



THE STORY & SCIENCE OF WAGAWHEY

After following a vegan menu over the past week, my mouth started watering at the thought of writing an article about cheese. After all, cheese ignited Justin Healey's entrepreneurial spirit, eventually culminating in Wagawhey, his holistic pet treatment. Don't be fooled by a word like holistic that conjures up images of Madame Zingara and her crystal ball – the romantic story of Wagawhey is firmly based on the Laws of Science.

The Healey's had a farm in Africa at the foot of the Great Southern Drakensburg Mountains, in the lush green hills of KwaZulu-Natal in South Africa.

And on this farm, in the early 1990s, the family set out to make the best traditional Farmhouse English Cheddar in the region,

and Healey's Farmhouse Cheeses brand was established. Justin travelled to England and trained under cheesemakers in Glastonbury and North Cadbury to hone his cheesemaking skills. To make the finest Farmhouse cheddar, the cheesemaker needs to constantly monitor and feel the texture of the curds after the coagulant is cut and scalding begins, a process where the temperature in the vat is raised. As the tiny pea-sized curds get firmer, they release liquid whey. After months of having his hands immersed in this liquid whey, Justin noticed they had a distinguishably more youthful and rejuvenated look about them.

The rejuvenating properties of whey were well-known even in ancient times. The story goes that Cleopatra owed her incomparable beauty and silky soft skin to bathing in milk,



honey and whey.

On the Healey farm, the whey was being used as a supplement to the diet of their Hereford cattle, and a local vet was fascinated by their impeccable condition and health since starting their new eating regime. The whey was delicious. Even the family dogs stared the cattle square in the eye at the feeding troughs every evening, determined to get their share of the yellowish-green liquid!

With his curiosity now piqued, Justin began researching the science behind this natural phenomenon. He began working with Universities in South Africa in the late '90s studying the enzymes in whey. He was invited back three years in a row to the School of Nursing at UFS, where 3rd year nursing students used whey enzymes in wound care projects.

From the romantic notion of making cheese, the laws of science provided overwhelming evidence of whey's healing and rejuvenating properties.

Inflammation is part of the body's response to damage, whether internal or external.

This damage can be caused by free radicals, which are very reactive particles that bounce around the cell damaging everything they encounter, including the cells themselves. Most originate during metabolism, but they can also arise from exposure to toxins, irradiation, and toxic metals. Antioxidants are crucial in eliminating free radicals from your body.

Whey forms a rich source of biologically active components - its protein fraction is known to encompass many health-promoting effects. It is a complete, high-quality protein containing all the essential amino acids, which are the building blocks of antioxidants.

Studies have shown that whey proteins control local inflammation and the inherent free radical formation, thereby accelerating the healing of wounds. As such, Wagawhey is a natural anti-inflammatory, promoting the healing of ulcerations in the stomach lining of the gut.

Whey uniquely *fortifies* the overall immune system - so broadly that it's remarkable!

Most allergies and autoimmune deficiencies are caused by an imbalance in your pet's immune system. For example, Superficial Pyoderma is caused by bacteria and creates

discomfort for your pet, manifesting in excessive licking and congestion.

In addition to its immune-boosting properties, it tastes great and is very digestible - absorbed from the gut far more quickly when compared to other types of protein.

All this research and his passion for animals culminated in Wagawhey, a 100% natural enzyme-activated lactoserum. Its natural therapeutic properties are cleansing and rejuvenating.

It does this by encouraging and supporting good gut bacteria. It promotes equilibrium in the gut by curbing the

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state of putrefaction that supports bad gut bacteria. This helps combat skin disorders, yeast and fungal infections. Thanks to its neutral pH, it is safe to use around the eyes and directly on open wounds.

Apply it topically for its wound healing bio-active enzymes that reduce inflammation and itching as well as boost skin health. When added to your pet’s drinking water, it assists in re-balancing and cleansing your pet’s intestinal tract, eliminating toxins - achieving the same reduced inflammation from within.

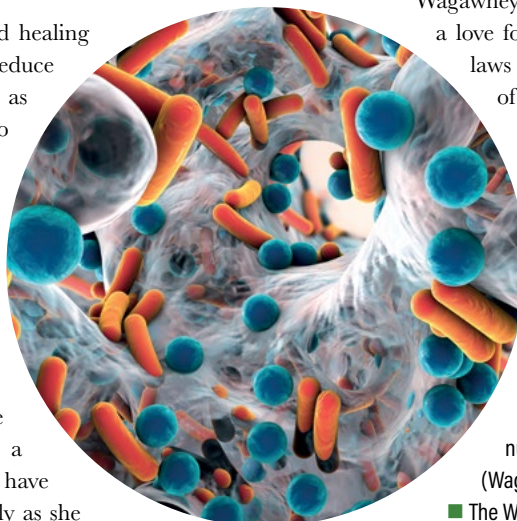
Cleopatra, unfortunately, did not ingest her bath water. Had she done this, she too might have experienced all the benefits of a healthier gut, although it might not have healed the bite of an asp as quickly as she might have liked.

If you’re looking for a natural, effective alternative to traditional immune support and modulation, Wagawhey is the product for you.

Wagawhey is the most natural way Justin knows of to

manage your pet’s immune system, skin disorders, and inflammation of the digestive tract. That’s why he’s prepared to put his Healey family name on it.

Wagawhey – a product born from curiosity and a love for animals. A product based on the laws of science and brought to you “Out of Africa”.



References

■ Therapeutic Potential of Milk Whey - Amity Institute for Herbal Research and Studies, Amity University Uttar Pradesh, Sector-125, Noida-201313, India.

■ University of the Free State, South Africa, School of Nursing 2013. Third year nursing project on wound care, Dermawhey (Wagawhey).

■ The Whey Prescription - Christopher Vasey, N.D., is a naturopath specializing in detoxification and rejuvenation. He is the author of *The Acid-Alkaline Diet for Optimum Health*, *The Naturopathic Way*, *The Water Prescription*, *The Whey Prescription*, and *The Detox Mono Diet*.