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### HOLISTIC VETERINARY CARE

The principals of *holistic veterinary medicine* have been around for more than two thousand years. The medicine known as *current western veterinary medicine* or *allopathic veterinary medicine* grew in popularity over the last century, along with modern humanity's love affair with the objective sciences, such as mathematics, chemistry & physics.

During the twentieth century there was a new scientific approach developed, involving the *fighting of disease symptoms* in specific organ systems, using new-age chemically-derived pharmaceuticals. This led to a narrower point of view, focusing on fighting disease, rather than maintaining health. The other draw-back of the new methods & the associated pharmaceuticals meant that only those people around the world who could afford to purchase these new pharmaceuticals could treat their diseased animals. Also, the availability of the pharmaceuticals to the general populous of animal carers relied on government laws as well as whether it was profitable for the pharmaceutical companies to produce the cures.

*Holistic Veterinary medicine* requires a complete paradigm shift from the allopathic approach of treating disease. The word "holism" is derived from the old English word "health", which means whole; and holistic veterinary medicine, views health as not just the absence of disease but the complete emotional & physical well-being of the animal.

So in caring for an animal holistically you are actually looking after its environment as well as the animal's psychological state and the physiological-immunological balance. Promotion of holistic health, means developing a balance between the ebbs & flows of the noxious & nurturing forces from the environment, and the inner body along with its immune system. All of these factors have to be considered when caring for the "health" of an animal.

Allopathic veterinary medicine & its approach to fighting disease, functions to fight *acute* symptoms, rather than looking after the chronic problems within the animal. The holistic approach increases the range of treatments, to involve caring for the

more *chronic* situations. Many of the modern-day pharmaceuticals are not suited for caring for the animal over a long period of time.

The age old tools of *herbal, naturopathic, dietary manipulation, acupuncture* as well as various more *energetic* or *spiritual* techniques, are perfectly suited for the long-term care & well-being of the animal. These tools vastly increase a veterinarian's treatment options and are now available, along with 21<sup>st</sup> century diagnostics, enabling the constant refinement & improvement of these age-old techniques.

The growth of these old techniques (now the new-age techniques), will mean that the whole veterinary-owner interaction will shift, toward empowered owners playing a much more active role in the care of their animal's health. Products such as PetArk naturopathic formulae will be just some of the off the shelf tools available to veterinarians & owners alike, enabling them to care for the health & well being of their animals in the future.