



**Dog Day Afternoon Spa**

TM

Happytails®

# Joint Resolution

Improved joint health and comfort for dogs.

All Natural Ingredients  
See Pages 5 & 7



1 oz \$13.00

Instructions For Use on  
Page 8

Available in Our Salon or Order on Our  
Website--[www.DogDayAfternoonSpa.com](http://www.DogDayAfternoonSpa.com)

Prices are subject to change.

**happytails**  
Canine Spa Line



Dog Day Afternoon Spa uses Happytails dog spa products. We have solutions to all of your worst canine quandaries; a wide range of all natural shampoos, sprays and eco-friendly dog products that solve common problems. From bad breath and gas to tear stain removal. From dry, itchy or allergic skin to calming a nervous anxious or overactive dog. Happytails products are all cruelty free and use only better than human quality ingredients which make them safe, gentle and highly effective.

## Product Profile & User References

By now you've probably tried Glucosamine-based remedies for your dog's joint problems but new research suggests that there's a better way to bring your best friend relief. A study published in the Journal of Veterinary Pharmacological and Therapeutics showed that Collagen "reduced pain and lameness in arthritic dogs and improved their overall activity."

Collagen is the most abundant protein found in joint cartilage and New Bio Cell Collagen Type II helps build new cartilage and reduce further damage to the joints. This patented, all natural ingredient is extremely absorbable so more of the formula gets to the site of the problem.

### Promotes Healing

BioCell Collagen II also contains Hyaluronic Acid and chondroitin which have both been shown to promote healing and tissue rejuvenation. Hyaluronic Acid is essential in reducing joint friction caused by the degradation of the joint's natural lubrication.

No lesser authority than the Mayo Clinic has said "Expert opinions support the use of chondroitin for improving symptoms and arresting (or possibly reversing) the degenerative process of osteoarthritis."

### Herbal Blend

We've also included a blend of herbs that work synergistically with BioCell Collagen II. Boswellia, devils claw and licorice all work to reduce inflammation and pain while dandelion acts to eliminate toxins from the body. If you have an older dog, or a companion who's feeling the effects of arthritis, dysplasia or age a few drops of Joint Resolution on a treat or (if he'll let you) in his mouth will help bring relief and make him more comfortable.

*No statement in this publication has been evaluated by the Food and Drug Administration. No Happytail product is intended to diagnose, cure, treat, or prevent any disease.*

## Dog Day Afternoon Spa Product Profile: Happy Tails Joint Resolution



**Mitch Coven**, formulator of Joint Resolution is a trained medical herbalist personally involved in both clinical work and manufacturing. Educated at the Southwest School of Botanical Medicine, he is also an Instructor of Herbal Pharmacy at the National College of Phytotherapy as well as Instructor of Herbal Medicine at the New Mexico School of Natural Therapeutics.

### More active and playful

We have an 11 year old Bull Terrier that we rescued and she has developed arthritis in her front and rear leg joints. After reading an article in Dog Fancy about Joint Resolution we gave it a try and her discomfort has diminished noticeably. Before the first bottle was fully used she had less moaning when getting up from a laying position and has become more active and playful.

Our Dog Cheetoe also has a very sensitive digestive tract and we have to feed her a prescription dog food and are always concerned about adding anything new to her diet. The Joint Resolution has had no negative side effects at all so we have been reordering the spray bottle and intend to stick with this product.

Alan Young  
Virginia Beach VA

### Now they run like they never had a problem

I am very careful what I give my dogs both food wise and for health concerns so when Buttercup, my chihuahua started having trouble with a luxating patella (a knee that goes in and out of joint) and Heidi, my mini dachshund started showing signs of knee pain. They were in such pain that they just lay on a pillow all day. I actually had to pick them up and carry them to go outside. My vet wanted to put both dogs on a drug (rimadyl).... shudder, shudder. I had read so many adverse things about it I said, no way!

So I started looking for something that was natural and would help heal rather than a drug that would just mask symptoms.

After reading about Joint Resolution and the ingredients decided to give it a try. After about a week both dogs were able to walk normally

but were stiff first thing in the morning. After another week all stiffness and soreness was gone 24/7!

Now they each get a dose morning and evening and walk and run like they never had a problem. I also recommended it to my sister for her two older shelties who were getting arthritis so now you have 2 happy customers and 4 happy dogs.

Mary Lee Somers, Mount Gilead OH

### A less painful, better quality of life

We have a 4 year old English bulldog named Gus. He is very active and playful. He loves to chase and tug and jump. He was diagnosed with hip dysplasia a year ago. At that time, he had started limping and really slowing down. We were very concerned because our vet had told us the best thing for Gus was to keep him active so his leg muscles would remain strong.

We discovered Joint Resolution about 6 months ago after a family member read about it in a magazine. After only one month, we noticed that Gus completely stopped limping. He started playing more and jumping higher than he ever had. This product is amazing! Even though it is not a cure for his condition, it has given us a way to manage his condition and give Gus a less painful, better quality of life. We are so happy we found Joint Resolution.

Sean and Jen McGowan, Red Lion PA

### This product is really amazing

I recently purchased Joint Resolution for my eight year old silky terrier. I just wanted to let you know that this product is really amazing after only a week of use! Our Ben has hip/knee problems and is now pain free and back to his old crazy, active self, chasing rabbits and running everywhere.

Anna & John Buck  
Houston, TX

## Happy Tails Press Release

### Joint Resolution

#### Improves joint health & comfort for dogs with arthritis & hip dysplasia

*April 2008—*"About three years ago I noticed that my Maltese was limping. She was only one year old at the time, and I thought it was strange for her to have these problems at such a young age.

I took her to the vet and it turns out she had a luxating patella which is a problem with her knees, and apparently is common in small dogs. The vet gave me some powder to put into her food and in about a month I really started to see results. I was amazed, as you normally don't expect a treatment to work so fast!

What the vet gave her was collagen and ever since then I have been looking for an application in which to offer collagen in a happytails product."

And so we launch Joint Resolution an all natural herbal elixir that lubricates sore, aching joints through our blend of BioCell Collagen II, herbal extracts, and chondroitin. It's perfect for dogs suffering from degenerative effects of old age, arthritis or hip dysplasia

A study published in the Journal of Veterinary Pharmacological and Therapeutics showed that collagen had reduced pain and lameness in arthritic dogs and improved the overall activity of the dogs. Collagen Type II is the most abundant protein found in joint cartilage that helps promote new cartilage synthesis and reduces oxidative damage to the joints. The formula contains a generous amount of Hyaluronic Acid which is an important joint and skin nourishing element which promotes healing and skin tissue rejuvenation. HA is essential in reducing joint friction caused by the joint's degradation of its natural lubrication.

We've also included a blend of herbs to work synergistically with BioCell Collagen II including Boswellia, devils claw and licorice which all work to reduce inflammation and pain while dandelion is a diuretic to eliminate toxins from the body.

Mitch Coven, formulator of Joint Resolution is a medical herbalist and since 1982 has worked with thousands of patients using herbal medicines in a holistic context. "Joint Resolution is a therapeutic formula that will help rebuild your pet's joints, decrease inflammation, and soothe pain."

#### Benefits

- Promotes healthy active joints\*
- Helps REDUCE STIFFNESS
- Helps improve joint mobility and flexibility\*
- Promotes healthy strong connective tissue\*
- Easy to administer
- Fast acting- Liquid absorbs faster into the body than tablets or pills
- All natural- herbs are organic or wild crafted
- A side benefit of collagen is that it promotes healthy skin so a dog may grow a more luxurious coats\* healing of skin diseases may be faster\*

To ensure the high quality of our extracts, our herbal preparations are produced locally an F.D.A. Registered and approved homeopathic drug manufacturing site.

## Dog Day Afternoon Spa Product Profile: Happy Tails Joint Resolution

All of our herbs are ethically and ecologically wild harvested, organically grown by a select group of independent farmers and wild harvesters whose concerns for the environment meet our high ethical standards and uncompromising quality control. The herbs are custom picked at the peak of their season by skilled botanists and herbalists to assure premium quality. Much time and expense goes into sourcing and purchasing only the freshest and most vital raw materials. Our herbs are never fumigated or irradiated.

The fresh plant extracts are macerated within 12 to 48 hours from harvest while the dry plant extracts are ground minutes before extraction and are cold drip percolated, all to exacting standards to maximize potency. Our glycerites (alcohol free) are first extracted in alcohol, then the alcohol is carefully removed in a manner that will not damage heat sensitive polysaccharides, then replaced with vegetable glycerine and raw New Mexico honey. All F.D.A. Good Manufacturing Practices (G.M.P.s) are followed in a microbiologically clean environment.

### A Little on Liquid Extracts

Absorption- Liquid Extracts are pre-extracted and are more absorbable than pills as you do not need to digest them. Woody roots and plant parts are hard to digest in pill form, especially for those who already have a hard time digesting food (and food is a lot easier to digest than wood). Each herb is individually extracted in different ways to maximize potency. Some herbs are extracted fresh, some are kinetically cold percolated for days while some are cooked for days and then macerated (soaked) for another 3 months. Since they absorb almost immediately, one gets faster results than pills.

**Freshness-** Liquid extracts are extracted at the peak of potency at harvest time where as pills can be years old.

### Arthritis and Joint Inflammation

Osteoarthritis, also called degenerative joint disease, is the most common form of arthritis in dogs. Weight bearing joints in hips, elbows and knees are most often affected by this and the result is often painful inflammation.

Inflammation is the body's response to tissue injury, irritation or infection. It's the rush of blood and immune cells to a site of injury for the sake of repair and to signal the need for help. Related symptoms include pain, stiffness, heat, tenderness, swelling, fatigue, muscle aches and spasms, and loss of function.

The most common inflammation is joint inflammation and an underlying concern is the impact of inflammation on collagen. This connective tissue helps support blood vessel walls and forms the cartilage, tendons and ligaments. Collagen is diminished with inflammation.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, treat, or prevent any disease.

BioCell Collagen II® is a registered trademark of BioCell Technology and is the only Hydrolyzed Collagen Type II preparation supported by US Patents # 6,025,327 and 6,323,319 that cover the use and manufacturing of this ingredient. Companies or individuals using any Hydrolyzed Collagen Type II preparation within patented claims other than BioCell Collagen II® in their respective product formulations are infringing on BioCell Technology's intellectual property.





## All-Natural Ingredients in All Happytails Products

*combining fabulous scents with the finest botanical extracts*



- Made in the U.S.A. in FDA-approved labs
- Certified cruelty-free products
- No parabens or sodium lauryl/laureth sulfates



### Joint Resolution

#### Deionized Water

**BioCell Collagen II** Works with the immune system to promote healthy joints improve mobility and flexibility. A study published last year in the Journal of Veterinary Pharmacological and Therapeutics showed that collagen had reduced pain and lameness in arthritic dogs and improved the overall activity of the dogs. BioCell Collagen II is hydrolyzed which means that it undergoes a patented hydrolysis process which optimizes the molecular weight distribution for maximum absorption in the body without affecting its beneficial effects. Collagen is derived from chicken sternum.

**Hyaluronic Acid** HA is a primary component of the synovial fluid lubricant found between bones and is used for to ease pain caused by inflammation and helps improve mobility.

**Chondroitin Sulfate** Occurs naturally in the body, mainly in joint cartilage and can help protect, or possibly even repair, damaged cartilage. Scientific studies lend support to the benefits that chondroitin has on reducing pain, swelling, tenderness, along with improving knee joint mobility.

**Devils Claw Root** promotes the release of natural anti inflammatories. Certified organic

**Licorice Root** Licorice provides anti-inflammatory and corticosteroid-like actions. This helps to relieve pain, itching and inflammation without completely bypassing the body's normal anti-inflammatory functions and without seriously compromising the immune system. This anti inflammatory action is due to glycyrrhizin, a compound with a chemical structure similar to that of the corticosteroids that are naturally released by the body's adrenal glands. Glycyrrhizin effectively stimulates the adrenals into action. Certified Organic.

**Boswellia** The ayurvedic botanical boswellia possesses anti-inflammatory and anti-arthritis abilities. It can decrease pain, increase walking distance and flexibility. Boswellia serrata extracts exert anti-inflammatory activity by inhibiting 5-lipoxygenase (5-LOX), a key enzyme for the biosynthesis of leukotrienes from arachidonic acid. Wild Crafted

**Dandelion Root** A diuretic used to eliminate toxins from the body. Certified Organic

#### Vegetable Glycerin

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#### JOINT RESOLUTION

- Promotes healthy active joints\*
- Helps reduce stiffness\*
- Helps improve joint mobility and flexibility\*
- Promotes healthy strong connective tissue\*
- Easy to administer
- Liquid absorbs faster into the body than tablets or pills
- Organically grown and ethically harvested herbs
- A side benefit of collagen is that it promotes healthy skin so your dog may grow a more luxurious coat

## Next Generation Joint Relief

Joint Resolution uses new, clinically proven ingredients to improve joint health and comfort for dogs.

**B**y now you've probably tried Glucosamine-based remedies for your dog's joint problems but new research suggests that there's a better way to bring your best friend relief. A study published in the *Journal of Veterinary Pharmacological and Therapeutics* showed that Collagen "reduced pain and lameness in arthritic dogs and improved their overall activity." Collagen is the most abundant protein found in joint cartilage and **New Bio Cell Collagen Type II helps build new cartilage and reduce further damage to the joints.** This patented, all natural ingredient is extremely absorbable so more of the formula gets to the site of the problem.

#### Promotes healing

BioCell Collagen II also contains **Hyaluronic Acid and chondroitin** which have both been shown to promote healing and tissue rejuvenation. Hyaluronic Acid is essential in reducing joint friction caused by the degradation of the joint's natural lubrication.

No lesser authority than the Mayo Clinic has said "Expert opinions support the use of chondroitin for improving symptoms and arresting (or possibly reversing) the degenerative process of osteoarthritis."

#### Herbal Blend

We've also included a blend of herbs that work synergistically with BioCell Collagen II. Boswellia, devils claw and licorice all work to reduce inflammation and pain while dandelion acts to eliminate toxins from the body.

If you have an older dog, or a companion who's feeling the effects of arthritis, dysplasia or age a few drops of Joint Resolution on a treat or (if he'll let you) in his mouth will **help bring relief and make him more comfortable.**

*Perfect for dogs suffering from the degenerative effects of old age, arthritis or hip dysplasia*

*Sore, aching joints are lubricated and nourished by this blend of BioCell Collagen II, herbal extracts and chondroitin*

*Ingredients have been clinically proven to strengthen cartilage and improve flexibility*

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## KEY INGREDIENTS

**W**e're all about ingredients. It goes without saying that our products are as effective as they are because we use only the finest "human grade" ingredients. In fact we sum up our philosophy very simply: **"We wouldn't use anything on our dogs that we wouldn't use on ourselves"** Here's a list of all the ingredients in *Joint Resolution* and a brief explanation of why they're in the formula. For more information please visit our website at [HappytailsSpa.com](http://HappytailsSpa.com)

**BioCell Collagen II-** Works with the immune system to promote healthy joints and helps improve joint mobility and flexibility. A study published last year in the *Journal of Veterinary Pharmacological and Therapeutics* showed that collagen had reduced pain and lameness in arthritic dogs and improved the overall activity of the dogs. BioCell Collagen II is hydrolyzed which means that it undergoes a patented hydrolysis process which optimizes the molecular weight distribution for maximum absorption in the body without affecting its beneficial effects.

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can decrease pain, further walking distance and increase flexibility. *Boswellia serrata* extracts exert anti-inflammatory activity by inhibiting 5-lipoxygenase (5-LOX), a key enzyme for the biosynthesis of leukotrienes from arachidonic acid. Wild Crafted

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### Joint Resolution

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- Helps improve joint mobility and flexibility\*
- Promotes healthy strong connective tissue\*
- Easy to administer
- Liquid absorbs faster into the body than tablets or pills

A side benefit of collagen is that it promotes healthy skin so your dog may grow a more luxurious coat.

*"I have no intention  
of acting my age,  
and now with  
Joint Resolution  
I don't have to feel  
my age either."*

**P E T U N I A**

Winner of the 2008  
Canine Celebrity Awards

#### INSTRUCTIONS

Shake well before using. Add a few drops to a treat or, if he'll let you, directly into his mouth

#### DOSAGE:

Small : 1 to 2 drops  
Medium : 3 to 4 drops  
Large : 5 to 6 drops



**DogDayAfternoonSpa .com**

**1724 Blair Dr. ■ Weatherford, TX 76086 ■ 817-304-4648**

In Parker County Vet Building, two doors from Hay USA, just off Ft. Worth Highway; turn between Goodson Golf Carts & Santa Fe Furniture Warehouse