

Even your dog can join the health food craze

By Judith Doner Berns
staff writer

A West Bloomfield veterinarian has jumped on the preventive medicine bandwagon and come up with a health food for pets.

Convinced that the nutritional approach to a healthier, longer life applies to animals, as well as people, Dr. Robert Redisch decided a natural pet food might stop increasing health problems he observed in his practice.

He reports more cancer, oral disease, kidney failure and adrenal crisis in young animals today, than when he graduated from Michigan State University a decade ago.

"Several years ago, I became enlightened on natural and preventive medicine for humans," Redisch said.

He is the second veterinarian in the county to complete a preventative medicine program, offered by the International Preventive Medicine Foundation and Florida Institute of Technology.

Redisch believes the key aspect to health is understanding what fuels our bodies. "I wanted to apply that to my patients," he said.

TEAMING WITH a Birmingham medical doctor, Redisch came up with "Nature's Choice" — a blend of natural ingredients with no artificial preservatives, sweeteners, coloring, flavoring or refined sugar.

They formed Vet-Med Health Products of West Bloomfield — the linking of veterinary and human medical pro-

fessions. However, the medical doctor doesn't want his name used because some of his patients might not approve of his veterinary endeavors, Redisch said.

The product line includes three dog foods (junior, adult and senior), a dog biscuit and a cat food.

The basic formula is organically grown whole grains, meats (primarily poultry), dairy products and natural oils garnished with herbs, vitamins and minerals.

"It's a specialty diet. It's not a food that's going to appeal to everybody," Redisch said. "It's not a product you want to put in the grocery store — and have people just buy it. Our main thrust was to have it available to my clients."

BUT THEY had to commit to large purchase orders to get what they wanted. As a result, they lined up local distributors such as Vital Foods Stores, West Bloomfield; Betty's Grocery, Birmingham; and Doctor Pet Center, Twelve Oaks, Novi. They also are leasing out-of-state franchises.

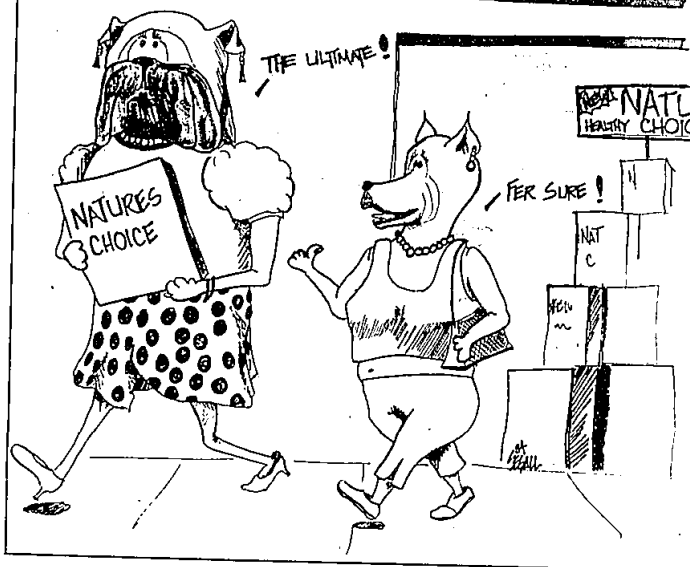
Price is approximately a third more than conventional dog food.

"Older dogs act younger; younger dogs are more vibrant, and there is a definite improvement in their coat," Redisch said.

His claims are echoed by a pet-store manager and another veterinarian.

"It is excellent. I feed it to my pups and it's great," said Evelyn Shroeder of the Doctor Pet Center. At the other end of the scale, her grandmother's dog, which is 15 years old and diabetic, has improved measurably, she said.

HEALTH FOOD



Fraternal group aids students

For the fourth consecutive year, the Ordo Caravan No. 129, Order of Alhambra, has helped secure scholarships for seven students majoring in special education at Madonna College in Livonia.

According to Richard Misiewicz of Livonia, regional scholarship chairman, more scholarship requests on behalf of Madonna students have been turned into the International Order of Alhambra by the Livonia caravan than by any other caravan in the United States.

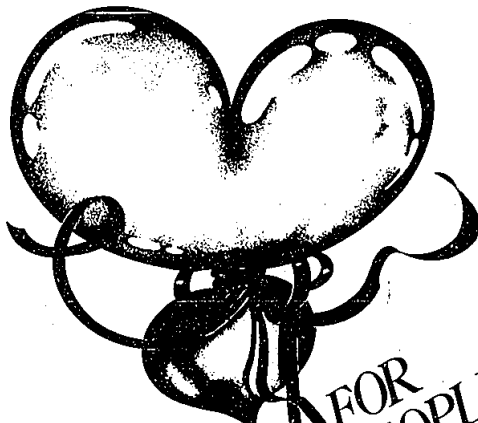
Students receiving the scholarship for 1983-84 school year are: Teresa Francis, senior majoring in the emotionally impaired; Barbara Leonard, sophomore majoring in gerontology; Carol Robinson, senior majoring in the learning disabled; all of Detroit.

Also receiving scholarships are: Janet Kielbowicz of Canton, senior majoring in the learning disabled; Raymond Locke of Berkeley, senior majoring in the learning disabled; Dorothy Nobert of Livonia, freshman majoring in the emotionally impaired; and John Robertson of Dearborn Heights, majoring in the learning disabled.

The Order of the Alhambra is a Catholic, fraternal organization dedicated

to assisting the retarded and handicapped. The organization has also purchased equipment and materials over the years for the Madonna College Psycho-Educational Center.

The Psycho-Educational Center is a support service designed to provide an educational environment in which the special student can learn. It provides tutorial help for students from kindergarten through high school after school throughout the year and also in the summer.



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