

## 3 Dirty Secrets in the Pet Food Industry ... How to Save Your Dog from Illness or Early Death

*It's something I can't explain, but when I first laid my eyes on her, I fell in love. Then, he placed her into my arms. I was so overcome with joy that my eyes began to tear. Her bright green eyes just pierced my heart. I decided right then I would name her Hazel. I also made a promise as I have done with all my other babies that I would make certain I would do all I can to ensure her safety, health and happiness for a lifetime.*

Dear Ms. Flanagan, Fellow Pet Owner,

I have always given my best to my dogs, but having been a mom to several dogs since my 20s, I have learned a lot from all these years. And, I am going to share with you those golden nuggets of knowledge.

For one, I quickly learned that using my sensational-moisturizing, berry-smelling shampoo wasn't so sensational for Max.

I thought my treadmill was perfectly fine for Maddox for those weekend, early-morning walks. Boy, I had a lot to learn.

Then, there was that time, I was convinced that Daisy would be fine off her leash, that is, until Rocky the taunting squirrel needed a new form of entertainment.

But the most important lesson I learned was when I met Jeff and Jessica, owners of Furry Friends Natural Products and creators of Puptastic Naturals Dog Food.

After speaking with them, I had a whole new perspective that **“Not all Dog Food is Created Equal.”**

By educating me, Jeff and Jessica not only helped me save Cocoa, my seven-year-old golden retriever, who was suffering from allergies and heart issues, but also my wallet from all those vet bills. Cocoa lived until the ripe old age of sixteen as a happy, vivacious dog, free of allergies and only dealt with minimal heart issues.

**Now, I want to share with you the knowledge I learned so you can have peace of mind knowing you have control in keeping your dog safe, happy and healthy.**

**Secret #1: There Is a Good Chance That You Are Unknowingly Feeding Your Dog Organs of Diseased Animals, Road Kill and Fluffy.**

You grab a can or bag of dog food. The picture on the can or bag displays an image of a bright-eyed, physically fit dog with the most beautiful shiny coat. To the right of the dog is a picture of juicy, mouthwatering pieces of beef that you would get in a five-star restaurant with fresh slices of sweet potato and crispy peas.

As you pour food into her favorite bowl, she wags her tail frantically knowing she is about to fill her tummy with all that tasty, good stuff ... so you thought.

A smile lights up your face. You know you're giving the very best to her ... so you thought.

The Truth...

Under AAFCO (the Association of American Feed Control Officials) guidelines, acceptable "meat by-products" in your dog's food can include animal lungs, spleens, kidneys, brains, livers, blood, bones, low-temperature fatty tissue, and stomachs and intestines freed of their contents.

According to Ann N. Martin in her book, *Food Pets Die For Shocking Facts About Pet Food*, the meat in "meat by-products" can contain livers infested with worms (liver flukes) or diseased with cirrhosis, and lungs can be filled with pneumonia.

Then, there is the "meat meal" or "meat and bone meal."

Under AAFCO guidelines the "meat" in "meat meal" or "meat and bone meal," which is rendered, the process of cooking to destroy harmful bacteria, can be from mammals other than cattle, pigs, sheep or goats.

This means the "meat" can be Shadow who got lost, found herself in a shelter, and was euthanized, Rastus the rat now road kill, Bubbles the chimp who we loved visiting at the zoo, and even that package of expired meat from the grocery store shelf (tossed in fully packaged, complete with plastic wrap and Styrofoam).

Although many American manufacturers promise never to put rendered pets, like Fluffy, into their pet food, it is still legal to do so. Furthermore, it's too difficult to decipher what is exactly in each rendered batch since heaps of dead carcasses are piled together and then dumped into a vat. The meat stew is cooked until what is left is the residue, which is the "meat" in "meat meal" and "meat and bone meal" that is put into dog food.

*SOLUTION*

Jeff and Jessica found these practices to be so offensive that even before the first batch of Puptastic Naturals dog food was made, Jeff and Jessica researched, visited and identified local farms that only followed healthy and organic practices for raising livestock. Fluffy, road kill, diseases, or toxic chemicals will NEVER find their way into Puptastic Naturals.

## **Secret #2: Buying Pet Food Labeled “Made in USA” to Avoid China Made Food Products Which Has Caused Illness and Death Isn’t As Reliable As You Think.**

Many pet owners, maybe such as yourself, are familiar with the largest pet food recall in history, occurring in 2007, involving about 180 brands with claims of over 13,000 pet deaths and over 9,000 pets that became ill.

The cause ... Chinese suppliers were adding melamine and cyanuric acid to wheat gluten and rice protein concentrates that were subsequently used to produce pet foods. These combinations lead to kidney damage in pets as well as death.

It is no surprise that this recall coupled with other recalls stemming from China and numerous reports on China’s serious toxicity issues prevent many people from buying pet food made in China.

The better option ... purchase pet food “Made in the USA.”

But, does “Made in the USA” truly mean what you and I think?

Recently, U.S. Department of Agriculture agreed to allow four chicken processing plants in China to import poultry raised and slaughtered in the United States for further processing. Once processed, these chickens will be shipped back to the United States and sold across the country and eaten.

And as reported by *CBS, New York* news, “ Consumers won't even know it (the chicken was processed in China) because it's not required to be written on the label.”

If this isn’t scary enough here are a few other facts:

Yes, it’s true that there is a regulation from the Federal Trade Commission stating that if a company makes a "Made in USA" claim, "all or virtually all" of the product has to be made in America.

However, as Sarah Wagner, editor and founder of *usalovelist.com* points out, words like "substantial" and "virtually all" leave room for interpretation among manufacturers.

Also, nowhere do labeling rules mandate the identification of sources of the individual components that are used to make a product such as vitamins.

*DogFoodAdvisor* reported that Chinese manufacturers produce over 90 percent of the Vitamin C market in the United States.

Did you ever think that the vitamins and supplements in your dog's food could be making your baby ill?

The great news is that you can have peace of mind because there is a safe alternative!

### SOLUTION

When Jeff and Jessica started Puptastic Naturals, they committed to safe, healthy products that exceed FDA and AAFCO standards. All their ingredients come from local farms that follow healthy and organic practices to guarantee no toxic chemicals, counterfeit ingredients or sourced ingredients from countries like China.

Furthermore, Jeff and Jessica make sure ingredients that come from the farms are hand selected to ensure freshness. And several times a month, Jeff and Jessica will visit the farms they do business with to confirm that your fur baby and mine will get the best of the best. How many pet food manufacturers do this?

**Secret #3: Your Bag or Can of Pet Food Lists Meat As the No. 1 Ingredient. There is a Good Chance That There Are 3X More Vegetables, Potatoes, or Rice Than Meat in Each Bite.**

Have you looked at the ingredient labels of your dog's food lately?

According to *petMD.com*, "Fifty-seven percent of the pet owners ... look to pet food labels for information about the type of ingredients included in their pet's food. However, what is written on the label is not always straightforward."

Did you noticed if there was one ingredient mentioned more than once, but with a slight variation?

For example (a real competitor's ingredient label) ... Salmon, Pea Flour, Potato Flour, Tapioca, Whole Peas, Chicken Fat, Tomato Pomace, Cranberry, Sweet Potato...

The above example illustrates the common practice pet food manufacturers carry out ... the legal yet deceptive practice of "Ingredient Splitting."

Ingredient splitting is when an ingredient is subdivided into smaller portions so another ingredient, a more desired ingredient such as chicken, beef or salmon, will be raised to a higher position on the ingredient label.

Another tidbit ...

“47% of pet owners say they are looking for real meat as the No. 1 ingredient listed on a bag of pet food,” according to *Dogs Naturally Magazine*.

However, even though real meat may be listed as the first ingredient, most likely, meat isn't the bulk ingredient in your dog's food.

By law, pet food manufactures must list ingredients by weight starting with the heaviest ingredient. Pet food manufactures generate this list based on pre-cooked meat.

The problem ...

Meat contains lots of water making meat heavy. Once meat is cooked, the weight of that meat is reduced by approximately 80%, while the other ingredients such as vegetables, potatoes, and rice will not change that much. Therefore, the bulk of food you're feeding your pet is most likely coming from the second, third or fourth ingredient listed. Yet, meat appears as the first ingredient on the label.

### SOLUTION

Trust is one of the core philosophies at Puptastic Naturals. If you look at any of Puptastic Naturals' labels, ingredients are never split. Furthermore, when meat is listed, the label will indicate pre-cooked or cooked.

“Like you, we want the best for your dog. We understand you want to make the right choices when choosing your baby's food and that can't happen under misleading practices.” -- Jeff and Jessica, Puptastic Naturals

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## **Puptastic Naturals' GUARANTEE**

In every single bite of **Puptastic Naturals**:

- Your baby will **NEVER** eat diseased animals, road kill or Fluffy.
- Your baby will **ONLY** eat healthy, natural food “Made in the USA.”

- And, you will **CERTAINLY NOT be tricked in believing you're feeding your dog something other than what the label states!**

But, it's not the guarantee or the fact that Puptastic Naturals uses natural and organic ingredients, or that there are no chemical preservatives and artificial flavors, or the fact that none of Puptastic Naturals' mixes contain fillers such as corn or soy that make Puptastic Naturals stand out above the rest.

*The **SECRET** to Puptastic Naturals is something that just can't be bought ... it is the heartfelt, family love for your fur baby and mine as well as the passion to ensure every bite is the finest and healthiest it can be.*

But don't take my word for it. It's important that you feel fully confident when choosing the right food source for your dog's safety, health and happiness.

So come along with me and let's explore the workings of the Puptastic Naturals' kitchen.

## **Meet the Puptastic Family and How They Together Create the Best for Your Dog**

It's 5:00 AM and already the lights are on at Jeff and Jessica's farm. The family (Jeff, Jessica, their team, and of course the "Pup Approval Team" -- Max, Ruby, Sadie and Dex) is already working hard producing the next batches of Puptastic Naturals.

Charlie's team is unloading the fresh fruit and vegetables just delivered from one of the local organic farms nearby. However, before the fruit and vegetables are brought into the kitchen, team members carefully examine the produce and reject anything that doesn't meet the high standards of Puptastic Naturals.

*The greens look so fresh and crisp that I wanted to make a salad right then.*

As I move towards the next station, there is a captivating aroma in the air that is making my mouth water. Anne's team is preparing fillets to be lightly baked, which just makes Puptastic Naturals even more irresistible. What dog doesn't go crazy over the aroma of a fresh, juicy steak?

*The smell was so tantalizing, that I was ready to grab a fork and knife and sit down to a very early dinner!*

At Puptastic Naturals, only muscle meats that are natural are used. They are free from hormones, antibiotics and any other artificial or synthetic ingredients. You will never find Fluffy or any undesirable leftover parts in the mix.

Then there is Nancy's team. They are making sure that each batch of food exceeds AAFCO complete and balanced guidelines. Most of the AAFCO nutritional requirements are focused on minimum nutrient levels. Jeff and Jessica know that every fur baby doesn't have the same needs and that minimum nutrient levels may not be best for all dogs. Therefore, Nancy's team works with board certified veterinary nutritionists to formulate the best food mixes for all of our loved ones.

By the way, there are no Puptastic Naturals mixes that contain fillers such as corn, wheat or soy. Jeff and Jessica believe in making every single bite count.

And, there are no Puptastic Naturals mixes that contain artificial preservatives such as Ethoxyquin, BHA, BHT, TBHQ, Propyl gallate, which are thought to lead to illness and disease such as cancer. Instead, Puptastic Naturals uses a natural antioxidant, Vitamin E, as a preservative.

**BONUS:** Besides being a natural preservative, Vitamin E is also known to provide these added benefits for dogs:

- Supports dogs' immune systems
- Helps develop healthier skin and coats
- Minimizes loss of mobility in joints
- Contains anti-inflammatory properties
- Strengthens the cardiovascular system
- Boosts fertility
- Regulates digestion
- Delays the aging process
- Prevents cataracts

As I move through the kitchen, there is Leo's team gathering the ingredients for the next batch. It's amazing how delicate they blend the ingredients together as if it were being prepared for royalty.

The next step is prepping the food to be dehydrated with Sara's team, so I thought.

Clang! Clang! Clang!

It is lunchtime for the Pup Approval Team! They gather in a giant field outside of the kitchen. Food from the latest batches of Puptastic Naturals is spooned into their bowls.

If the majority of the Pup Approval Team has any issues with their food, that batch will not be packaged! How amazing is that?

As I step back into the kitchen, Sara's team is preparing the mixed batches for dehydration.

Jeff and Jessica decided to make dehydrated mixes versus dry mixes since the process of dehydration retains almost 100% of the beneficial nutrients of those natural, healthy, fresh ingredients put into Puptastic Naturals. Where as in dry mixes, a lot of the nutrients are lost during the heating process.

**BONUS:** There are a lot of other additional benefits to Puptastic Naturals “dehydrated” food:

- Food remains fresh for long periods of time even though there are NO artificial preservatives.
- It stores super conveniently.
- You only need to add warm water to the mix, stir, and in 3 minutes ... wah lah, it's ready!
- The consistency of the mix can be easily adjusted to your dog's liking.
- You can simply change the amount of food your fur baby needs for each meal.
- Adding other items to the mix is as easy as just mixing those items in, which is great since dogs like humans have different needs and preferences at different times.

Once the Puptastic Naturals mixes are dehydrated, Len's team takes samples and checks those samples against the high quality checklist set by Jeff and Jessica. The mixes are then packaged into environmentally friendly boxes and given a seal of approval.

Standing here in the Puptastic Naturals' kitchen is like being among family that is running a five-star restaurant that caters to both deeply loved family members as well as royalty.

**Not only does every mix ensure the highest quality of standards and taste, but love is found in every bite.**

*Too bad this team only makes meals for our beloved dogs!*

## **The Puptastic Naturals Family Offers More Than Just Nutritious, Balanced, Savory Food**

With Puptastic Naturals your dog is not only guaranteed a five-star, savory meal, but you have control in keeping your fur baby, safe, healthy and happy.

- Your baby will **NEVER** eat diseased animals, road kill or Fluffy.
- Your baby will **ONLY** eat healthy, natural food “Made in the USA.”
- And, you will **CERTAINLY NOT** be tricked in believing you're feeding your dog something other than what the label states!

There is more ...



The Puptastic Naturals family doesn't stop at keeping your fur baby safe, healthy and happy with their nutritious, balanced, savory blends. Jeff, Jessica and the rest of the Puptastic Naturals family want the very best for you and your dog! So they are offering for FREE with the purchase of any Puptastic Naturals blend, their guide *17 Practical Life Hacks to Simplifying Your Life While Keeping Your Dog Safe, Happy and Healthy*.

Here is an inside peak to some of those tips:

- Preventing (another) accident with an inexpensive, everyday household item
- Eliminating fleas with dishwashing liquid
- Getting your dog to voluntarily take pills and with ease
- Soothing your dog's arthritis aches for under \$2.00

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## **What Others Are Saying About Puptastic Naturals**

Let me tell you another fact regarding Puptastic Naturals. Just last year alone, Jeff and Jessica received over 500 thank you letters/emails for helping improve the health and energy of their loved one. Below are just a couple of those letters/emails.

*“A little over 8 months ago Charlie, a 7-year-old mixed breed, was diagnosed with Inflammatory Bowl Disease. He was having diarrhea, vomiting, and was very lethargic. I changed his food to Puptastic Naturals since it was one of the healthiest, natural alternatives on the market. And, I wanted to try to help him naturally before giving him medications. Charlie is now doing amazing! He no longer has diarrhea or vomits. But more significantly, his coat is amazingly shinny and smooth and his energy level is as if he were a pup again! Thank you Puptastic Naturals!” – Elizabeth Rowan, IL*

*“Poor Piper ... a beautiful, 11-year-old collie, who has always had problems. After being rescued many years ago, she has had a weak heart, food allergies, seizures, and arthritis, but she has always seemed to pull through.*

*The vet said that we couldn't treat everything that was wrong with her and medication would probably kill her. The vet told us that the best thing to do was to keep her out of pain until she either died or needed to be put down. Piper was given 6 months to live.*

*We put her on pain medication, gave her some vitamins and changed her food to Puptastic Naturals.*

*It's been a year... Piper is still alive! And, she's actually doing well. She eats on her own, walks on her own and finds energy to play. The vet couldn't believe how well she was doing. Even blood tests showed improvement.*

*Puptastic Naturals helped save Piper's life. Thank you!" -- Donald and Kathy Hud, CA*

## **Puptastic Naturals Blends**

Jeff and Jessica are so committed to excellence in regards to Puptastic Naturals that they decided to focus on having only a handful of flavored blends so that every bite is perfectly balanced and savory for your dog. All of their blends exceed the AAFCO and FDA standards.

The five natural, mouthwatering blends include:

- Chicken
- Turkey
- Lamb
- Liver
- Beef

As part of Jeff and Jessica's strive for excellence with Puptastic Naturals, they know that all dogs' needs are not the same. And, as your fur baby grows so does your fur baby's nutritional needs. Therefore, the Puptastic Naturals family has created blends for different stages of your dog's life.

Puptastic Naturals comes in four different life stages:

- Puppy
- Adolescence
- Adulthood
- Senior

And, for your convenience, Puptastic Naturals comes in three different sizes:

- 2lb box (makes 8lbs) for \$16.97
- 4lb box (makes 16lbs) for \$24.97
- 10lb box (makes 40lbs) for \$49.97

But WAIT! ... Before you order ... the Puptastic Naturals family wants all their customers to feel 100% confident that their fur babies are getting hearty, tasty, fresh food that keeps them safe, healthy and happy.

## **Our 100% Money Back Guarantee and More**

If your fur baby LOVES Puptastic Naturals – the alluring smell, the heavenly taste, the enticing moist blend of farm-fresh ingredients as well as higher energy levels, a silkier coat and skin, and better digestion -- then, let the Puptastic Naturals family know by going to [www.puptasticnaturalsfeedback.com](http://www.puptasticnaturalsfeedback.com) or call our support team at 800-867-5309 and you will receive coupons for additional purchases.

If your fur baby or you are not happy with Puptastic Naturals for any reason, then let the Puptastic Naturals family know by going to [www.puptasticnaturalsfeedback.com](http://www.puptasticnaturalsfeedback.com) or call our support team at 800-867-5309. Keep your purchase, the sample packets, the *17 Practical Life Hacks to Simplifying Your Life While Keeping Your Dog Safe, Happy and Healthy* guide and we still will be more than happy to refund all of your money. There is no better deal than this!

Our support team is available Monday – Friday from 9:00 AM EST to 6:00 PM EST at 800-867-5309.

## **Convenient Ways to Purchase Puptastic Naturals**

The Puptastic Naturals family is so excited to give another dog the happy, healthy life she/he deserves as well as give you a resource to make sure your loved one is safe, happy and healthy.

In addition to the commitment to you and your best friend, the Puptastic Naturals family offers several easy ways to purchase Puptastic Naturals so you can spend less time shopping and more time playing with your baby.

But don't wait too long, as you will find on the order form, shipping is FREE if you order by July 1!

**[INSERT BUTTON – YES, PUPTASTICS]**

*Karen Zimmerman*

Dog Lover and part of the Puptastic Naturals family

**P.S.** Jeff, Jessica, and the rest of the Puptastic Naturals family's dedication to making absolutely sure that your dog is safe, healthy and happy doesn't stop with just ensuring you that your loved one is getting savory, healthy, natural, "Made in the USA" food that is void of toxins and diseased ingredients.

The Puptastic Naturals family knows how important it is for you to feel confident that you're providing your dog with every possibility to ensure his/her safety, health and happiness so we are inviting you to join for **FREE** our **Puptastic Naturals' Family Exchange**.

Joining our Family Exchange means you will be able to:

- Swap ideas, tips, and information with our current 4,000+ other family members
- Participate in our family only webinars
- Receive special offers for Puptastic Naturals' products

All you need to do is click the *PuptasticNaturalsFamily* button below and sign up! We look forward to you joining our family and the Family Exchange!

**[INSERT BUTTON – JOIN THE PUPTASTIC NATURALS FAMILY]**