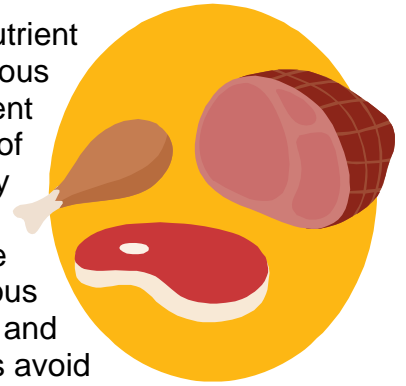


CHOOSING A PREMIUM DIET

When it comes to choosing a pet food, you are not feeding to prevent nutrient deficiencies; you are feeding to promote optimum health. There are numerous concerns, beliefs, and myths pertaining to pet food ingredients. Ingredient statements are often misleading and while they offer detailed definitions of different ingredients, there can still be an extreme range in the quality (digestibility and bioavailability) of nutrients. Pet food companies represent the largest single outlet for human food by-products. Many of these ingredients can consist of less expensive, inconsistent, and less nutritious fractions or waste. Meat by-products are not a “bad” source of protein and many dogs maintain well on diets containing them. However, premium diets avoid by-products and grain fractions completely. High quality ingredients cost more, but they are more digestible so you end up feeding less (and scooping less poop!).



Do pets really benefit from eating high quality protein, whole grains, vegetables, and fruits? Many pet foods sound great, but how do you really know? The doctors and staff at Clear Creek Animal Hospital confidently recommend and feed their own pets Natura Products such as Innova, Evo, and California Naturals. These holistic diets use ingredients from the 5 food groups. They are minimally processed and chemical-free to provide complete and balanced natural nutrition. Most importantly, all Natura Pet Products are produced in the US under strict manufacturing guidelines, ensuring the safety and quality of the products. Remember, your veterinary team is the most reliable source of information pertaining to pet nutrition, and we are more than happy to answer your questions!

WHAT TO LOOK FOR

- 1) Named meat or fish (chicken, turkey, lamb, beef, herring, etc)
- 2) Concentrated named meat protein (chicken meal, turkey meal, lamb meal, etc.)
- 3) Whole grains and starches (brown rice, barley, sweet potatoes, millet, oatmeal, etc.)
- 4) Fresh fruits and vegetables (potatoes, carrots, tomatoes, alfalfa sprouts, apples, broccoli, etc.)
- 5) Named fats (chicken fat, lamb fat, sunflower oil, herring oil)
- 6) Natural preservatives (tocopherols, vitamin E, rosemary extract)

TRY TO AVOID

- 1) Unnamed ingredients (poultry by-products, meat and bone meal, animal digest, etc.)
- 2) Protein fillers (corn gluten meal, wheat gluten, etc.)
- 3) Poor quality carbohydrates (refined flours, mill runs, brewer's rice, etc.)
- 4) Fats from non-specific sources (animal fat, poultry fat, vegetable oil, etc.)
- 5) Synthetic preservatives (BHA, BHT, ethoxyquin)
- 6) Coloring (caramel color, FD&C colors)

Recommended Diets

Innova, Evo, and California Naturals



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