

yumwoof! x Pet Summit  
presents

THE  
COCOMEGA  
HEALING  
MANUAL



Healing Your Dog  
with Superfats

# Does your dog show the signs of poor gut health and inflammation?

Digestive issues



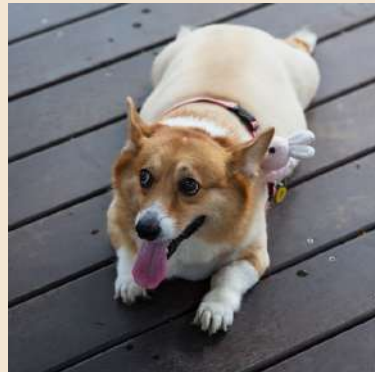
Skin allergies



Joint pain



Weight gain



By paying attention to our dog's gut health and taking steps to support his or her healthy microbiome, we can alleviate their pain and improve their longevity.

## Dietary fats impact gut health. What fats are in your dog 's food?

| <u>Avoid bad fats</u> | <u>yumwoof! good fats</u> |
|-----------------------|---------------------------|
| ✗ Omega-6             | ✓ Omega-3                 |
| ✗ Seed oils           | ✓ Coconut oil             |
| ✗ Sunflower oil       | ✓ Salmon oil              |
| ✗ Safflower oil       | ✓ Flax                    |
| ✗ Inflammatory        | ✓ Healing                 |

CLAIM 50% OFF

Inferior fats, such as seed oils, are a primary contributor to gut inflammation in dogs. Seed oils high in omega-6 can cause your dog's body to produce more inflammatory molecules including PGE2 and cytokines.

Healthy fats, such as omega-3 and coconut oil, have anti-inflammatory properties which help your dog heal.

# Cocomega™ superfats can heal your dog 's inflammation.



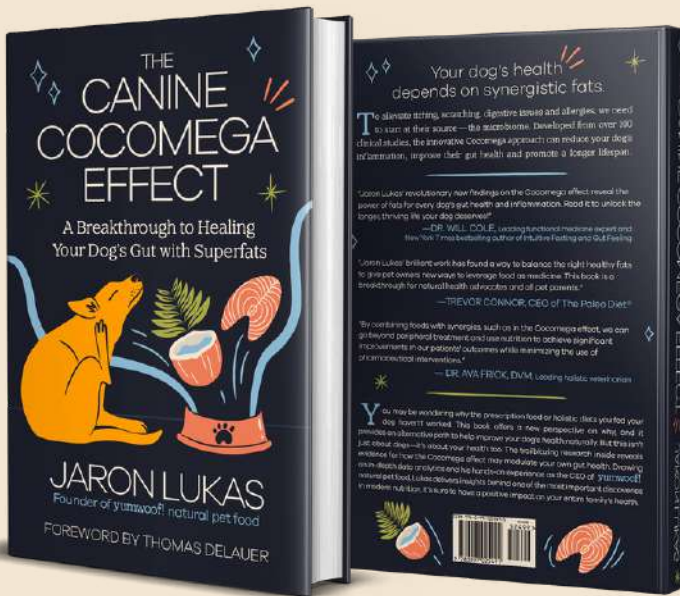
Cocomega™ superfats, including salmon oil, fish oil, coconut oil and flaxseed oil, possess powerful anti-inflammatory properties alleviating painful health conditions in your dog.

In his new bestselling book, *The Canine Cocomega Effect*, renowned dog nutrition expert Jaron Lukas explains how combining synergistic superfats supports microbiome diversity, reduces inflammation and promotes longevity in your dog.

FREE GIFT for PET SUMMIT

# Claim your FREE digital copy of The Canine Cocomega Effect!

Free for Pet Summit attendees until July 1, 2023



READ BOOK FOR FREE

[Or order physical copy on Amazon](#)

Learn everything you need to know about healing your dog through the right combination of fats. You may also order it in paperback and hardcover on Amazon.

Claim 50% off at [yumwoof.com](https://yumwoof.com)

## ABOUT THE AUTHOR

# Meet Jaron Lukas, **yumwoof!** founder



Jaron Lukas is a nutrition-obsessed data analyst and entrepreneur. Over the past four years, he has personally analyzed over 3,000 clinical studies on nutrition, leading to the world's most innovative dog food formulations at yumwoof! and his 2023 book release of *The Canine Cocomega Effect: A Breakthrough to Healing Your Dog's Gut with Superfats*. Previously, Jaron founded NYC-based Coinsetter, which he sold in 2016. Early in his career, he worked for J.P. Morgan and graduated from Rice University on the Presidents Honor Roll. Besides dog nutrition, he's passionate about history, biochemistry and daily meditation. Jaron resides in Austin, TX with his wife & co-founder Ana and their corgipoo Sherlock.

# Intercellular mineral imbalances are linked to inflammatory issues

A note from Dr. Ava Frick

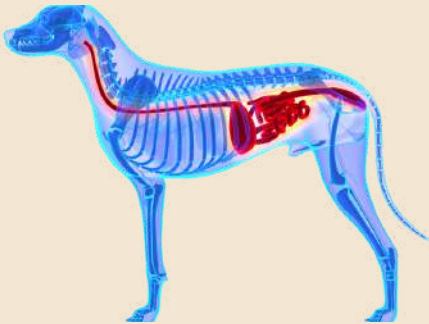
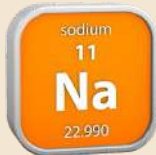
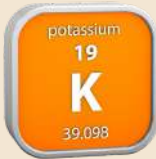
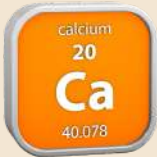
Most health ailments can be linked back to **imbalances in the minerals present in the interstitial fluid**. This fluid, which bathes and surrounds the cells in a dog's body, is a mixture of substances including water, amino acids, sugars, fatty acids, coenzymes, hormones, neurotransmitters, salts, and cellular products. It serves as a vital conduit for delivering essential materials to the cells, facilitating intercellular communication, and aiding in the elimination of metabolic waste.



In holistic medicine, we take into account numerous metrics when assessing the potential for inflammatory health disorders, one of which is the interstitial fluid sodium-to-potassium ratio. These two minerals share an inverse relationship with one another, meaning that elevated sodium levels can cause lower potassium levels, and vice versa.

The process is also a self-perpetuating cycle, as reduced potassium levels impact the adrenal glands, which are responsible for producing hormones that help regulate metabolism, immune system, blood pressure, stress response and other vital functions in our dogs. The adrenal glands produce pro-inflammatory aldosterone, which then leads to the elevation of sodium in the interstitial fluid and cells, producing further inflammation.

Unsurprisingly, dogs suffering from inflammatory health disorders often exhibit sodium-to-potassium imbalances in the interstitial fluid. Remarkably, such imbalances may not be readily apparent in blood samples until later in the disease. When a dog becomes deficient in potassium, it may eventually develop.



Veterinary Medical Association. In this study, the tissue mineral levels of **calcium**, **magnesium**, **sodium**, and **potassium** were analyzed in 564 dogs, and statistically significant differences were found across these four minerals in dogs experiencing inflammatory health conditions.

The results of my study are to be expected, as these essential minerals have a pivotal function in regulating biochemical reactions that control metabolism, digestion, and tissue regeneration in the body. Insufficient or excessive amounts of these minerals can significantly impair a dog's metabolism or lead to an overabundance of certain bodily functions.

One prime example is the **link between sodium-potassium imbalances and inflammation**. Clinical research has established a clear connection between these mineral imbalances and the potential role that **Cocomega super fats** can play in restoring them to a state of equilibrium. In fact, clinical studies have demonstrated that the synergistic effects of omega-3s, coconut oil and short-chain fatty acids can help to offset and rebalance sodium-potassium levels, thus reducing a major contributor to inflammation.

In the following section, we will delve into how a nutrition plan rich in Cocomega super fats can help to counteract abnormal mineral levels that contribute to inflammation, and I will provide practical guidance on how to apply the Cocomega effect to treat inflammatory health conditions in a veterinary setting.



**Arthritis:** A study conducted in 2013 by researchers at Ain Shams University found that combining **Cocomega super fats may be beneficial in reducing sodium imbalances and promoting bone health.** As discussed earlier in this section, omega-3s have been shown to directly inhibit inflammatory pathways and reverse sodium imbalances, leading to potential osteo-protective effects. It's important to note that calcium and sodium levels are linked, although this topic is beyond the scope of our current discussion, and we observed the expected maintenance of bone calcium levels. We often find zinc, inositol, calcium, magnesium, MSM and Boswellia are commonly needed in dogs with arthritis, but a diagnostic analysis is required. Another aspect of calcium maintenance is vitamin C. Unlike in humans, canines can naturally synthesize their entire vitamin C requirement, and as such, ascorbic acid is generally not beneficial for arthritis as it can drain calcium from the tissues, excreting it from the body. This can lead to further weakening of supportive tissues, joint ligaments, and the teeth. Vitamin C supplementation should only be recommended when the tissue calcium level, as measured by the interstitial fluid, is abnormally high.

health issues such as renal disease, diabetes, dermatitis and gastrointestinal problems. Although the link to renal disease is obvious, studies have shown that this mineral imbalance contributes to other metabolic health issues. This is due to the essential role that sodium and potassium play in activating or inhibiting inflammatory cytokines and other critical molecules in the body.



**Given the impact that mineral levels have on the development of diseases, it is vital to consider nutritional recommendations, such as the incorporation of Cocomega Super fats, as part of an overall treatment plan.** The Cocomega effect has been proven to be effective in rebalancing mineral levels in dogs, making it an essential component of any comprehensive approach to treating inflammatory health conditions.

# How the Cocomega™ effect can rebalance inflammatory mineral levels



In partnership with **Jaron Lukas**, I have conducted a thorough review on the **connection between Cocomega superfats, mineral levels, inflammation and diseases**. Our research aimed to provide insight into how veterinarians can integrate complementary treatments into their recommendation plans. Our analysis of relevant studies has revealed that **all the Cocomega™ superfats featured in this book have been shown, and in some clinical studies, recommended as a means of rebalancing mineral levels and inhibiting inflammation**. This is aligned with the results I've seen as a practitioner in veterinary medicine for the past four decades.

# Top 4 reasons veterinary nutrition experts want you to try Cocomega™

**1**

RELIEVES DOG INFLAMMATION  
AT ITS MICROBIOME SOURCE



Digestive issues, skin allergies, scratching, weight gain and even diabetes are superficial symptoms of inflammation rooted in the gut microbiome. The Cocomega™ effect can heal them at their source.

# Top 4 reasons veterinary nutrition experts want you to try Cocomega™

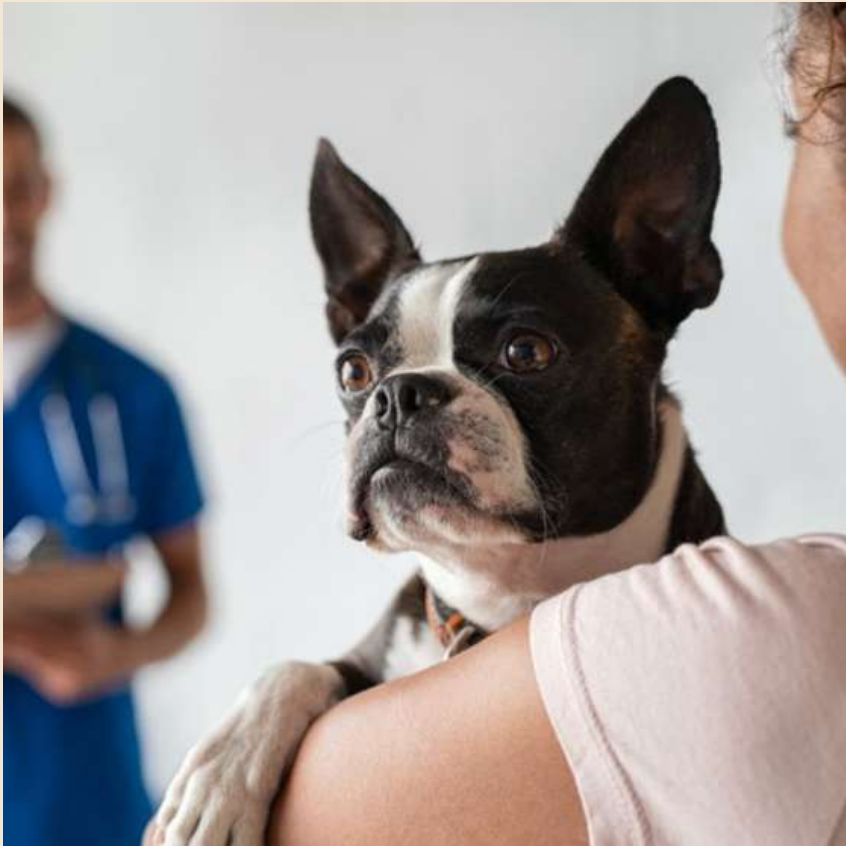
## 2 COCOMEGA™ MODULATES GUT HEALTH FOR LONGEVITY



The Cocomega™ effect naturally improves the health biomarker known as microbiome diversity, which can extend your dog's expected lifespan.

## Top 4 reasons veterinary nutrition experts want you to try Cocomega™

**3** FEWER VET BILLS: COCOMEGA™ IS THE ULTIMATE MONEY SAVER



Many pet parents have been able to reduce their need for expensive medication by incorporating Cocomega™ nutrition into their dog's daily diet.

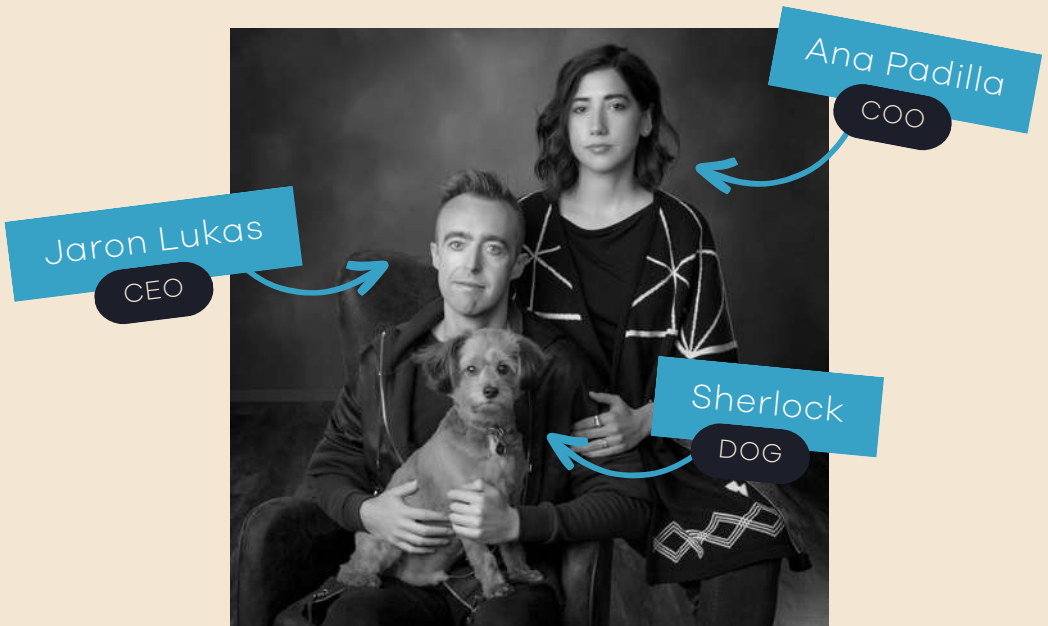
## Top 4 reasons veterinary nutrition experts want you to try Cocomega™

### 4 COCAMEGA™ REALLY WORKS — BACKED BY 162 STUDIES



Incorporating Cocomega™ superfats in any dog's diet produces anti-inflammatory effects shown in 162 clinical studies to heal their health long-term.

## The caring family behind yumwoof!



Jaron Lukas, Ana Padilla and Sherlock are the family team behind yumwoof! When you order from us, you can rest assured your dog is eating the healthiest food out there—formulated according to Jaron and Ana 's strict nutrition standards. All of our food is GMO-free and prepared through a gentle air-drying method to retain the natural nutrients in your dog 's food.

Bottom line, you can count on our family to maintain the highest standards for your dog.

The easy way to Cocomega™

TRY **yumwoof!**

#1 AIR DRIED DOG FOOD  
FOR GUT HEALTH



yumwoof! prepares food you trust with the benefits of raw and fresh diets.

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