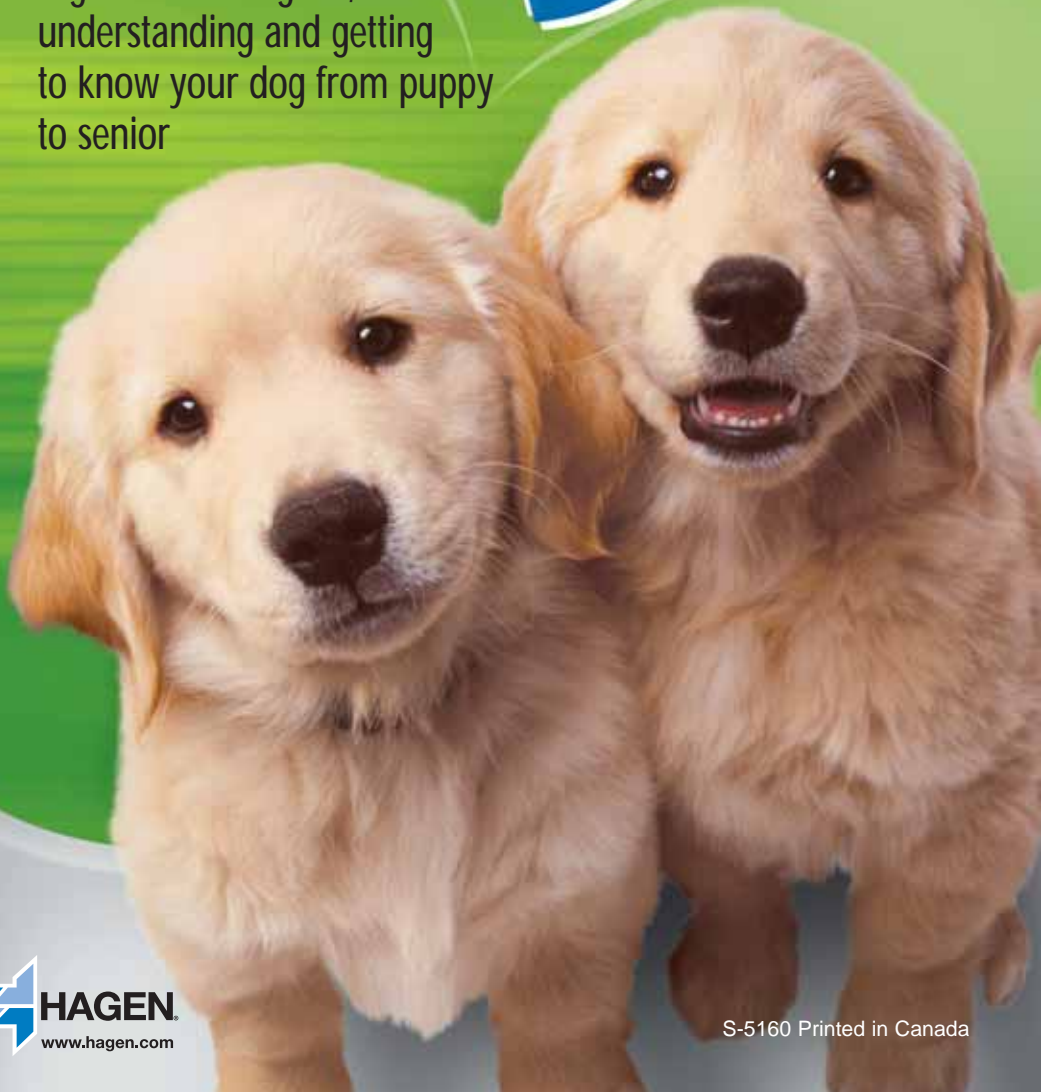


Caring for your Dog

A guide to caring for,
understanding and getting
to know your dog from puppy
to senior



Every dog is unique

Determine which type of breed best suits your lifestyle and ability to provide for its temperament and needs.

Dog ownership is perhaps one of the most rewarding experiences a family can share. Your dog will be a part of your family for a number of years, bringing you unconditional love and joy on a daily basis.

However tempting, before going out and purchasing that adorable little puppy in the store window, it would be wise to take the time and do some research.

Remember a dog is a long-term commitment. Dogs require a great deal of attention and care from the puppy stage through adult hood. If you don't have the time, energy and finances to properly care for a dog, then it might be best to reconsider.

We hope the information contained in this booklet will help you get off to a good start and provide some guidance along the way. It is, nonetheless, impossible to cover all of the potential questions that will arise throughout the stages of your dog's life. Consult your veterinarian and your pet store specialist or breeder whenever necessary.

Don't hesitate to take advantage of the many interesting books available on the subject of puppy/dog behavior and ownership.



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Coming Home



When bringing home your puppy for the first time, try to make the transition safe and gradual. There are a variety of pet carriers that can be used for transport and can also serve as a crate and sleeping area. Remember – a young puppy will tire easily and requires plenty of sleep.

Make sure you puppy-proof your home. Remove any small objects that your puppy could swallow. Like small children, puppies will get into everything!

The initial interactions you have with your pup will set the ground rules for the rest of his life. While certain general principles apply, common sense and a willingness to adapt are essential in early dealings with your new pet.

Familiarize yourself with your puppy's breed characteristics. This will help you tailor your approach. A reliable internet site or breed specific books are good sources of information. Always remain upbeat and affectionate with your puppy

and use treats to make any training responses his idea. Aggression will only confuse and alienate a new puppy.

Expose your puppy to as many people and situations as possible once his early vaccines are complete. The more your puppy is exposed to at an early age, the better adjusted he will be. Take him on family outings to expose him to friendly strangers. Do not allow anyone to annoy or frighten him on these outings – always supervise closely.



Things You Will Need

Bowls

A good quality stainless steel bowl is highly recommended. Plastic bowls need to be cleaned regularly and should be dishwasher safe.



dogit



Cage

No, it is not a prison!

A cage is your dog's "bedroom", a place to sleep, a safe haven from overly exuberant children and an adequate travel carrier. It is a place for your dog to take a break and to rest.

The cage can be wire or plastic. Wire cages afford more social interaction and are generally less expensive. Plastic cages, such as Pet Cargo, can double as travel carriers. Do not buy a cage that is too large. It should be long enough to house the dog when in a sphinx position.

Pet CARGO

Things You Will Need Feeding

The Dogit Drinking Fountain is a great way to provide your dog with a constant, purified source of cool drinking water.



Leash and Collar

Most dogs will object to collars and leashes if they're not trained as young pups. Collars are an absolute must, so identification tags can be worn. There are a wide variety of collars and leashes in various styles available from Avenue.



Avenue

dogit



Toys

Dogit offers a vast variety of dog toys that will provide countless hours of fun for your dog. Puppy teeth are very sharp and can cut into just about any toy. Dura toys contain 97% gum rubber and as a result are more resistant to puppy teeth. Inspect your dog's toys for wear and always supervise toy use as these items are not meant to be ingested by your dog.

Like people, dogs require nourishment to survive. A blend of proteins, carbohydrates, fats, vitamins, minerals and water is vital in a dog's diet. A proper dog food combined with a steady supply of clean, fresh water is essential in ensuring a healthy lifestyle for your canine companion.

quality ingredients. The fixed formulation policies assure optimal performance and stool consistency, a real treat when housetraining a new puppy.

Smaller breeds have higher metabolic rates and should be fed smaller portions more frequently.

Additionally, small breed formulas should be nutritionally more concentrated.

Nutrience small, medium and large breed formulas are breed specific.

Nutrience has an extensive list of high quality dog products. Canines are meat and fat eaters. Nutrience puppy and dog foods reflect those specific requirements. The quality of the natural ingredients is unsurpassed in the industry. Chicken meal, hydrolysed chicken and chicken fat are used as high



Large and giant breeds generally tend to be better eaters. Scheduled feeding enhances housetraining, from day one. A twice a day feed-

ing schedule can be started at around five months of age, provided specifics are monitored.

Large breed puppy formulas reduce calcium and fat levels to more appropriately relate to growth rates, but "poor eaters" may still do better on medium breed formulas as this ensures adequate intake. Adequate intake is specific for each pup. They should look healthy, have a tucked waist and have their ribs minimally covered with puppy fat. Avoid excess weight. Feed heavy puppies less, regardless of package guidelines. Feed thin puppies more or increase the fat and protein levels of the puppy food. There is no reason large breed puppies, who simply have increased individual requirements, can't benefit from the medium breed formula or even the small breed formula, if required.



able. For most pups, three times a day is preferable for approximately twenty weeks. After this, body condition and individual specifics should dictate your approach. For best results, consult your veterinarian.

Avoid diet changes and don't confuse your dog's lack of appetite as a sign he "doesn't like the dog food anymore". If he is in good condition, he may simply not need any more food.

Higher quality foods require less volume feeding to accomplish similar nutritional goals. Changing foods and excess tinned foods may simply encourage over eating, with the added risk of diarrhea. Remember we eat to live, not live to eat. Let common sense and your pups overall health and appearance dictate your approach. If you really feel your pup could benefit from eating more, adding a small amount of canned food as a supplement is preferable to changing foods.

Fresh water should always be available, but excessive drinking immediately after eating should be avoided. Allow a small amount and then put out a fresh bowl forty five minutes after a meal. This should help with stomach upsets.

Things You Will Need Doggy Quarters

Puppies and dogs need a place to call their own, such as a basket, pet bed or doghouse. A basket or pet bed will provide warmth and comfort indoors, and a doghouse will provide shelter from the elements and a secure place for your pooch outdoors.



Things you need to do Houstraining

Dietary habits and houstraining go hand in hand. High quality Nutrience foods produce more consistent, predictable excretion patterns. You will quickly learn exactly how long after eating your pup will need access to your chosen training area (preferably outside). Look for tell-tale behaviors ten or so minutes after the puppy eats. Usually they become distracted, sniff the floor, walk in circles, whine and have a rather preoccupied look in their eyes. Immediately encourage them to go outside and avoid any playful gestures. Let nature take its course and lower yourself to your puppy's eye level and heap on the praise. Produce a special treat (used only in association with houstraining), let him become enthusiastic, then give the treat.

When an accident occurs, you must keep in mind that we are dealing with babies, so be understanding. Gently admonish your pup by changing the tone of your voice. Produce the treat, but do not give it to him. Take your pup outside to finish his business and if appropriate, give the treat. It will quickly become his idea to go outside in order to receive praise and get his very special treat (Nutrience dog biscuits and snacks are excellent for this). Do not encourage alternate



eat training until houstraining is well underway. This enhances the impact and subsequently speeds the process.

Learn your own pup's patterns of behavior. Probable times for special attention include immediately after waking (which includes your return from even a short trip), after meals, prior to bed in the evening and after exercise. Urination occurs more frequently in summer when pups need to drink more water.

To enhance training, always have a good quality enzyme based cleaner on hand, such as SOX. This product actually eliminates the organic matter in the urine or feces. This is not only sanitary, it also reduces the puppy's urge to return to the same place based on instinctive behaviors. Remember urine trends to "wick" or spread out especially on the underside of the carpet, so apply the counteractive product accordingly. Keep the area covered with a moist towel for a few hours; this keeps the enzymes alive and active. Let dry and vacuum. Physically barricading the pup from a repeat mistake area can also be helpful while you reprogram his behavior.



Nutrience dog biscuits and snacks are excellent for use as a reward when houstraining. SOX is an enzyme based cleaner that is ideal for clean-up when accidents occur. Dogit Training Pads for puppies and dogs are ideal for indoor and outdoor use. These training pads have adhesive strips that will adhere to most surfaces and have a leak-resistant bottom plastic layer that helps protect flooring.

Which food should I choose for my dog?

	Age	Condition	Formula
PUPPY	Birth - Weaning	Lactation	Transition Milk Replacement for Puppies
	Weaning	Weaning	Transition Puppy Weaning
	Weaning - 4 months	Beginning of growth	Transition Puppy Step One Small/Medium
			Transition Puppy Step One Large/Giant
	1 1/2 - 9 months / Small Breed	Growth	Junior Puppy Small Breed
	1 1/2 - 12 months / Medium Breed		Junior Puppy Medium Breed
2 - 18 months / Large Breed	Junior Puppy Large Breed		
ADULT DOG	9 months and over Small Breed	Maintenance Plus/Dental Hygiene	Supreme Adult Small Breed
		Alternative Maintenance	Holistic Adult Small Breed
	1 year and over Medium Breed	Maintenance Plus/Dental Hygiene	Supreme Adult Medium Breed
		Alternative Maintenance	Holistic Adult Medium Breed
	1 year and over Small/Medium Breed	Maintenance	Original Adult Small/Medium Breed
		Skin & Coat	Derma Adult Lamb Meal & Rice Small/Medium Breed
		Active	Active Adult Small/Medium Breed
		Weight Management	Diet Adult Small/Medium Breed
	1 1/2 years and over Large Breed	Maintenance Plus/Dental Hygiene	Supreme Adult Large Breed
		Alternative Maintenance	Holistic Adult Large Breed
	1 1/2 years and over Giant Breed	Maintenance Plus/Dental Hygiene	Supreme Adult Giant Breed
		Alternative Maintenance	Holistic Adult Giant Breed
	1 1/2 years and over Large/Giant Breed	Maintenance	Original Adult Large/Giant Breed
		Skin & Coat	Derma Adult Lamb Meal & Rice Large/Giant Breed
		Active	Active Adult Large/Giant Breed
Weight Management		Diet Adult Large/Giant Breed	
8 yrs and over / All Breeds	Older/Less Active	Senior Adult Small/Medium and Large/Giant Breed	



TRANSITION MILK REPLACER FOR PUPPIES

Super premium nutrition for baby puppies.

This complete and balanced formula helps support the earliest stages of growth. **INGREDIENTS:** Dried whey protein concentrate, dried whey, animal fat (preserved with mixed tocopherols and citric acid), lecithin, vegetable oil (preserved with mixed tocopherols and citric acid), dicalcium phosphate, calcium carbonate, dried whey protein isolate, maltodextrine, choline chloride, L-lysine, DL-methionine, vitamin A supplement, vitamin D3 supplement, vitamin E supplement, sodium selenite, ferrous sulfate, menadione dimethylpyrimidinol, ascorbic acid, vitamin B12 supplement, riboflavin, calcium pantothenate, niacin, thiamine hydrochloride, pyridoxine hydrochloride, biotin, citric acid, folic acid, magnesium chloride, copper sulfate, zinc sulfate, cobalt carbonate, manganese sulfate, potassium iodate.

GUARANTEED ANALYSIS

Crude protein min.	27.0 %
Crude fat min.	30.0 %
Crude fiber max.	0.0 %
Moisture max.	3.5 %
Ash max.	6.8 %



TRANSITION PUPPY WEANING

Super premium mash formula for baby puppies at the weaning stage. This complete and balanced formula enhances a young puppy's defense mechanisms against disease. The exclusive Immune Complex (Im3) is added to safely and naturally help boost the puppy's immune system.

INGREDIENTS: Chicken meal, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), ground corn, hydrolysed chicken, dried egg product, dried beet pulp, spray dried egg, chicken flavor, yeast culture, salt, potassium chloride, calcium propionate (preservative), DL-methionine, choline chloride, yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, dried kelp, dried carob, dried fennel, dried ginger, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganous oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS

Crude protein min.	30.0 %
Crude fat min.	20.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.6 %
Phosphorus min.	1.1 %
Salt min.	0.75 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



TRANSITION PUPPY STEP ONE SMALL/MEDIUM BREED

Super premium nutrition for young puppies, from weaning to four months of age. This complete and balanced formula helps support the early stages of growth. The exclusive Immune Complex (Im3) is added to help improve the immune system's ability to defend itself against disease. It also helps puppies weather the stressful vaccination period.

INGREDIENTS: Chicken meal, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), ground corn, hydrolysed chicken, dried egg product, dried beet pulp, spray dried egg, chicken flavor, yeast culture, lecithin, salt, potassium chloride, calcium propionate (preservative), DL-methionine, choline chloride, yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, dried kelp, dried carob, dried fennel, dried ginger, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganous oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS

Crude protein min.	30.0 %
Crude fat min.	20.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.6 %
Phosphorus min.	1.1 %
Salt min.	0.75 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



TRANSITION PUPPY STEP ONE LARGE/GIANT BREED

Super premium nutrition for young puppies, from weaning to four months of age. This complete and balanced formula helps support the early stages of growth. The exclusive Immune Complex (Im3) is added to help improve the immune system's ability to defend itself against disease. It also helps puppies weather the stressful vaccination period.

INGREDIENTS: Chicken meal, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), ground corn, hydrolysed chicken, dried egg product, dried beet pulp, spray dried egg, chicken flavor, yeast culture, lecithin, salt, potassium chloride, calcium propionate (preservative), DL-methionine, choline chloride, yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, dried kelp, dried carob, dried fennel, dried ginger, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganous oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS

Crude protein min.	27.0 %
Crude fat min.	17.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.4 %
Phosphorus min.	1.0 %
Salt min.	0.75 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



JUNIOR PUPPY SMALL BREED

Super Premium nutrition for small breed puppies. This complete and balanced formula encourages optimum growth. The exclusive Immune Complex (Im2), along with specialty herbs, combine to improve the immune system's ability to defend itself against disease.

INGREDIENTS: Chicken meal, brewers rice, ground corn, chicken fat (preserved with mixed tocopherols and citric acid), hydrolysed chicken, dried egg product, dried beet pulp, yeast culture, chicken flavor, lecithin, dicalcium phosphate, potassium chloride, salt, calcium propionate (preservative), citric acid, fumaric acid, malic acid, lactic acid, choline chloride, DL-methionine, yeast extract, marigold extract, dried kelp, dried carob, dried fennel, dried ginger, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganous oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS

Crude protein min.	30.0 %
Crude fat min.	20.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.6 %
Phosphorus min.	1.1 %
Salt min.	0.75 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



JUNIOR PUPPY MEDIUM BREED

Super premium nutrition for young puppies, from weaning to four months of age. This complete and balanced formula helps support the early stages of growth. The exclusive Immune Complex (Im3) is added to help improve the immune system's ability to defend itself against disease. It also helps puppies weather the stressful vaccination period.

INGREDIENTS: Chicken meal, brewers rice, ground corn, chicken fat (preserved with mixed tocopherols and citric acid), hydrolysed chicken, dried beef pulp, dried egg product, yeast culture, chicken flavor, dicalcium phosphate, salt, potassium chloride, calcium propionate (preservative), citric acid, fumaric acid, malic acid, lactic acid, DL-methionine, yeast extract, marigold extract, dried kelp, dried carob, dried fennel, dried ginger, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	28.0 %
Crude fat min.	17.0 %
Crude fiber max.	3.5 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.6 %
Phosphorus min.	1.1 %
Salt min.	0.75 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



JUNIOR PUPPY LARGE BREED

Super premium nutrition for young puppies, from weaning to four months of age. This complete and balanced formula helps support the early stages of growth. The exclusive Immune Complex (Im3) is added to help improve the immune system's ability to defend itself against disease. It also helps puppies weather the stressful vaccination period.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, chicken flavor, yeast culture, dried egg product, lecithin, salt, dicalcium phosphate, calcium propionate (preservative), citric acid, fumaric acid, malic acid, lactic acid, potassium chloride, choline chloride, DL-methionine, L-lysine, yeast extract, marigold extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried carob, dried fenugreek, dried rosemary, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	24.0 %
Crude fat min.	14.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	8.0 %
Calcium min.	1.1 %
Phosphorus min.	0.9 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



SUPREME ADULT MAINTENANCE PLUS SMALL BREED

Super Premium nutrition for small breed adult dogs. This complete and balanced food provides support through a unique blend of herbs. Our exclusive Immune Complex (Im2) enhances the immunological defense system and the Dental Management System (Dm3) allows for advanced tartar control. It is also fortified with L-Carnitine, a natural vitamin supplement (B7) that converts fat into energy.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, dried whole egg, lecithin, hydrolysed chicken, yeast culture, chicken flavor, salt, potassium chloride, flaxseed meal, calcium propionate (preservative), yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, mint leaves, parsley, dehydrated green tea, dried kelp, L-carnitine, dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	27.0 %
Crude fat min.	17.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.2 %
Phosphorus min.	1.0 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4 %
Omega 3 fatty acids	0.32 %



SUPREME ADULT MAINTENANCE PLUS MEDIUM BREED

Super Premium nutrition for medium breed adult dogs. This complete and balanced food provides support through a unique blend of herbs. Our exclusive Immune Complex (Im2) enhances the immunological defense system and the Dental Management System (Dm3) allows for advanced tartar control. It is also fortified with Glucosamine and chondroitin sulfates for excellent joint protection.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, dried whole egg, lecithin, hydrolysed chicken, yeast culture, salt, potassium chloride, flaxseed meal, calcium propionate (preservative), yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, mint leaves, parsley, dehydrated green tea, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	26.0 %
Crude fat min.	16.0 %
Crude fiber max.	3.0 %
Moisture max.	10.0 %
Ash max.	9.0 %
Calcium min.	1.2 %
Phosphorus min.	1.0 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4 %
Omega 3 fatty acids	0.32 %



SUPREME ADULT MAINTENANCE PLUS LARGE BREED

Super Premium nutrition for medium breed adult dogs. This complete and balanced food provides support through a unique blend of herbs. Our exclusive Immune Complex (Im2) enhances the immunological defense system and the Dental Management System (Dm3) allows for advanced tartar control. It is also fortified with Glucosamine and chondroitin sulfates for excellent joint protection.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, chicken flavor, dried whole egg, lecithin, hydrolysed chicken, yeast culture, salt, potassium chloride, flaxseed meal, calcium propionate (preservative), yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, mint leaves, parsley, dehydrated green tea, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	23.0 %
Crude fat min.	13.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.0 %
Phosphorus min.	0.8 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4 %
Omega 3 fatty acids	0.32 %



SUPREME ADULT MAINTENANCE PLUS GIANT BREED

Super Premium nutrition for giant breed adult dogs. This complete and balanced food provides support through a unique blend of herbs. Our exclusive Immune Complex (Im2) enhances the immunological defense system and the Dental Management System (Dm3) allows for advanced tartar control. It is also fortified with Glucosamine and chondroitin sulfates for excellent joint protection.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, chicken flavor, dried whole egg, lecithin, hydrolysed chicken, yeast culture, salt, potassium chloride, flaxseed meal, calcium propionate (preservative), yeast extract, citric acid, fumaric acid, malic acid, lactic acid, marigold extract, mint leaves, parsley, dehydrated green tea, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	23.0 %
Crude fat min.	13.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.0 %
Phosphorus min.	0.8 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4 %
Omega 3 fatty acids	0.32 %



HOLISTIC ADULT ALTERNATIVE MAINTENANCE SMALL BREED

Super Premium alternative nutrition for small breed adult dogs. An innovative formula providing a suitable "alternative" to many functional conventional diets. Made with exclusive high end raw materials, such as Duck, a single animal hypoallergenic protein source and a special herbal mix combined with fruits and vegetables.

INGREDIENTS: Duck meal, brown rice, whole barley ground rice, whole oats, chicken fat (preserved with mixed tocopherols and citric acid), soy protein concentrate, sunflower oil (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, chicken flavor, dried beef pulp, dicalcium phosphate, salt, potassium chloride, dried corn syrup, DL-methionine, L-lysine, yeast extract, dried cranberries, dried apples, dried blueberries, dried carrots, chicory root extract, dehydrated spinach, tomato powder, parsley, dried honey, mint leaves, dehydrated green tea, dehydrated alfalfa meal, choline chloride, yucca schidigera extract, ascorbic acid (vitamin C), dried rosemary, dried thyme, dried oregano, dried fenugreek, dried fennel, dried ginger, iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	25.0 %
Crude fat min.	15.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.2 %
Phosphorus min.	1.1 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.2 %
Omega 3 fatty acids	0.28 %



HOLISTIC ADULT ALTERNATIVE MAINTENANCE MEDIUM BREED

Super Premium alternative nutrition for medium breed adult dogs. An innovative formula providing a suitable "alternative" to many functional conventional diets. Made with exclusive high end raw materials, such as Duck, a single animal hypoallergenic protein source and a special herbal mix combined with fruits and vegetables.

INGREDIENTS: Duck meal, brown rice, whole barley ground rice, soy protein concentrate, whole oats, chicken fat (preserved with mixed tocopherols and citric acid), sunflower oil (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, chicken flavor, dried beef pulp, dicalcium phosphate, potassium chloride, dried corn syrup, DL-methionine, L-lysine, yeast extract, dried cranberries, dried apples, dried blueberries, dried carrots, chicory root extract, dehydrated spinach, tomato powder, parsley, dried honey, mint leaves, dehydrated green tea, dehydrated alfalfa meal, choline chloride, yucca schidigera extract, ascorbic acid (vitamin C), dried rosemary, dried thyme, dried oregano, dried fenugreek, dried fennel, dried cayenne, dried ginger, iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	24.0 %
Crude fat min.	14.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.1 %
Phosphorus min.	0.9 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.2 %
Omega 3 fatty acids	0.28 %



HOLISTIC ADULT ALTERNATIVE MAINTENANCE LARGE BREED

Super Premium alternative nutrition for large breed adult dogs. An innovative formula providing a suitable "alternative" to many functional conventional diets. Made with exclusive high end raw materials, such as Duck, a single animal hypoallergenic protein source and a special herbal mix combined with fruits and vegetables. Fortified with glucosamine and chondroitin sulfates for excellent joint protection.

INGREDIENTS: Duck meal, brown rice, whole barley ground rice, soy protein concentrate, rice bran, whole oats, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, sunflower oil (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, chicken flavor, salt, dicalcium phosphate, potassium chloride, dried corn syrup, DL-methionine, L-lysine, yeast extract, dried cranberries, dried apples, dried blueberries, dried carrots, chicory root extract, dehydrated spinach, tomato powder, parsley, dried honey, mint leaves, dehydrated green tea, dehydrated alfalfa meal, choline chloride, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), yucca schidigera extract, ascorbic acid (vitamin C), dried rosemary, dried thyme, dried oregano, dried fenugreek, dried fennel, dried cayenne, dried ginger, iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	23.0 %
Crude fat min.	12.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.0 %
Phosphorus min.	0.8 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.2 %
Omega 3 fatty acids	0.28 %



HOLISTIC ADULT ALTERNATIVE MAINTENANCE GIANT BREED

Super Premium alternative nutrition for giant breed adult dogs. An innovative formula providing a suitable "alternative" to many functional conventional diets. Made with exclusive high end raw materials, such as Duck, a single animal hypoallergenic protein source and a special herbal mix combined with fruits and vegetables. Fortified with glucosamine and chondroitin sulfates for excellent joint protection.

INGREDIENTS: Duck meal, brown rice, whole barley ground rice, soy protein concentrate, rice bran, whole oats, chicken fat (preserved with mixed tocopherols and citric acid), dried beef pulp, sunflower oil (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, chicken flavor, salt, dicalcium phosphate, potassium chloride, dried corn syrup, DL-methionine, L-lysine, yeast extract, dried cranberries, dried apples, dried blueberries, dried carrots, chicory root extract, dehydrated spinach, tomato powder, parsley, dried honey, mint leaves, dehydrated green tea, dehydrated alfalfa meal, choline chloride, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), yucca schidigera extract, ascorbic acid (vitamin C), dried rosemary, dried thyme, dried oregano, dried fenugreek, dried fennel, dried cayenne, dried ginger, iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proleinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadiolone sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	23.0 %
Crude fat min.	12.0 %
Crude fiber max.	4.0 %
Moisture max.	10.0 %
Ash max.	8.5 %
Calcium min.	1.0 %
Phosphorus min.	0.8 %
Salt min.	1.0 %
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.2 %
Omega 3 fatty acids	0.28 %



ORIGINAL ADULT MAINTENANCE SMALL/MEDIUM BREED

Super Premium nutrition for adult dogs. This complete and balanced formula encourages optimal maintenance. Highlights include great taste and the exclusive use of all natural preservatives, including vitamins E & C.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beet pulp, chicken flavor, yeast culture, dicalcium phosphate, potassium chloride, salt, calcium propionate (preservative), rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	26.0%
Crude fat min.	16.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	9.0%
Calcium min.	1.2%
Phosphorus min.	1.0%
Salt min.	1.0%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



ORIGINAL ADULT MAINTENANCE LARGE/GIANT BREED

Super Premium nutrition for large breed adult dogs. This complete and balanced formula encourages optimal maintenance. Highlights include great taste and the exclusive use of all natural preservatives, including vitamins E & C. It is also fortified with glucosamine & chondroitin sulfates for excellent joint protection.

INGREDIENTS: Chicken meal, ground corn, brewers rice, chicken fat (preserved with mixed tocopherols and citric acid), dried beet pulp, chicken flavor, yeast culture, dicalcium phosphate, potassium chloride, salt, calcium propionate (preservative), glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	23.0%
Crude fat min.	13.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	9.0%
Calcium min.	1.2%
Phosphorus min.	1.0%
Salt min.	1.0%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



DERMA ADULT DOG SKIN & COAT, LAMB MEAL & RICE SMALL/MEDIUM BREED

Super Premium nutrition for adult dogs with allergy concerns. This complete and balanced formula helps support optimal skin and coat condition. Flaxseed & lecithin, along with specialty herbs and a single source of lamb protein, combine to provide enhanced levels of omega 3 & 6 fatty acids.

INGREDIENTS: Lamb meal, ground rice, rice bran, chicken fat (preserved with mixed tocopherols and citric acid), flaxseed meal, yeast culture, liver digest, lecithin, salt, potassium chloride, calcium propionate (preservative), yeast extract, dried kelp, dried ginger, dried carob, dried fennel, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	22.0%
Crude fat min.	12.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	10.0%
Calcium min.	2.1%
Phosphorus min.	1.3%
Salt min.	0.8%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	1.85%
Omega 3 fatty acids	0.27%



DERMA ADULT DOG SKIN & COAT, LAMB MEAL & RICE LARGE/GIANT BREED

Super Premium nutrition for large breed adult dogs with allergy concerns. This complete and balanced formula helps support optimal skin and coat condition. Flaxseed & lecithin, along with specialty herbs and a single source of lamb protein, combine to provide enhanced levels of omega 3 & 6 fatty acids. Fortified with glucosamine & chondroitin sulfates for excellent joint protection.

INGREDIENTS: Lamb meal, ground rice, rice bran, chicken fat (preserved with mixed tocopherols and citric acid), flaxseed meal, yeast culture, liver digest, lecithin, salt, potassium chloride, calcium propionate (preservative), yeast extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried ginger, dried carob, dried fennel, dried fenugreek, dried rosemary, dried turmeric, dried cayenne, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	22.0%
Crude fat min.	12.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	10.0%
Calcium min.	2.1%
Phosphorus min.	1.3%
Salt min.	0.8%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	1.85%
Omega 3 fatty acids	0.27%



ACTIVE ADULT DOG ACTIVE MAINTENANCE SMALL/MEDIUM BREED

Super Premium nutrition for active adult dogs. This complete and balanced formula is specifically formulated to provide enhanced performance levels and support increased energy requirements. Enhanced levels of L-Carnitine, along with specialty herbs, combine to form a system that converts fat into energy.

INGREDIENTS: Chicken meal, ground corn, chicken fat (preserved with mixed tocopherols and citric acid), brewers rice, dried egg product, yeast culture, dried beet pulp, chicken flavor, salt, lecithin, potassium chloride, calcium propionate (preservative), yeast extract, dried kelp, L-carnitine (0.005%), dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	30.0%
Crude fat min.	20.0%
Crude fiber max.	3.0%
Moisture max.	10.0%
Ash max.	9.0%
Calcium min.	1.5%
Phosphorus min.	1.2%
Salt min.	1.0%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4%
Omega 3 fatty acids	0.32%



ACTIVE ADULT ACTIVE MAINTENANCE LARGE/GIANT BREED

Super Premium nutrition for active large breed adult dogs. This complete and balanced formula is specifically formulated to provide enhanced performance levels and support increased energy requirements. Enhanced levels of L-Carnitine, along with specialty herbs, combine to form a system that converts fat into energy. This formula is also fortified with glucosamine & chondroitin sulfates for excellent joint protection.

INGREDIENTS: Chicken meal, ground corn, chicken fat (preserved with mixed tocopherols and citric acid), brewers rice, dried egg product, yeast culture, dried beet pulp, chicken flavor, salt, lecithin, potassium chloride, calcium propionate (preservative), yeast extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, L-carnitine (0.005%), dried cayenne, dried carob, dried rosemary, dried fenugreek, dried ginger, dried turmeric, dried fennel, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	30.0%
Crude fat min.	20.0%
Crude fiber max.	3.0%
Moisture max.	10.0%
Ash max.	9.0%
Calcium min.	1.5%
Phosphorus min.	1.2%
Salt min.	1.0%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	2.4%
Omega 3 fatty acids	0.32%



DIET ADULT WEIGHT MANAGEMENT SMALL/MEDIUM BREED

Super Premium nutrition for overweight dogs. This complete and balanced formula helps support weight control. Enhanced levels of L-Carnitine, along with specialty herbs, combine to form a unique weight control system that burns fat from cells.

INGREDIENTS: Ground corn, chicken meal, dried beet pulp, rice bran, yeast culture, chicken flavor, chicken fat (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, dicalcium phosphate, calcium carbonate, salt, calcium propionate (preservative), potassium chloride, L-lysine, choline chloride, DL-methionine, yeast extract, dried kelp, L-carnitine, dried dandelion, dried turmeric, dried fenugreek, dried rosemary, dried ginger, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	18.0%
Crude fat min.	6.0%
Crude fiber max.	5.0%
Moisture max.	10.0%
Ash max.	7.0%
Calcium min.	1.0%
Phosphorus min.	0.75%
Salt min.	0.80%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	1.85%
Omega 3 fatty acids	0.27%



DIET ADULT WEIGHT MANAGEMENT LARGE/GIANT BREED

Super Premium nutrition for overweight large breed dogs. This complete and balanced formula helps support weight control. Enhanced levels of L-Carnitine, along with specialty herbs, combine to form a unique weight control system that burns fat from cells. This formula is also fortified with glucosamine & chondroitin sulfates for excellent joint protection.

INGREDIENTS: Ground corn, chicken meal, dried beet pulp, rice bran, yeast culture, chicken flavor, chicken fat (preserved with mixed tocopherols and citric acid), flaxseed meal, lecithin, dicalcium phosphate, calcium carbonate, salt, calcium propionate (preservative), potassium chloride, L-lysine, choline chloride, DL-methionine, yeast extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, L-carnitine, dried dandelion, dried turmeric, dried fenugreek, dried rosemary, dried ginger, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	18.0%
Crude fat min.	6.0%
Crude fiber max.	5.0%
Moisture max.	10.0%
Ash max.	7.0%
Calcium min.	1.0%
Phosphorus min.	0.75%
Salt min.	0.80%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg
Omega 6 fatty acids	1.85%
Omega 3 fatty acids	0.27%



SENIOR ADULT OLDER/LESS ACTIVE SMALL/MEDIUM BREED

Super Premium nutrition for older or less active dogs. This complete and balanced formula promotes good health as the dog gets older and becomes less active. Fortified with glucosamine & chondroitin sulfates and specialty herbs, to help relieve arthritic pain. Our exclusive Immue Complex (Im2) helps fight routine illness at this late stage of a dog's life.

INGREDIENTS: Ground corn, chicken meal, chicken fat (preserved with mixed tocopherols and citric acid), dried beet pulp, yeast culture, chicken flavor, lecithin, dicalcium phosphate, salt, calcium propionate (preservative), citric acid, fumaric acid, malic acid, lactic acid, potassium chloride, calcium carbonate, L-lysine, choline chloride, DL-methionine, yeast extract, marigold extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried turmeric, dried ginger, dried fennel, dried cayenne, dried rosemary, dried fenugreek, dried carob, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	18.0%
Crude fat min.	10.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	7.0%
Calcium min.	1.0%
Phosphorus min.	0.75%
Salt min.	0.75%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg



SENIOR ADULT OLDER/LESS ACTIVE LARGE/GIANT BREED

Super Premium nutrition for older or less active dogs. This complete and balanced formula promotes good health as the dog gets older and becomes less active. Fortified with glucosamine & chondroitin sulfates and specialty herbs, to help relieve arthritic pain. Our exclusive Immue Complex (Im2) helps fight routine illness at this late stage of a dog's life.

INGREDIENTS: Ground corn, chicken meal, chicken fat (preserved with mixed tocopherols and citric acid), dried beet pulp, yeast culture, chicken flavor, lecithin, dicalcium phosphate, salt, calcium propionate (preservative), citric acid, fumaric acid, malic acid, lactic acid, potassium chloride, calcium carbonate, L-lysine, choline chloride, DL-methionine, yeast extract, marigold extract, glucosamine sulfate (0.04%), chondroitin sulfate (0.01%), dried kelp, dried turmeric, dried ginger, dried fennel, dried cayenne, dried rosemary, dried fenugreek, dried carob, rosemary extract, yucca schidigera extract, ascorbic acid (vitamin C), iron proteinate, ferrous sulfate, zinc methionine complex, zinc oxide, sodium selenite, vitamin E supplement, vitamin B12 supplement, copper proteinate, copper sulfate, manganese proteinate, manganese oxide, folic acid, niacin, calcium pantothenate, vitamin A acetate, riboflavin, pyridoxine hydrochloride, thiamine mononitrate, biotin, menadione sodium bisulfite complex (source of vitamin K activity), calcium iodate, vitamin D3 supplement.

GUARANTEED ANALYSIS	
Crude protein min.	18.0%
Crude fat min.	10.0%
Crude fiber max.	4.0%
Moisture max.	10.0%
Ash max.	7.0%
Calcium min.	1.0%
Phosphorus min.	0.75%
Salt min.	0.75%
Vitamin A min.	20,000 I.U./kg
Vitamin D3 min.	1,200 I.U./kg
Vitamin E min.	110 I.U./kg
Vitamin C min.	50 mg/kg

Things You Need to Know Social Interaction



where one pet is placed behind a closed door. Then, when the time is right, introduce the two animals to the same room, making sure your puppy is under control with a leash. If the initial contact seems subdued, you are off to the races. If not, keeping the cat in a wire cage in the same environment but safely out of reach for a period of time can help. When the time seems right, open the cage, but only when you are around to monitor proceedings.

If you need to introduce your new puppy to another dog in the household it is important to remember that most dogs are territorial and thus can get quite upset by the arrival of a new family member.

Each dog should have their own bowl, cushion, sleep area, etc. Always take care of the oldest first, so as to avoid a confrontation. If a confrontation arises, though, it is often better to let them sort things out on their own, unless the older dog is excessively aggressive. If so, consult your veterinarian.



Upon arriving home with your new puppy, expose him to the greatest number of people and try to avoid negative interaction with strangers.

Remember, puppies are canine babies.

Often in the excitement

of bringing home a new friend, parents allow the children to overdo the early interaction. This can lead to the puppy biting a child in frustration or wearing itself out to the point of risking illness. Control the playtime and exuberance of both the puppy and the kids, particularly over the first week.

Teach children to be gentle and respectful. Show them how to properly pick a puppy up by supporting the chest and rear end with one hand on either location. Never encourage handling around the neck or excess force when hugging.

If appropriate, designate responsibilities for care of the puppy to older children. Pet ownership can be both a learning experience as well as a pleasurable one. Do not allow your expectations of either your children or your pet to take the place of common sense.

If you need to introduce your puppy to a feline, be sure to allow an initial period of exposure

Things You Need to Know Training and Eliminating Annoying Behavior

The initial interactions you have with your puppy will set the ground rules for the rest of his life. While certain general principals apply, common sense and a willingness to adapt are essential in early dealings with your new pet.

We suggest a positive reinforcement technique. This technique involves reward as well as disguised punishment. Coming when they are called involves treats, affectionate scratching of the ears (and other favorite areas), and even a few minutes of playful interaction.

You'll quickly realize that your puppy responds to certain noises, such as the rattling of keys. The keys can come to mean



it's time to go for a walk and your puppy will respond accordingly.

There are several annoying behavior traits which you should look for and try to alleviate. Probably at the top of this list is chewing, digging and excessive barking. Puppies need to chew. They instinctively gnaw on things to help with the teething process. Later in life, the behavior helps to control plaque buildup and





enhance oral health. It is simply your job to make sure he understands what to chew. Never give a pup an old shoe or an old piece of clothing with your scent on it. How will they discern the difference with other similar articles? Whenever your pup selects the wrong item, cheerfully replace it with a correct item and utter an encouraging word. Repeat offenses can require sterner voice objections, but be sure to combine your voice reprimand with a replacement toy. Opinions differ as to the best chew alternatives, however they must be accepted by the pup or they are useless.

Digging is also a natural behavior, especially for certain breeds, such as terriers. Preventing this natural behavior can lead to other destructive actions. If possible, set aside a sandbox type area where you can bury secret treasures. Soon your pup will only dig where you want him to dig.

Barking is a natural social interaction for dogs. You must determine why your dog is barking. Many pups bark because they are simply unsure of themselves and need the comfort of their

friends to get over a delicate situation. Interacting in these situations is acceptable, but do not offer encouragement, unless you want the behavior to continue. This means, no petting, encouraging ear rubs or voice interaction, which could be misinterpreted as justifying concern. Your physical presence for reassurance indicates that there is no reason for your pup to continue the process. Some pups, like babies, learn to bark simply for attention. It is important to remember that even negative interaction is considered attention. If you can ignore the behavior, do so in this case. Never encourage, even unintentionally, an unwanted behavior in a pup. Excessive whining or barking may obligate social interaction. Moving your pup's bedroom into a more secure area may be enough. If required, bring the cage into your room and gradually, day by day, return it to where you want it to be. Remember your pup is a pack animal and he has left the security of his mom/siblings and many need to be weaned away. Try and avoid frightening a pup for wanting to interact.

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Things You Need to do Health Care

Early visits to your veterinarian are a true benefit to not only your puppy's health but to your own piece of mind. The first visit should be at or around eight weeks of age when an initial vaccine and fecal analysis will be done. The initial visit will allow you to get your specific questions answered and allow your veterinarian to become more familiar with the individual nature of your puppy, so you can better "fine tune" training



techniques. Additionally, a vaccine regime, a deworming program, heartworm prevention and flea control should be discussed. Preferably, the initial visit should not involve vaccinations.

Much of the routine maintenance your pup will require can be made easier if you start early in life. Handle your pup's feet daily and gently wipe them off whenever he comes in from outside (Essentials Care Bathing wipes are ideal for this). Provide a treat immediately afterwards. This procedure also makes nail trimming a much easier task. Most puppies will learn to wait for the daily wipe if a treat is the reward.

Get in the habit of rubbing your puppy's gums with your finger. It feels good and it lays the groundwork for future dental care. Remember, puppies lose their baby teeth between three and six months of age. In fact, the primary adult canine tooth breaks the gums at almost exactly five months of age; a nice way to age a puppy, if there is any doubt.



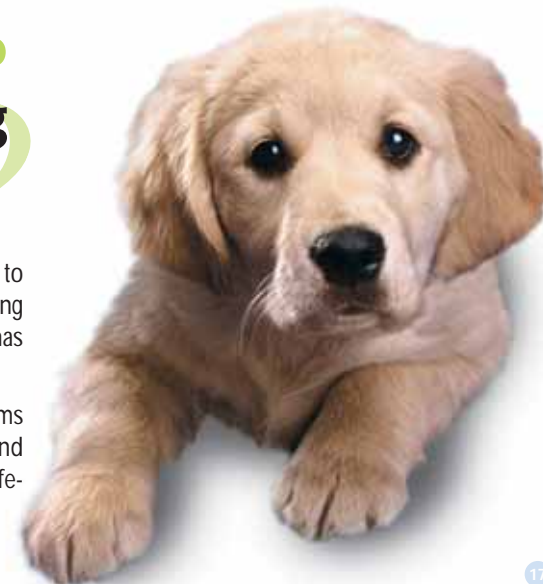
Proper ear cleaning four times a month can make a big difference in your dog's life. The risk of irritation or infection is minimized. A small amount of earwax helps in coating and protecting the ear, but too much can lead to problems, especially for dogs with drooping ears. Essentials Care Ear Cleaner, Ear Powder and Ear Lotion are specifically formulated to help keep your pet's ears clean and healthy.

Before trimming your dog's nails, ask your veterinarian or his technician to demonstrate how best to cut his nails. However, it is always a good idea to have some "quick stop" (such as Essentials Care Styptic Powder or Gel) or other first aid remedy handy for accidents. "Taking too much nail" results in a non-serious bleeding episode, but it can be emotionally traumatic. If you have no specific products on hand, a styptic pencil used for shaving cuts can help, but it will sting. Baking soda can be of some help and a soft bar of soap gently drawn into the bleeding nail can often solve the problem.

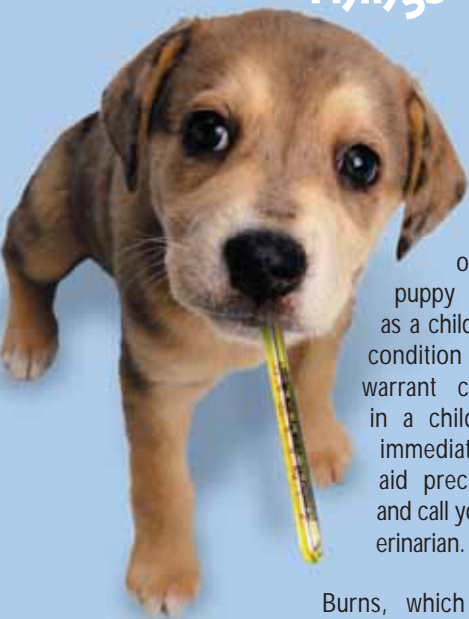
Things You Need to do Spaying and Neutering

All dogs should be spayed or neutered in order to help alleviate overpopulation. Spaying or neutering can be performed from six months on. It also has many health benefits.

It reduces aggression problems, accidents, problems caused by roaming, breeding frustrations and decreases the incidence of certain types of life-threatening cancer and infection.



Things You Need to know **First Aid**



Think of your puppy or dog as a child. If the condition would warrant concern in a child, take immediate first aid precautions and call your veterinarian.

(i.e.: being left in a car in summer), place him in cold water as quickly as possible.

If your dog is pawing frantically at its mouth and gagging, he could have a foreign object lodged in his teeth or throat. You'll need to take a quick look and if the dog objects or is frantic, try and bundle him gently but securely in a towel and open his mouth. To do this, place one hand over the dog's head and eyes and position your fingers at the base of the jaw. Use the other hand to lower the bottom jaw. Have a friend or family member shine a light down his throat for a better look. If feasible, remove any offending agents.

In all emergency cases, take your puppy directly to your veterinarian and have someone call ahead to let them know when you'll be arriving. Unless its after hours, your vet will understand and accommodate your emergency.

It is advisable not to medicate at home. Certain products may not be suitable for pets and may cover up symptoms your vet may require to make a correct diagnosis.

Burns, which might stem from spilled hot water, can be treated by toweling off any excesses and applying cold water compresses. Be careful when tending to a dog who's suffered an electrical burn, as you may be in danger as well. When faced with a dog suffering from extreme heat

Things You Need to do **Grooming**

One of the keys to a happy, healthy dog is cleanliness. If done properly, the grooming process can be enjoyable for both of you.

Start your puppy off with a daily grooming, and praise him for good behavior. Slowly increase the length of time you spend grooming so as not to tax the pup's patience. Don't forget the ears, nails and teeth – he must be taught to accept your manipulations without question and learn that he will not be hurt. Rewarding him with a treat afterwards is a good idea too.



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When grooming, follow your dog's natural lines, which lead to his tail. Removing dead and pesky matted hair will ensure a healthy coat. It is very important to follow this step before bathing your dog. Dead, matted and tangled hair may get worse if not taken care of before bathing.

Different dogs have different skin types. Discuss shampooing requirements with your veterinarian on your initial visit. Most dogs only require routine shampooing when a particular need arises. Always select a high quality dog shampoo with properties that best suit your own dog's skin specifics (Essentials offers a large selection of Shampoos and Conditioners for dogs).

A lanolin or aloe based product is an excellent maintenance product. Tar and sulfur based shampoos are great for removing dry skin and excess

doggy odor and oatmeal and tea tree style formulas are excellent for soothing itchy skin. Always utilize a non-slip rubber mat if you choose to shampoo your dog yourself. Avoid shampoos intended for human use as these products have an incorrect pH balance for dogs. The wrong shampoo and excess shampooing will strip the necessary natural oils in a dog's coat, resulting in dry, irritated skin. Specialty cream rinses are very useful in these circumstances. They also make the post bath comb out a lot easier. Be sure to do a thorough brushing and avoid matting once the drying process has begun, whether you air dry or use a gentle blow dryer. Please note, pups are prone to chills, so avoid shampooing on cold days unless you are prepared to keep him or her inside until they are completely dry.



Things You Need to know Fleas and Ticks

Fleas are nasty, blood-feeding parasites that can seriously harm your pet. Left untreated, sores, infections and even tapeworms may occur. If you notice your dog scratching excessively and trying to nip at himself, check his coat. To check for fleas, look through your dog's fur. If you see any tiny brown spots or black and white particles on his skin, your pooch may have fleas.

Ticks are a more serious problem. A tick starts off as a very small, grey creature, and as it feeds on your unsuspecting pooch, it fills with blood, resembling the size of a small kernel of corn. Dangerous deer ticks, the carriers of Lyme disease, are much smaller and are often not seen by

the owner. Left untreated, they attach themselves to a host (even humans) and can cause considerable damage such as skin infection, anemia, fever, arthritis and paralysis.

To prevent and combat these problems, pay special attention to your dog's coat during high-risk seasons (spring and summer). Prevention is key. Once you have determined that your dog has fleas or ticks, a proper insecticide treatment for him and his environment is required.



Things You Need to do Exercise and Play

Like humans, exercise helps dogs both physically and mentally. Some breeds may require more physical activity than others. This may be a factor to take into consideration when choosing a breed of dog. Whether it be playing a game of fetch, walking or jogging these are all great forms of exercise for your pooch.

Playing with your dog is an important factor in creating and keeping a loving relationship. Playing with your puppy is a great way of bonding and showing your pooch that you are the master, laying a great base for your future relationship. Don't encourage your pup to use his teeth on your skin while playing. However harm-

less or gentle this behavior, it is a type of dominance behavior performed by young dogs. Don't ask him to jump up for a hug as a pup, and then discipline him for this behavior as an adult dog. NEVER call your pup to you after running away or some other misbehavior, and then scold him or punish him. Dogs have long memories and they will never forget they were once disciplined after coming to you. Be consistent and fair.

Dogit offers a large variety of toys that will provide countless hours of fun for your dog. Play with toys of any kind should always be done under supervision. Pets are not meant to ingest parts of the toy.



Things You Need to do **Traveling with your dog**

Always keep your dog's best interest in mind when you travel. When traveling by automobile secure your dog in a carrier, such as a Dogit Pet Voyageur or Pet Cargo, or behind a barrier, like the Dogit Pet Barrier. Another option is to use the Dogit Nylon Safe-T-Belt.

Never leave your dog unattended in a car, for he will be at risk for heat stroke. Leaving a window partially open or leaving the car in the shade are not solutions.

Always have plenty of water on hand when traveling with your canine companion. For a long car trip make sure that you take several breaks, and allow your dog to have a drink of water, stretch his legs, get some air and relieve himself.

Some dogs suffer from stress and/or motion sickness, a concern you should discuss with your veterinarian. It is not advisable to feed your dog before the trip unless it is to be over five hours long.

Boarding kennels are a reasonable alternative for puppies and dogs. Most require up-to-date vaccines. If ever this is too much of an event, consider "in house dog sitters." Larger communities will have professional bonded dog sitters who will visit your home on a prearranged schedule. This is pricey, but your house has the advantage of providing your dog with the reassurance of familiar surroundings.



If you plan to travel out of the country, be sure to predetermine any and all special requirements. You will require current vaccine records and a health certificate, at the very least. Both are available through your veterinarian.



Conclusion

Dogs are precious creatures that enhance one's life. Respect them, take good care of them, and above all, love them. Their love, affection, and attention will be your reward.



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