



DEHYDRATED RAW FOOD

“The goodness of raw food with the convenience of dry food”

What makes Pets Elite Dehydrated Raw Food unique?

Pets Elite Dehydrated Raw Food is made purely of raw meat, making it highly nutritious and easy to digest.

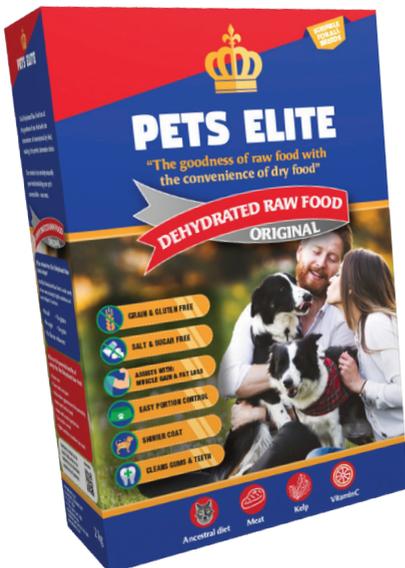
How will your **DOG'S** life improve?

- Shinier coat
- Cleans teeth and gums
- Helps reduce aggressiveness & hyperactivity
- Assists with fresher breath
- Assists with muscle gain/fat loss



How will **YOUR** life improve?

- Your dog's eating pattern will change but simplify
- Easy portion control
- Highly nutritious food means smaller portions and less stool
- Convenience without feeling guilty
- The comfort and satisfaction of knowing that you are feeding your dog its ancestral diet on its own terms



The Pets Elite Dehydrated Raw Food contains:

- **No salt**
- **No sugar**
- **No gluten**
- **No grain**
- **No flavour enhancers**

On a raw food diet, your dog should balance and regulate their food intake as required – this is why we do not give specific feeding instructions but offer some guidelines.

Feeding information and guidelines:

See the chart below for approximate meal portions. On average an adult dog will eat approximately:

Dog Weight	5kg/11lb	10kg/22lb	20kg/45lb	35kg/77lb	45kg/100lb
Daily ration	35g	70g	140g	245g	290g
Portion calculator	7g (food) x dog's weight (in kg) = Food portion (in grams) e.g. 7g x 20kg = 140g				

Your dog's eating pattern will likely change.

- You will find that they start to eat only when they feel hungry or as energy is required. Therefore, rather than feeding at specific times, your dog should continuously have access to the food along with fresh drinking water.
- Due to its taste and consistency your dog may initially consider the food to be a treat but should then adopt it as its staple diet within about 10 to 14 days.
- Because the 'dehydrated raw food' is highly nutritious and formulated based on your dog's ancestral diet, you may find that your dog may start to skip meals or may choose not to eat at all on some days. Some people worry that their dog is not eating enough or may no longer like the food, but if there is no visual muscle loss the nutrients consumed are sufficient -- it is simply because the food keeps your dog sustained for longer.
- A decrease in the amount and frequency of food consumed is to be expected and not eating for a day or two is a dog's natural form of detoxification.
- Over time dogs who are overweight should shed excess fat but not muscle weight.
- Due to the dehydrated raw food's high nutritional value you may also find that your dog will eat and pooh significantly less than before. However, if you have a dog that tends to overeat and visibly gains fat, we suggest that you limit the access to the food. This is rare though! Your dog should quickly adapt to the new diet. Also, it is important to remember that the raw food diet must not be mixed with kibble or any carbohydrates.

Switching over to the Dehydrated Raw Food:

- You can instantly switch to the new food.
- If your dog has a sensitive stomach, you can wean your dog or slowly integrate the new food, although this is rarely necessary.

For more information, please contact us on:

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