

PREMIUM FOOD

You may think soy protein is just as good as meat protein, but animal-based protein is the most usable form of protein for animals. Dogs have a much shorter intestine than humans, and therefore must convert protein much faster to a digestible form. Vegetable proteins are digested much slower.

- Meat and chicken are the major sources of protein in Premium Foods.
- High quality protein is much easier on the liver and kidneys as your pet matures.
- Diets high in fiber (indigestible material) are healthy for people, but can produce loose and frequent stools.
- Premium Foods are 85--95% digestible.
- Most commercially available foods are only 50-60% digestible!
- Higher digestibility means less and easier houstraining.

Quality Foods are completely balanced. Often you note improved hair coat and muscle mass in six (6) weeks due to high quality ingredients.

Proper Calcium/Phosphorus Ratio aid best growth rates and help prevent Feline Urologic Syndrome in the cat. Because it contains more nutrition and less “filler”.

- Most pets accept the food readily due to the outside meat or chicken coating.
- Warming the food for 15 seconds in the microwave greatly enhances flavor.
- You will be feeding one-half to one-third less as you do with most commercial brands. (Compare the feeding charts on the label).

Since an 8-ounce cup of Premium Food weighs less, you will find that you get many more cups in each bag. Commercial foods usually weigh 1-2 ounces per cup more due to bulk and fillers.

Feeding costs with Premium Foods will be NO more per month than with the food you are now using, even though you pay more per bag. Remember you feed fewer amounts; and also get more cups in a pound of the product.

Premium Foods utilize a “**FIXED FORMULA,**” which means the ingredients don’t change.

Most other foods vary the amount of each ingredient, using whatever is the cheapest at the time ingredients are purchased.

- This often results in diarrhea when a new bag of food is opened.
- This will NOT happen with High Quality Premium Foods.
- Examples of Premium Foods include: Iams Foods, Hill’s Science Diet, Eukanuba, Bill Jack, Eagle and Purina Pro Plan.



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