



Land of PureGold Foundation, Inc.

We are actively promoting holistic health, organic & chemically free living, responsible dog care, and respectful and consistent training practices. Disseminating materials on canine cancers, our foundation is educating others about more preventative courses of action to maintain a healthy and strong immune system. With a 100% volunteer board membership that includes renowned veterinarians, Dr. Allen Schoen and Dr. Marty Becker, our public charitable organization under Section 501(c)(3) allows donations to be tax-deductible. And, few causes are more gratifying than helping those who are facing a diagnosis of cancer. Through these tax-deductible donations, our Foundation Store, promotional activities, and the development of creative educational media, we are helping to fund cancer treatment for working dogs and research in comparative oncology.

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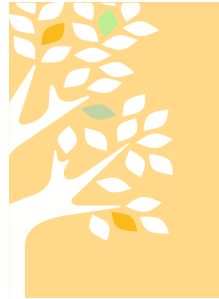


THE MORE WE CARE,
the more beautiful life becomes.

 *Land of PureGold Foundation*

TOUCHING LIVES

*Sometimes laughter.
Sometimes tears. But
always food for the soul.*



a commitment to strengthening & lengthening 'the bond'

Holistic and Responsible Organic Health

We believe that health issues arise from all of the preservatives, sugars, heavy processing, antibiotics, growth hormones, and harmful insecticides and chemical fertilizers in food production. Although higher costs are the initial objection to going organic, many remain unaware of the critical differences between organic and non-organic products. For instance, the fruits and vegetables that our parents ate when they were growing up were far more nutritious than the ones we will serve our children. And studies have shown that pesticides, fungicides, and the chemical compounds utilized to prolong shelf life for non-organic fruits and vegetables, are cancer causing and sources of immune system damage.

It Really All Starts with Food

We utilize a 100% organic home-cooked canine diet that includes fresh whole ingredients such as meats, whole grains, eggs, vegetables, and fruits, which is actually similar to our own nutritional regimens. These basic food groups, so detailed by Drs. Pitcairn and Goldstein, are critical to good health. And, while some believe a dog's diet should consist of only raw meat and bones, it is important to understand that wild canines get much needed nutrients from the stomach contents of their herbivorous prey—such as deer, who eat grains and berries.

A Story of Healing Hearts

Every dog surely deserves a treat—wholesome and healthy organic ones, that is. Treats with NO added sugar, salt, chemicals, artificial flavors or excitotoxins. Treats that DO NOT contain potential allergens such as corn, soy, wheat, yeast, dairy products, or peanuts. And, wouldn't it be wonderful to have a treat that had healing qualities, so soothing a dog who is recuperating from a tummy upset or chemotherapy treatment? Well, that's just what we have created with our *Healing Hearts Organic Cookies*, every ingredient certified organic and kosher as well.

Have fun learning about the properties and benefits of our cookies' ingredients, which include organic milled whole oat flour, organic apples, organic whole rolled oats, organic oat bran, organic Active 15+ Manuka Healing Honey, organic Saigon cinnamon (5% oil content), and organic ginger.

HEALING HEARTS COOKIES — 100% CERTIFIED ORGANIC & KOSHER

Organic Active 15+ Manuka Healing Honey

This raw honey from New Zealand's pristine nature preserves is so beneficial that it's classified as a Therapeutic Good in Australia. Thick and amber-colored, it has a barley-sugar flavor and very potent caramel aftertaste. Six weeks labor every year from wondrous honeybees produces this pure liquid gold. Active 15+ Manuka offers significant health-enhancing benefits, accounting for more than a 100-fold difference in potency between *Healing Honey* and all other honeys.

Less than 1% of all manuka honey is the rare Active 15+ Manuka Honey that scientific studies have found to be so therapeutic. Only honey with this designation has a scientifically tested and verified potency equal to that of a 15% phenol (carbolic) solution. After harvest, *Healing Honey* is tested to verify that it is free of over 160 chemical residues to ensure its organic purity.

Organic Apples

Apples contain Vitamin C, potassium, phosphorus, chlorine, sodium, magnesium, calcium, sulfur, iron, fluorine, and silicon. Powerhouses of antioxidant activity, each apple has the effect of about 1500 mg. of Vitamin C. These antioxidants have many important health benefits, from reducing the odds of cancer and heart disease, to lowering cholesterol.

Organic Milled Oat Flour, Oats and Bran

Whole oats contain an antioxidant and have a higher proportion of protein and fat than most other grains. A strength giving cereal, oats are low in starch and high in minerals such as potassium, phosphorus and silicon—making them good for bones and also connective tissues. And, rich in Vitamin B and a good source of iron, oats soothe the digestive system and cleanse the intestines of impurities.

Organic Saigon Cinnamon (5% oil content)

Definitely one of the world's most important spices, cinnamon was first used medicinally in Egypt and parts of Europe as early as 500 BC. Taken for colds, flu and digestive problems, it is still used in much the same way today. Cinnamon also helps to treat nausea and flatulence. Even the oil found in cinnamon has antifungal and antibacterial properties; and Saigon cinnamon, which is a more rare and powerful variety, boasts significantly higher oil contents.

Organic Ginger

Ginger is the premium anti-nausea herb, and is well tolerated by dogs of all ages. It acts as a digestive tonic and relieves stomach and intestinal gas. Ginger stimulates digestive juices and helps to expel worms. It is also used to help treat colds and sore throats.