, a store specializing in alternative cat and dog foods, supplements and accessories. The Pet Beastro's freezers are packed with a wide range of raw foods, including duck, quail, buffalo, beef, chicken, turkey, tripe, veal and more. The shelves are stocked with a wide range of kibble, treats and moist food that, unlike many commercial foods, boast top ingredients of "human-grade meats" and are made with fewer fillers and grains. And for the owners who

want to try natural supplements for specific issues or even preventative care, The Pet Beastro has that too. The store carries herbal tinctures, natural pest repellents, organic washes, dietary supplements, as well as a few books to help pet owners get started with raw and

alternative pet living.

The Pet Beastro is located between 11 and 12 Mile at 27796 John R Road in Madison Heights, and is open seven days a week: 11 a.m.-8 p.m. Monday-Thursday, 11 a.m.-6 p.m. Friday, noon-8 p.m. Saturday and noon-5 p.m. on Sunday. For more information, call The Pet Beastro at (248) 548-3448.

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**WHAT** > You will learn the philosophy of homeopathy and the fundamentals of treating your animals.

**WHEN** > September 27 & 28 • Full day workshop from 9am – 5pm.

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