

THE
guardian
HEALTH MANUAL
NUTRITION EDITION



“THEY ARE WHAT THEY EAT”

Why what you feed your pet may be the most important decision you can make.

FEED BETTER, SAVE MONEY
- WINNING THE BATTLE IN THE BOWL

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Guardian Health Manual Forward

The age old adage “we are what we eat” is not only true for humans but it is equally accurate for our pets. Hippocrates, the Father of Modern Medicine, once said, “leave your drugs in the chemist pot if you can heal your patient with food”. He said that approximately 2,500 years ago and nothing has changed. Nutrition is still considered one of the most important aspects of good health and a long life for our pets, as well as for the Guardians that have the responsibility of caring for them.

Understanding the value of good nutrition, the role it plays in not only preventing problems but solving issues is critical in assuring a long, happy and healthy life for both dogs and cats.

The founders of the Pet Planet family of stores have always understood the importance of optimum nutrition and the difficulties associated with finding the best food for each individual pet. For most pet Guardians, there is not enough time in the day to work, take care of the home, feed the family, do the laundry and still have adequate time to research a proper diet for each pet.

Finding the right diet for pets begins with finding complete and balanced foods that contain all of the best, highest quality ingredients and none of the poorest, non-functional fillers associated with cheaper foods. Making sure the manufacturing process maintains as much of the natural nutrition is important in assuring the value in the foods you choose for your pets.

Pet Planet opened our first store in 1996 with a clear mission – to help pets live longer, happier and healthier lives. That mission has not changed. Our goal is to make a Guardian's job simple while knowing that the decisions that they make are safe and trusted. That means that all of the products in our stores, including foods, have gone through a long and detailed evaluation in order to earn the Pet Planet Certificate of Trust. This comprehensive evaluation is unique to the industry and works to ensure

that products provided by Pet Planet are safe, consistent and of the highest quality.

Our teams are advocates for every pet's health and so they too have participated in comprehensive training and on-going nutritional education so that they can help Guardians make the best possible choices for each of their pets.

At Pet Planet we believe that there are three simple steps to a healthy pet – the right food, vitamins to support immunity and a balanced lifestyle.

Our three step lifestyle planning tools will help any Guardian make decisions on how to feed their pet, support immunity for prevention or as a result of a present or impending issue, and build a healthy lifestyle that promotes things like dental care, play and of course, unconditional love.

The following pages will guide you through the foundation of nutrition – what we feed our pets – and how diet can play a significant role in preventing, treating and controlling any bumps you find along the journey with your pet.

Thank you for trusting us with the health of your pet.

Dr. Al Townshend
Staff Veterinarian for Pet Planet

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HORIZON
PET NUTRITION

They depend on
the choices you
make for them.

We Won't
Compromise.



PULSAR

GRAIN FREE



a m i c u s

LEGACY
ANCESTRAL CANINE NUTRITION



complete



GRAIN FREE
TAIGA



Family
Owned

Self
Manufactured

Low Temperature
Cooking

Local
Sourcing

Made in
Canada

nu·tri·tion

noun

the process of providing or obtaining the food necessary for health and growth.
"a guide to good nutrition"

food; nourishment.

synonyms: nourishment, nutriment, nutrients, sustenance, food;

Origin: late Middle English: from late Latin nutrition(n-), from nutrire 'feed, nourish'.

Pet Planet began with a loss...

the loss of a pet to cancer.

But also, a loss of faith. Faith in the system that was supposed to be there to offer advice, education and a place for people to go to find safe and trusted products for their pets.

The pet store that Reuben visited weekly for his entire life, failed him. They didn't take the time to talk about food and its importance to our pet's health. They didn't care that rawhide was bad for animals. They didn't make the pets that they served a priority – it was just another business.

This was simply not good enough.

Pet Planet changed this by creating a place where you will only find products that are meant to help your pet thrive:

- where you will NOT find harmful products like rawhide
- where you will find people that genuinely care about the health of your pet, and who will take the time to talk to you about the differences in pet food, to feed better and save money
- a place where the decisions you make will help your pets to live longer, happier and healthier lives

This is Pet Planet.



• R E U B E N •
E N G L I S H •

1987-1995

"HE TAUGHT US SO MUCH"

It Starts with Food

On November 26, 1996 we unlocked the doors to the very first Pet Planet health store. How did we get here? There is a story.

18 months earlier, our 7-year-old cocker spaniel, Reuben, developed a lump on his hind leg. A week later we learned it was sarcoma and the Veterinarian we took him to told us there was nothing we could do. What a helpless feeling.

We weren't going to settle with a terminal diagnosis. We found another Veterinarian who believed in the natural approach to pet health and longevity. She taught us so much, and our journey began. Although Reuben ultimately lost his battle with cancer, his legacy lives on.

Reuben was a boy with attitude. We loved him, and he was a very important part of our family. However, we were completely in the dark about the differences in pet food. We didn't know what we didn't know. Like so many, we believed what high profile advertising told us – that the food we were feeding him, which was “recommended by top breeders and veterinarians”, was good for him. And those colourful biscuits he loved so much were just “treats”, so they didn't count. None of these products would harm him... right?

I wish I knew then, what I know now.

Why didn't anyone ever tell me? That was the question we asked ourselves. Had someone explained the differences, I know I would have made different decisions.

Food is the foundation for health and longevity. A strong immune system will fight disease, and the food a pet eats can contribute significantly to strong immunity. Many health issues are well-managed with the right diet plan. The right diet plan includes high quality, nutrient-dense food, healthy treats and purposeful vitamins. All three matter.

Our 7 years with Reuben set the stage for a lifetime of work. Helping people make the best decisions possible about the food they feed is our mission. When we discovered that we could also save people money while feeding better, our mission became that much more uncompromising.

So let me ask you, has anyone ever explained the differences in pet food to you?

Because there is indeed a difference.

Laura Leah English
Co-Founder of Pet Planet

We choose
our products
with purpose,
so you can trust
in the choices you
make for the pets you love.



Improving the health of our pets... one bag at a time.

If you've ever been loved by an animal, you know how precious life is and that every moment with them matters.

AT PET PLANET, WE BELIEVE THAT A
HAPPIER LIFE STARTS WITH HEALTHIER PETS.
AND HEALTHIER PETS START WITH FOOD.

Has anyone ever explained the
differences in pet food to you?

This is a question our Ambassadors ask each and every day in our stores. Safety, ingredients, manufacturing processes, recall history and price are all factors that we take very seriously when defining which products fit our trust profile. Today's marketplace offers so many options that it can be very confusing and misleading.

We hope you find this special Nutrition edition of our Guardian Health Manual helpful. Please visit any of our Pet Planet Health stores across Canada or Arizona in the United States for more insight, guidance, or just to tell us about your pets. We love to listen and help.

**WHAT YOU
WILL
FIND AT
PET PLANET**

P People with a passion for your pet's health
A Ability to feed better and save money
S Safe and trusted products
S Solutions for all your pet's needs
I Integrity and honesty
O Owners/operators from your community
N Nutritional planning for your cat and dog



WHAT MAKES PET PLANET DIFFERENT?

We are your pet's Natural Grocer and that means:

1. We are proponents for consumer education about health and nutrition:
We believe consumers not only want to know what's in their pet's food – they have a right to the information. That's why at Pet Planet we spend as much time talking about what is on our shelves as we do talking about what isn't and why.
2. We have a higher standard with respect to ingredients and food processing:
Every product we offer has passed our Certificate of Trust.
3. We are committed to our communities:
We advocate the philosophy "Adopt Don't Shop" and so we partner with local rescues and adoption agencies in each of the neighbourhoods that we serve.
4. We are committed to making good nutrition affordable:
Our Pet Planet Membership Program makes it easy to shop for all of your pet's needs.
5. We employ people who are passionate about the products and health philosophies Pet Planet represents. Our franchisees and Ambassadors love what they do.

Helping pets live longer since

1996

Your Pet's Natural Grocer

It's who we are, but what does it mean?

It means that the products on our shelves are chosen with purpose. That they meet a higher standard with respect to how and where they are made. That the nutrition that they provide will help your pet to live a longer, happier and healthier life.

It means we care. But more importantly it means...

that we are Pet Planet.





CERTIFICATE OF TRUST

At Pet Planet we do not use the word “Trust” lightly. We understand that trust must be earned and then emulated in every activity to keep it.

This philosophy is one of the things that sets Pet Planet apart in the pet industry – we take our customer’s trust in us very seriously and we will work very hard to both earn it and keep it.

Part of this promise is to ensure that every product on our shelves is there because it has met our standards and is trusted and safe for your pets. Our nutritional checklist is below. Every consumable product, from food to treats, is evaluated based on this list of questions.

We start this process by requesting full disclosure on all of the ingredients used in each of our products. Then we ask the following questions:

- ✓ How are the ingredients sourced and where do they come from – this includes asking for the country of origin and full disclosure for all ingredients.
- ✓ What are the main protein and carbohydrate sources – including the percentage/ratio of protein to carbohydrates.
- ✓ What are the fat sources – good fats like salmon or flaxseed oils vs. lard or animal fats
- ✓ What preservatives, additives and artificial colourings are added, if any; and are they natural or chemical-based?
- ✓ What flavouring enhancers or sweeteners, if any, were used to manipulate taste; and are they naturally or artificially sourced?
- ✓ Have there been past recalls and why?
- ✓ Do they self-manufacture or are they co-packed by a third party manufacturer?
- ✓ What are their product and manufacturing safety procedures and certifications?

THE HISTORY OF PET FOOD

1860: After seeing dogs being fed leftover biscuits from a ship, businessman James Spratt introduces the first commercially prepared dog food.¹

1909: Association of Feed Control Officials, later to be known as AAFCO, is founded to develop model legislation for pet food safety regulations.²

1922: "Ken-L Ration" canned dog food is introduced. The main ingredient is horse meat.¹

Mid- 1980's: U.S. National Academy of Sciences Research Council publishes nutritional requirements for dogs and cats.¹

2006: U.S. National Academy of Sciences research updates nutritional requirements based on evolving science and understanding of animal nutrition. Commercially prepared US pet food is formulated to be "Complete & Balanced" providing nutritional requirements at correct levels.¹

2009: The FDA eliminated the use of certain high-risk cow parts to be used to make any animal feed, including pet food.⁵

1890: A British public company takes over Spratt's formula and production. They begin US operations. New companies emerge with their own recipes for biscuits & dry kibble. Veterinarian foods begin to appear.¹

1917: AAFCO includes pet food language in model bills.¹

1960: The first pet food specifically formulated for puppies hits the market. People begin viewing pets as a part of the family.¹

1996-2006: Pet population explosion and humanization of pets occurs.

2007: FDA found certain pet foods containing melamine that caused several deaths in both cats and dogs, leading to the largest recall in history and involving over 180 brands.⁴

2007: Grain-free movement starts as a direct result of melamine scares affecting pets.⁷

2010: Raw diets re-emerge in the marketplace.⁶

2011-Present: We see a rise in holistic-focused pet food, including the use of antioxidants in pet food.³



References: ¹Pet Food Institute: History of Pet Food; ²U.S. FDA: Melamine Pet Food Recall of 2007; ³The New York Times: 'For the Dogs' Has a Whole New Meaning; ⁴Vin News Services: Pet Owners Receive \$12.4 Million in Melamine Case; ⁵U.S. FDA: All About BSE (Mad Cow Disease); ⁶PetMD: Origin of Raw Food Diet for Pets; ⁷Pet Age: Grain-Free Options Abound

THE PROBLEM WITH PLAYING THE "PRICE IS RIGHT" WITH YOUR PET'S FOOD

Price matters. We absolutely get it. Although the price of a bag of pet food doesn't always indicate its quality, in this world you still get what you pay for.

Real meat costs more than rendered by-products. Real meat costs more than potatoes, peas, corn or wheat. A bag with 60 – 80% real meat will cost more than a bag with 60 – 80% potatoes.

Dogs and cats thrive on a meat-based diet and human grade meat costs more. However, a pet eating a meat-based diet will require less food than if they were given a high carbohydrate-based diet.

Therefore, although the price of the bag of meat is higher than the bag of carbohydrates, it will last longer. You won't need to buy it as often.

Now, let's take our pets' overall health and longevity into question. Although there is no guarantee, it stands to reason that a pet eating an authentic, meat-based, lower carbohydrate diet will be healthier over time. Foods with rendered protein, high carbohydrates, sugars and poor-quality fats provide only marginal nourishment, and as a consequence, a pet will not only require more of that food just to feel satiated, but their health over time may suffer.

One last point.... less food going in also means less to clean up in the backyard.

ALL THE WAYS TO **feed** YOUR PET

dry

The Perks:

- convenient
- direct-to-bowl
- ready-to-eat
- a variety of options
- a "complete" diet
- long shelf life

wet
(canned)

The Perks:

- convenient
- direct-to-bowl
- ready-to-eat
- good digestibility
- provides moisture
(especially great for cats)

freeze-dried
or
dehydrated

The Perks:

- minimally processed
- higher nutrient value
- travels well
- provides moisture
upon rehydration
- a "complete" diet

raw

The Perks:

- no processing
- nutrients are in
their purest state
- closest to
ancestral needs
- provides important
amino acid
profiles

The Big Picture

#1 BIG COMPANIES ARE BUYING MANY PET FOOD MANUFACTURERS

Here's what you need to know

With the consolidation of pet food manufacturers, it's becoming harder for consumers to know what pet food products they're really buying, where and how they're being made and what's in the actual product.

#2 "GRAIN-FREE FOODS ARE THE BEST."

Here's what you need to know

What makes a healthier food is a high content of real muscle meat, lower and more purposeful carbohydrates, and an optimal balance of naturally occurring vitamins, minerals and other essential nutrients. There are too many foods on the market today labelled "*grain-free*" that are very poor quality, with the actual contents of the bag being mostly potatoes, tapioca, or peas. This is extremely misleading and irresponsible.

#3 MANUFACTURING AND LABELLING LEGISLATION REMAINS LIMITED.

Here's what you need to know

At the time of this writing, legislation remains ineffective in mandating updates or accurate labelling on pet food products. Misrepresentation and inaccuracies are commonplace. Worse – labels are incredibly misleading so you never know what may be lurking inside your pet's bag of food.

#4 "FEEDING A HEALTHIER FOOD IS GOING TO COST MORE MONEY THAN I CAN AFFORD".

Here's what you need to know

It is not more expensive to feed a trusted, healthier food. When you feed a food that is nutrient-dense, with a high concentration of real meat, your pet simply requires less of that food. **There are many options in building a sound nutritional plan and we would love to show you how!**



Feed Better, Save Money

WINNING THE BATTLE IN THE BOWL



US VS. THEM

JUST TO BE CLEAR, THAT'S US VS. "GROCERY"

THE FOOD DIFFERENCE

US: High quality ingredients like whole meats, fresh fruits & vegetables.

THEM: Low quality ingredients like by-products, mystery meats, fillers, chemicals, colouring and preservatives.

THE SCOOP DIFFERENCE

US: Better nutrition means smaller portions, which means less to scoop.

THEM: Low quality foods require higher volumes to fuel your pet's engine - which inevitably means your backyard suffers the consequences.

THE PRICE DIFFERENCE

US: Better quality means you have to feed less food to keep your pet thriving. Less Food = Fewer Bags = More Savings.

THEM: You may pay less at the counter per bag, but you likely have to buy more often. More Bags = More Money

YOU DO THE MATH

the realities of PET FOOD

Various surveys indicate that approximately 70% of pet Guardians do not know all of the ingredients in their pet's food. That is exactly how many pet food companies want it.

RENDERING PLANTS

Here are some of the ingredients that come from rendering plants:

- Meat by-products
- Chicken by-product meal
- Meat meal
- Meat and bone meal
- Animal digest
- Animal fat

WHAT IS A RENDERING PLANT?

Facilities that process a wide variety of left over waste products,

mostly from the human food chain, but also from:

- *Slaughterhouse wastes, including parts of animals not generally considered fit for human consumption*
- *Diseased, disabled, dying or dead livestock deemed unfit for human consumption*
- *Expired meats from grocery stores, including their packaging*
- *Rancid, overcooked oils from grease traps from restaurants*

According to the pet food industry, meat can come from virtually any mammal¹. So, generic meat meal can be legally made from road kill, dead, diseased or dying farm animals – even euthanized cats and dogs.

FOOD SAFETY

Pet food recalls in recent history have unnerved many pet Guardians. From tainted chicken to toxic melamine, one of the biggest concerns when choosing a pet food today is how safe it is.

The pet food regulatory body AAFCO (The Association of American Feed Control Officials) sets the minimum standards for appropriate levels of ingredients in pet food and the FDA (Food and Drug Administration) sets the quality standards. Neither group will guarantee the actual “safety” of any given ingredient, nor do they get involved in what is actually fed to our pets. Just meeting minimum nutritional standards will not set requirements for optimal health.

Over time, compromised health will result in digestive problems, allergies, obesity, poor mental health, and many other more serious health-related issues.

Compromised health may come from:

- Poor quality ingredients
- Ingredients in the wrong proportion
- Poor quality grain-based diets and diets with a high proportion of grain-based carbohydrates (fillers)
- Grain-free diets with a high proportion of carbohydrates like potatoes (also a filler) and a low quantity of real meat
- Diets with a high proportion of rendered meats (rendering facilities handle everything from dead livestock to expired meat and when an ingredient is generically labelled “meat meal” it is impossible to determine what is being rendered)
- Foods with chemical preservatives, flavouring enhancers and artificial colours

MANUFACTURING STANDARDS

Most Guardians likely believe that the pet food they buy is actually made by the same company. Chances are it is not, as the majority of pet food sold today is considered co-packed (Contract Packager).

How your pet’s food is made, the ingredients and where they are sourced, can have a profound impact on your pet’s health.

Here are a few things to know about self-manufacturing versus co-packing:

SELF-MANUFACTURED

- *The company* has made a significant investment in production facilities
- *The company* is accountable for the entire ingredient supply chain – both where the ingredients come from and their quality

“Most Guardians likely believe that the pet food they buy is actually made by the same company.

Chances are it is not...”

- *The company* has control of the entire production process, including temperature controls, moisture content and packaging protocols
- *The company* can generally trace the ingredients from any bag of food back to where the ingredients came from
- *The company* can generally select and control the uniqueness of the ingredients they put into their foods

CO-PACKED

- *The company* has hired another manufacturing company to make their pet food
- *The company* may or may not have any input into where the ingredients are sourced or how the ingredients are quality tested when they arrive at the plant
- *The company* may or may not have any insight into the production protocols of their product
- *The company* may or may not do “lots of testing” of the final product for every production run
- *The company* may likely have the same ingredients, sourced from the same place, in their foods as all of the other foods produced in the same co-packed facility

While there is inherent risk in any production process, asking the right questions will help you land on an educated decision.

One is not necessarily better than the other, particularly with those pet foods who do take routine extraordinary steps to manage the quality of their foods despite being produced in a co-packaged facility.

1. <https://www.dogfoodadvisor.com/dog-food-industry.../euthanized-pets-dog-food/>



A longer, happier and healthier life

STARTS WITH

ONE MEAL AT A TIME...

It wasn't long ago that dogs and cats were fed scraps – or their meals were made for them from food that the family didn't eat. Over the years, great understanding and advancements have been made in pet food, and today, commercially available dog food provides the convenience we all need in our lives.

The prevailing question, however, is how do we choose the best food for our pet? How do we make a good decision for their health and happiness? Where do we go to find objective information to help make that decision? Aside from just loving them, it is one of our most important responsibilities as pet Guardians.

In 2007, Guardians around the world began to question the reliability of the food they were feeding to their pets. The Menu Foods recall was enormous and devastating. Pets lost their lives from tainted and dangerous canned food.

HOW DID THIS HAPPEN?

- A lack of appropriate oversight from responsible food regulators
- A lack of appropriate oversight from the Association of American Feed Control Officials (AAFCO), who are a self-regulated group of industry people with claimed responsibility for nutritional standards, label requirements and feed-trial protocols for pet food
- Pet food is controlled by powerful multi-national companies – it is “big business” that often overlooks the importance of accountability to the consumer
- Most pet foods don't always produce their own food, rather they contract out their formulas to private label mega-producers.

- Private-label producers are often focused on buying low-cost ingredient inputs in bulk-savings, not necessarily high quality, safe ingredients
- There are no mandatory inspection/quality control standards for pet food production

- Most ingredients in "mass" pet foods are at the low end of the food chain – whatever is left that is not deemed fit for human consumption

WHAT HAS CHANGED SINCE 2007? **REALLY, NOT MUCH AT ALL.**

Let's start with the ingredient panel.

The quality of the ingredients in a pet food must become the new topic of conversation. What we feed our pets is not just about listed “nutrients” or the formula. It is food, and it needs to be safe.

UNDERSTANDING NUTRITION STARTS WITH THE INGREDIENT PANEL

It has been proven time and time again that an ingredient panel or guaranteed analysis can be made to look appealing but actually be nutrient-void because of the quality of the ingredients and the method of cooking.

Here are a few things to know when you read a bag of pet food:

1. All pet foods must list their ingredients in order of weight
2. The weights of ingredients are determined as they are added into the formulation, including water content
3. All pet foods must be formulated to meet the minimum nutrient requirements as set by AAFCO
4. Protein and fat are listed as “crude” sources, not digestible sources
5. Canned food can have up to 80% moisture
6. Dry food/kibble can have as little as 6% moisture
7. A product labelled “with chicken” can have as little as 3% chicken
8. A product labelled “chicken flavour” must contain enough chicken flavour to just be “detectable”
9. A product labelled “chicken flavoured” doesn’t actually have to have any chicken in it – it simply could be a detectable amount of chicken digest.
10. A product labelled “chicken dinner” (or platter, entrée, formal, etc) can have as little as 25% chicken, including water

TIPS FOR WHAT TO LOOK FOR IN THE INGREDIENT PANEL:

1. Meat. Meat. More meat. And then add some meat. NAMED meat. Look for chicken meal, chicken, lamb meal, lamb, salmon, etc –the meat must be “named” (avoid “meat” meal or chicken by-product meal).
2. Lower inclusions of carbohydrates such as peas, sweet potatoes and carrots, used purposefully and not as fillers or to bump up the nutrient profile.
3. Whole, low glycemic index grains such as oats or barley at lower inclusion rates.
4. A named fat such as “chicken fat”.
5. A named omega-3 oil such as “salmon oil” that is a balanced omega 6:3 at a ratio of between 5:1 and 10:1. Some lesser quality foods do not add an omega-3 ingredient into their formulas.
6. A natural preservative such as vitamin E or C.

If the first ingredient is a whole protein (i.e. chicken), look for “chicken meal” close behind it. Ingredients are listed in order of weight, and “chicken” will contain as much as 75% water, so once cooked the actual meat content reduces significantly. The “chicken meal” will provide the much-needed animal protein your pet requires.

INGREDIENTS THAT YOU SHOULD ALWAYS AVOID:

- Propylene glycol – a chemical humectant derived from antifreeze
- Ethoxyquin – a chemical preservative
- BHA (Butylated Hydroxyanisole) – a chemical preservative
- BHT (Butylated Hydroxytoluene) – a chemical preservative
- Meat by-products
- Meat and bone meal
- Rendered animal fat
- Corn and wheat gluten – grain by-products that provide a cheap alternative to muscle meat protein or whole grain carbohydrates
- Food dyes Blue 2, Red 40, Yellow 5 and 6 – contributes to hypersensitivity, behavioural problems and cancer in humans
- Caramel colour – a known animal carcinogen



What you feed them...

directly affects their long-term health.

Look for foods filled with real meat like pork, fish, chicken and lamb. Real meat proteins will help your pet to maintain a strong immune system that will work to fight disease, build muscle and fuel them for all of life's adventures.

Rotational Feeding

Rotational feeding means feeding your pets a variety of foods rather than the same food all the time. This can mean varying the type of animal-based protein (chicken, beef, lamb, etc.) in the type of food you feed or varying the type of foods you feed such as kibble, wet, raw and almost raw.

Why Rotate?

As humans we are almost always rotating our diet.

We rarely eat the same thing twice. Varying the diet helps to assure we are getting an optimal, balanced total diet. It can have the same benefit for our pets too.

- According to Dr. Jean Dodds, rotating foods mimics the ancestral diet of dogs and helps to “create a strong intestinal environment”. Meaning that, by rotating your pet’s food, you offer them a more balanced and complete diet that will support not only digestive health, but many other immune-based factors.
- By mixing up the content in your pet’s bowl you can help to minimize the risk of food allergies or intolerances.
- Rotating can create excitement and keep things interesting at feeding time. Never knowing what’s for dinner can stimulate an even happier pet.
- It is a great way to get more water into a pet. Water consumption is very important and adding a high moisture component to the total diet, like raw, can improve hydration - especially in cats.

Options to consider

There are two basic types of rotational feeding. They can be used separately or in conjunction with each other.

1. Rotating food types is a common form of rotational feeding:

- Instead of always feeding just dry kibble, switching to a canned food or a raw recipe can offer many different options for your pet.
- Additionally, using different food types as a topper or a mixer with your base kibble will add flavor and texture, can boost your pet’s interest and will offer a variety of nutritional benefits.
- Freeze-dried and dehydrated recipes can also be added or used as the basis of the total recipe, and are great for Guardians on the go with their pet as they are easy to carry and store.

2. Rotating the primary protein sources is another way to offer your pet options in their diet. Each protein source comes with a variety of benefits, so switching from chicken, to fish to pork within your current line/type of food will add variety and keep your pet interested.

“There are many benefits to adopting a rotational feeding routine for your pets.”





Fact or “Grain Free foods are the best.” Fiction

What actually makes a healthier food is a high content of real muscle meat, lower and more purposeful carbohydrates and an optimal balance of naturally occurring vitamins, minerals and other essential nutrients. There are too many foods on the market today labeled as “grain-free” that are very poor quality, with the actual contents of the bag being mostly potato, tapioca or peas. This is extremely misleading and irresponsible.

The fact is, the best way to feed your pet is to focus on the things that they actually need - not based on what is trending in the market.

The pet food industry today is filled with many ideas, opinions and oftentimes misleading information about health and nutrition. One of the many ongoing debates around pet food is the “grain debate”. For many, when it comes to feeding their pets, the question we hear at Pet Planet most often is, “Should I be feeding a diet that is grain or grain-free”?

Our answer is always the same – you should feed your pet the diet that is best suited for their needs.

Since 1996, we have understood that there is not one food, or one list of ingredients that is best for every pet. Our pets are just like us, each of us are different and, just like us, their nutritional needs are different too.

Nutrition for our pets should almost always begin with protein – our dogs and cats are ancestral predators – meat eaters- and so their very DNA requires protein to thrive. A healthy protein-rich diet will go a long way in supporting immunity, heart health and will work to prevent disease, all while giving them the energy they need to thrive.

Let’s talk about Grains

Grains have been used to make pet foods for decades. The grains in pet foods are a primary source of carbohydrates. While both dogs and cats have evolved primarily as meat-eaters, they both utilize the carbohydrates in their diets, however, do best when carbohydrates are not the primary source of their nutrition.

Grains do offer some benefits as they contain protein, fat, and micronutrients like vitamins, minerals, antioxidants, enzymes, and other beneficial nutrients. But they should not be considered a replacement for meat proteins as they lack the essential amino acids found in meat necessary for a complete and balanced diet. So, when looking at foods the best choice will be a meat-based diet with moderate levels of grain-foods that are built with a lot of meat and moderate amounts of plant-based proteins will offer a more balanced diet for your pet.

Why then is Grain-Free a thing?

The “Grain-Free” commentary connected with many Guardians opposed to Genetically Modified substances (GMO). Common grains used in pet foods, like corn and soy, are almost all GMO. Others were swayed by the idea that a higher protein and lower carbohydrate recipe would be more natural and appropriate for a carnivore. But most likely, the reason the “Grain-Free” movement became so popular is that our marketplace was flooded with advertising that brought this new philosophy to the forefront of the consumer landscape.

Now What?

Currently there is no research to show that grain-free foods are any better or worse than diets with grains. Whether the food has grains or is grain-free, the question remains – does it provide the essential ingredients needed to maximize a complete and balanced daily diet?

At Pet Planet, we believe that finding the right food for your pet starts with your pet. Understanding their individual needs based on stage of life, breed, level of activity, likes and dislikes and then meeting those specific needs with food and treat options that contain the highest quality ingredients and the best manufacturing practices. We believe that nutrition is the foundation of health and we will work to offer as many safe, trusted and healthy options as we can to ensure that your pet receives the RIGHT food for their needs, every time.

The Fundamentals of Pet Nutrition

Dogs are classified as “facultative carnivores”, which means they are true carnivores but they don’t depend only on meat for survival.

They can get some of their nutritional needs from some plant matter for a period of time. Cats are considered “obligate carnivores” which means they must eat meat to survive. They may be able to eat small amounts of plant matter but they are not actually biologically capable of digesting it.

THERE ARE SIX ESSENTIAL NUTRIENTS THAT MAKE UP THE CONVERSATION ON PET NUTRITION:

Protein

Protein from meat, made of amino acids, is the primary requirement for a balanced pet diet. Pets must get all 22 essential amino acids from their food, and meat is the most bioavailable protein for them. High quality, digestible protein is necessary for healthy tissue growth, maintenance and repair, for all life-stages.

Fats

Fats are essential for energy and contain the vitamins A, D, E and K. An appropriate balance of omega 6:3 essential fatty acids (EFA) is critical to overall health. An appropriate balance of omega 6:3 should fall in the range of between 5:1 and 10:1.

Minerals

Minerals are essential for bones, cartilage, blood, nerves and muscles. Minerals need to be balanced for efficacy. Calcium, phosphorous, and magnesium are three examples of minerals that need each other in the right balance to be effective.



Carbohydrates

Used in appropriate moderate amounts, nutrient-dense carbohydrates can provide a good source of energy. Carbohydrates from whole foods are desired and may also contain fibre which aids in digestion and weight control.

How to Calculate Carbs in Your Pet's Food

1. Read the Label: Look at the following percentages and add them up. Protein + Fat + Carbs + Moisture should equal 100%
2. Subtract the percentages for Protein, Fat, Moisture and Ash from 100%

Guaranteed Analysis:

Crude Protein	28.0%	Ash	6.8%
Crude Fat	15.0%	Calcium	1.1%
Crude Fibre	5.0%	Phosphorus	0.85%
Moisture	9.0%		

$$\text{i.e. } 100\% - 28.0 - 15.0 - 9.0 - 6.8 = 41.2\%$$

3. The end result is your carbohydrate content:

Low:	20-25% (low calorie/weight control)
Moderate:	25-60%
High:	60% +

This example would be considered a moderate carb diet.

Vitamins

There are two major categories of vitamins – fat soluble and water soluble. Soluble means “able to be dissolved” and has to do with how the vitamin is absorbed, stored and removed from the body. Examples of fat soluble vitamins include vitamin A, D, E, and K. They dissolve in fat and can be stored in your liver and fat tissue until needed. Water soluble vitamins are not stored in the body so need to be ingested daily. Any excess taken in the day is naturally removed from the body. Examples of water soluble vitamins include vitamin B and C.

Water

Water is actually considered the most important nutrient. Maintaining appropriate hydration is important to keep joints lubricated, manage body temperature, eye health and so much more. Filtered water is the safest way to provide water to your pets as they can be highly susceptible to systemic issues from high mineral content in some tap water.

glycemic index

WHAT IS THE GLYCEMIC INDEX?

The glycemic index (or GI) is a ranking of carbohydrates on a scale from 0 to 128 according to the extent to which they raise blood sugar (glucose) levels after eating. High-glycemic foods digest and absorb into the bloodstream quickly, which causes large, rapid changes in blood sugar levels. Low-glycemic foods digest and absorb more slowly, which produces gradual rises in blood sugar and insulin levels.

THINGS TO KNOW:

Low GI foods are generally lower in calories and fat, higher in fibre, nutrients and antioxidants

Low GI foods increase levels of HDL (good) cholesterol

In general, the lower the GI rating of a food, the better the quality of carbohydrate

RELATED PROBLEMS WITH HIGH GI FOODS:

Obesity • Cancer • Diabetes • Epilepsy • Behavioural Problems

Many of these conditions can be controlled and often prevented with high quality, low GI pet health foods.

FOOD COMPARISONS:

Food	GI	Food	GI
Pearled Barley	25	Potato	90
Peas	30	White Sugar	92
Rye	34	Tapioca	100
Corn*	59-70	Rice	128

*depending on preparation and variety. Corn has the same glycemic index as an average chocolate bar.

DID YOU KNOW...

Glucose is the brain's fuel. A healthy brain will derive almost all its required energy from glucose. Low GI foods provide a more consistent level of glucose to your pet's system, improving brain function and making training easier.

Your Pet's Natural Grocer

More than just a statement.

We understand that choosing a place to shop for your pet can be hard. There are so many places to find the "latest" pet foods and products.

The products on our shelves may not be "trendy" but we know that the best way to feed your pet is to focus on the things that they actually need - not based on what is trending in the market. It is this simple philosophy that drives our mission to help pets live longer, happier and healthier lives.

It's what makes us different.

It's what makes us Your Pet's Natural Grocer.



While no food is immune to a recall, consistent problems with food contamination and what a company does to make sure it never happens again is critical.

Let's chat more in-depth about why the March 2007 Menu Foods melamine-contaminated recall happened. The ingredient "wheat gluten" was being used by this co-pack producer as an ingredient used in all of the brands they were making canned pet food for. Wheat gluten is a grain by-product that provides a cheap alternative to muscle meat protein or whole grain carbohydrates.

This particular ingredient was sourced from China. Melamine is a derivative of plastic that increases nitrogen content and protein levels when it is added to wheat gluten. Melamine is toxic – and especially so when it is being ingested regularly.

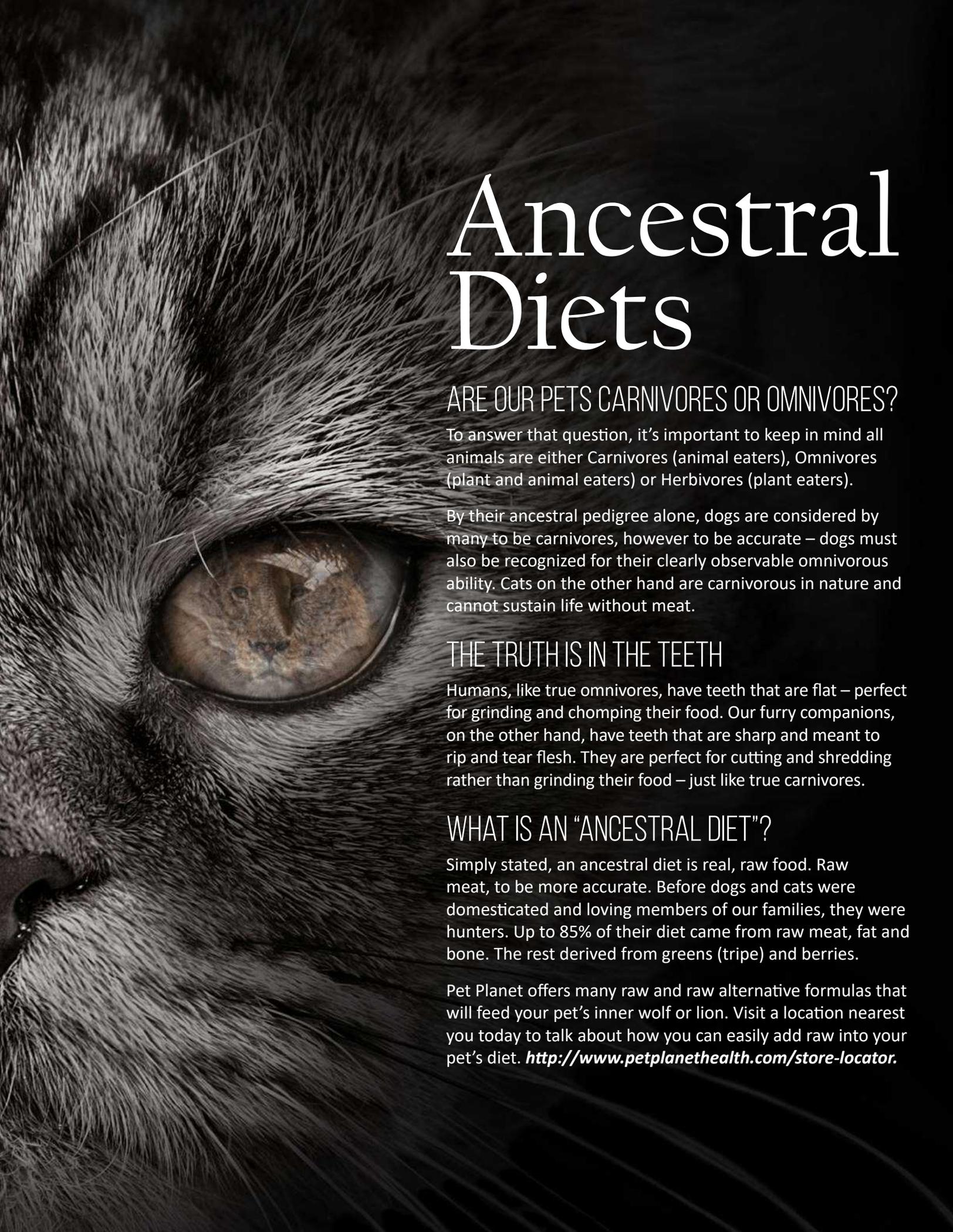
Why was this particular wheat gluten product infused with melamine? And why was this particular ingredient sourced? Simple. The manufacturer needed to create a less expensive product, using inferior quality ingredients, to meet their own profitability expectations and the price demands of their customers. The result? Many of our beloved pets lost their lives through toxicity.

So, back to pet food recalls. There are 3 types of recalls a consumer might see:

1. A company can call a recall on their own, typically because they identified a problem in their own quality control testing. It can be simply because they discovered the nutrient levels didn't meet their expectations, there was a problem with the seal on their bags, or they detected levels of potential contamination. This type of "voluntary recall" will happen when a responsible manufacturer is routinely testing their finished products.
2. Random testing at a federal or state level may uncover a problem with a food, or pets get sick from what appears to be a product problem and testing ensues. In this case the FDA or CFIA can encourage a recall.
3. More uncommon, but has happened, is when a dangerous product is detected after food has been on shelves and pets and/or people have gotten sick. The FDA or CFIA can force a mandatory recall.

Even the highest quality manufacturers may experience a voluntary recall situation. Much can be determined by how it is handled by the company – do they take immediate accountability, communicate what happened, and determine how to prevent it from happening again? Or do they deny the issue first then blame others for their own lack of attention to their supply chain? Does the company have history with recalls or have they failed past inspections?

Sometimes voluntary recalls can actually mean that the company has strong, effective quality control standards because they are routinely doing the testing necessary to maintain their integrity and commitment to producing quality products. If they are willing to risk a negative profile by voluntarily recalling a product, they are likely more interested in the health of their customers.

A close-up, black and white photograph of a dog's face, focusing on its eye. The dog's fur is dark and textured. The eye is large and dark, with a reflection of a small animal, possibly a rabbit or a mouse, visible within it. The lighting is dramatic, highlighting the texture of the fur and the shape of the eye.

Ancestral Diets

ARE OUR PETS CARNIVORES OR OMNIVORES?

To answer that question, it's important to keep in mind all animals are either Carnivores (animal eaters), Omnivores (plant and animal eaters) or Herbivores (plant eaters).

By their ancestral pedigree alone, dogs are considered by many to be carnivores, however to be accurate – dogs must also be recognized for their clearly observable omnivorous ability. Cats on the other hand are carnivorous in nature and cannot sustain life without meat.

THE TRUTH IS IN THE TEETH

Humans, like true omnivores, have teeth that are flat – perfect for grinding and chomping their food. Our furry companions, on the other hand, have teeth that are sharp and meant to rip and tear flesh. They are perfect for cutting and shredding rather than grinding their food – just like true carnivores.

WHAT IS AN "ANCESTRAL DIET"?

Simply stated, an ancestral diet is real, raw food. Raw meat, to be more accurate. Before dogs and cats were domesticated and loving members of our families, they were hunters. Up to 85% of their diet came from raw meat, fat and bone. The rest derived from greens (tripe) and berries.

Pet Planet offers many raw and raw alternative formulas that will feed your pet's inner wolf or lion. Visit a location nearest you today to talk about how you can easily add raw into your pet's diet. <http://www.petplanethealth.com/store-locator>.

UNDERSTANDING RAW MEAT DIETS

At Pet Planet, we are often asked to explain the difference between raw pet foods and more traditional forms of pet food. Raw meat diets consist of bones, ground meat, vegetables, fruit and other whole foods. The theory behind feeding raw food is that our pets' ancestors ate raw meat and bones, and that raw food represents a more natural diet for our dogs and cats. It is also believed that cooking your pet's food may also kill many of the nutrients that they require.

There are many versions of raw meat diets available today that range from complete thaw-and-serve diets to individual component products. When selecting any diet for your best friend, careful research is key; choosing the correct raw food regime is no exception.

WHY SHOULD I CONSIDER A RAW MEAT DIET FOR MY DOG?

Our domestic dogs are descended from canis lupus, the wolf. Despite evolution, the dog has reached its present state with a digestive system that undoubtedly makes it a carnivore. Although domestication has changed the dogs' external appearance and temperament, the digestive system and nutritional needs have not changed from those of their wild relatives.

WHAT ABOUT MY CAT – WILL MY CAT BENEFIT FROM A RAW MEAT DIET TOO?

Cats are true carnivores and need a meat diet. Cats derive the same benefits from a raw meat diet that our dogs do. In fact, raw food from animal sources is one of the best sources of essential amino acids like taurine. Often, once food has been cooked (such as in commercial cat foods), synthetic forms of vitamins, minerals and amino acids must be added back into the food in order to meet your cat's needs. Hunting cats also eat the stomach contents and small intestinal contents of their prey. This provides them with a source of dietary fibre and nutrients like vitamin E that are available primarily from plant sources. In order to mimic this, you

can give your cat access to some natural greens like cat grass and supplement their diet occasionally with vitamin E.

WHAT ADVANTAGES ARE THERE TO FEEDING A RAW MEAT DIET?

You may see many advantages when feeding a raw meat diet such as:

- Clean teeth and a healthy, odourless mouth
- Low stool volume
- Healthy skin
- Shiny coat
- Joint mobility
- Circulatory health

WHAT DISEASES HAVE BEEN KNOWN TO RESPOND WELL TO RAW MEAT DIETS?

Raw diets, with additional vitamin A, are an important treatment for cancer. Cancer cells feed on carbohydrates which are not present in a raw meat diet and vitamin A is thought to prevent the growth of cancer cells. The liver in raw offal (entrails and other organs present in a raw diet) is an excellent source of vitamin A.

Dogs do not produce the enzyme amylase, normally present in human saliva, which helps break down carbohydrates. Because of this, tartar and plaque are more likely to develop in a dog's mouth.



A raw meat diet, with minimal carbohydrates, minimizes the possibility of oral disease. Other diseases that respond well to a raw meat diet are: diabetes, obesity, epilepsy, allergies and bowel disease.

DO RAW FOODS CAUSE HEALTH PROBLEMS DUE TO BACTERIA?

Proper handling is an important key to raw food safety. Raw pet food is, in essence, no different than the food you prepare for your human family. Human quality, raw pet foods handled appropriately by both the manufacturer and at home are safe and pose no bacterial threat to your pet or your family.

WHAT ABOUT SALMONELLA?

Poultry meats can contain Salmonella strains that may infect humans. Studies show that dogs, even those being fed raw food, are not a source for Salmonella infection in humans. Salmonella does not colonize in most dogs and even when it does, bacterial shedding is rare. In addition, it would be difficult for your pet to be a source of infection since there is no likely mode of transmission between humans and dogs.

The Salmonella organism is fragile, and disappears quickly from the environment after shedding. It is also well known in veterinary and human pathology that casual contact with the Salmonella organism will not cause a Salmonella infection. The infectious dose for humans is approximately 1 million organisms. Such numbers would rarely be reached through casual contact with your pet.

WILL MY PET BECOME AGGRESSIVE IF I FEED RAW?

Feeding a raw meat diet will not change your pet's basic personality, and will certainly not turn a laid back personality into an aggressive one. However, because most animals desire their natural diet of raw meat more than kibble, if your pet has a tendency to guard food, a raw meat diet may intensify or bring out these traits. In this case Pet Planet recommends a focus on training your pet to correct these behaviours, rather than a diet change.

"Although domestication has changed the dogs' external appearance and temperament, the digestive system and nutritional needs have not changed from those of their wild relatives."

What is?

ALMOST RAW!

DE-MYSTIFYING RAW ALTERNATIVES LIKE DEHYDRATED AND FREEZE-DRIED FOODS

You've done the research and have decided that a raw diet for your pet makes sense, but you are still unsure about serving your pet "raw" foods. Thankfully, a growing selection of brand name "raw" foods offer an ideal alternative to feeding a traditional raw diet.

Enter the age of dehydrated and freeze-dried formulas created to offer your pet all the benefits of a raw diet without any of the typical concerns around safety, mess or expense. Both options contain raw ingredients processed in a manner that retains each ingredient's nutritional integrity. Plus, it allows you and your pet to "ease" into feeding a raw diet, so you can evaluate how your pet transitions before making the full commitment.



Are freeze-dried foods and dehydrated foods the same thing?

Dehydrated and freeze-dried foods are NOT identical. However, because these innovations are relatively new in the pet food industry, "freeze-dried" and "dehydrated" tend to be used interchangeably when referring to foods that contain nearly moisture-free raw ingredients that have not been baked, extruded or subjected to the high heat of the canning process. But here's the difference:

Freeze-dried foods

Freeze-dried foods contain ingredients that have had their moisture removed. While freeze-drying is a form of dehydration, it does NOT use heat to eliminate moisture. Instead, freeze-drying removes moisture from already-frozen ingredients in a vacuum or low-pressure environment. A relatively gentle procedure compared to heat-driven dehydration, freeze-drying takes longer than dehydration and essentially "locks-in" each ingredient's composition and structure without changing it in any other way. Freeze-drying also preserves an ingredient's flavour, texture, size and shape, whereas dehydration can alter these characteristics.

Dehydrated foods

Dehydration is a slow and gentle method of very minimally processing the food by removing the moisture from raw ingredients. Dehydration uses warm air to 'blow away' the moisture. This means that the food in your pet's bowl is free of artificial preservatives while keeping key nutrients and enzymes intact. It is a much "gentler" process over canning or extrusion, which generally involves very high heat and pressure, leaving the raw ingredients in a more "natural" state.

foods

Freeze-Dried

Freeze-dried food is made from cooked foods with nearly all of the water content removed through a special process. The result is a light and dry product that is packaged in airtight containers for future use. Freeze-dried dog foods can remain viable for years as long as the packaging is not damaged or opened.

BENEFITS OF FEEDING YOUR PET FREEZE-DRIED FOOD

- A silky skin and coat
- Fresher breath
- May lead to less stool
- Healthy oral health
- Less risk of allergies
- Healthy digestion
- Overall health & immunity improvements

FEEDING FREEZE-DRIED FOOD TIPS

1. Check your pet food first! There's usually detailed instructions on the back of the package.
2. If water is required to feed your pet, make sure to follow instructions on food-to-water ratios.
3. Give your food time to transform.
4. Mash down the formula with a fork and feed to your pet!

foods

Dehydrated

Dehydrated foods remain dry until water is added. These types of foods are manufactured using low humidity, low heat and proper air circulation to “dehydrate” or remove moisture from food. When water is added and the food is rehydrated, you end up with approximately 70% water content – great for pets who don’t get enough water – like our feline friends.

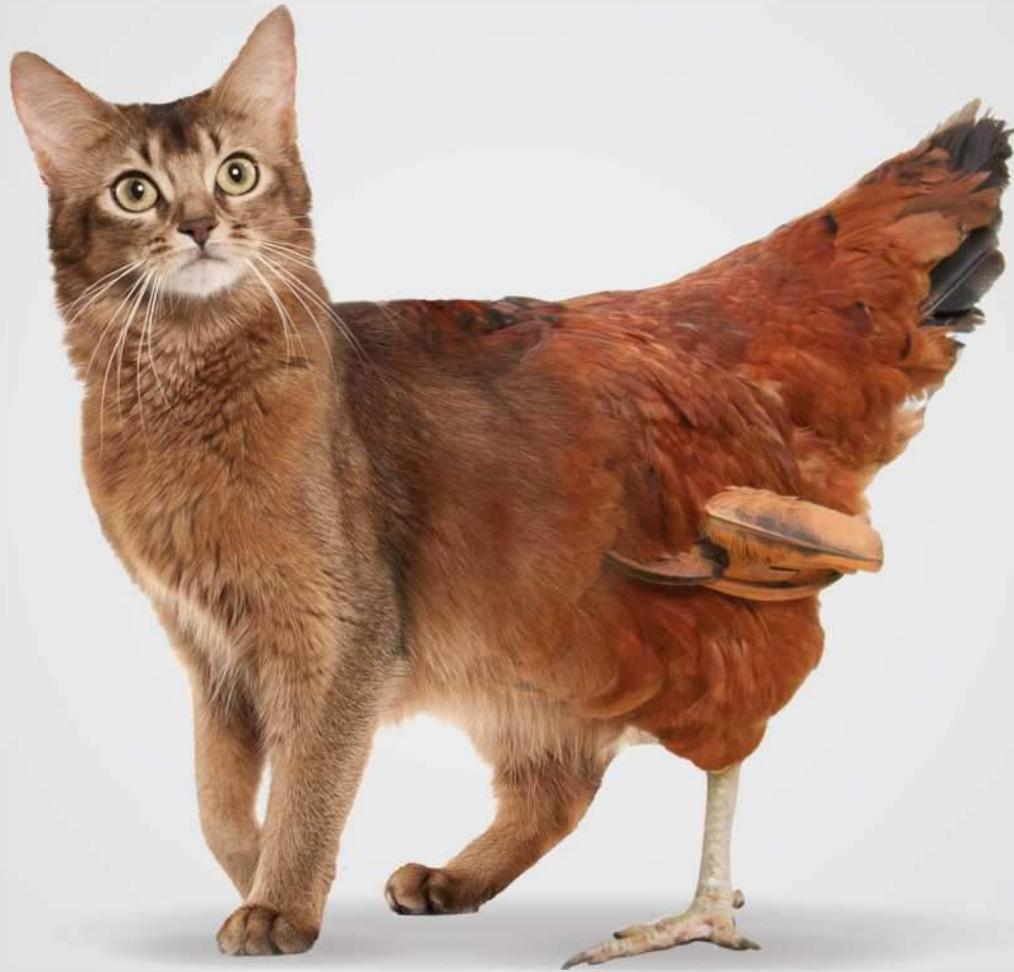
BENEFITS OF FEEDING YOUR PET DEHYDRATED RAW

- Increased energy
- Silkier skin and coat
- Many brands carry multiple protein sources, perfect for a rotational diet
- Optimal weight management
- Improved digestion

HOW TO FEED DEHYDRATED RAW

1. Open the package.
2. Add a little water to the food.
3. Wait the stated amount of time and voila! Your pet’s dinner is ready to go!

Note: Always look at the packaging for direct instructions on how to feed dehydrated RAW.



What's in your cat?

Cats need proteins like chicken and fish to thrive.

Specifically, they need the amino acids that are found in protein rich diets to fuel their metabolism. This fuel keeps their entire body going - helping them to build muscle, maintain a healthy heart and build immunity against illness and disease.

SPOTLIGHT ON Spring Meadows



**SPRING MEADOWS
IS HACCP CERTIFIED!**

Over the last decade, more and more pet Guardians are realizing the incredible benefits of feeding a raw food diet. One company that's leading the charge in raw food safety and innovation is Saskatoon-based raw food manufacturer, Spring Meadows.

Spring Meadows' fresh, frozen products are all natural raw and contain no preservatives or additives. Quality is not just found in the ingredients but in the manufacturing process as well. Its recent plant upgrade complies with the raw industry's Good Manufacturing Practices (GMP) program. "With the GMP program, everything and I mean everything we do in our plant

now is documented. It's all about quality control and food safety," says Spring Meadows President, Brett Flahr.

"We have a first in, first out protocol. That means any inventory we bring in is dated and marked and all products we manufacture have batch dates and best before dates for traceability. Spring Meadows has an auditor come out once a year to go through its facility to document and question the staff on the manufacturing practices at the plant," says Brett. "Training is ongoing throughout the year and the staff annually visits a federal test kitchen for continued education on food safety and handling."

Spring Meadows Natural Pet Food was founded in 2004. Spring Meadows prides itself on sourcing ingredients locally, relying on local ethical farming partners. We provide Guardians with the highest quality raw pet food at an affordable price.

We are proud of our product and the health and vitality it offers our four-legged friends and we are here for pet Guardians who are seeking the best for their pets. With our proven track record Spring Meadows has many happy customers with much positive feedback. We distribute Spring Meadows to retailers both locally and across Canada.

The Best Choice . . . Naturally Balanced the way nature intended



**NATURAL SOURCE
PET FOOD PRODUCTS**

Natural Raw Ground
meat, bones, organs

www.springmeadowsnaturalpetfood.com
email: springmeadows@sasktel.net

 **PRODUCT OF CANADA**



Good Manufacturing Practices
Recognized Quality Standards



Ever considered rotation?

You can start by simply offering different proteins.

Most kibble brands offer different proteins - chicken, fish, lamb, pork or beef are the most common - within a specific line. Mixing up the proteins can promote meal time excitement and interest, increased palatability and added nutritional benefits that come from each different protein source.

Guardianship

A shared vision of the relationship with our pets.

Pet Planet started because of a relationship between a Guardian and a little cocker spaniel. This relationship was defined by a series of beliefs, that drive our mission today:

"I will make a lifetime commitment to my animal companions."

"I will not give up on my pet, even when things are challenging."

"I will give my pet healthy and nutritious food, fresh, clean water and daily exercise."

These "promises" we make to our own pets, is what drives our continued mission to help pets live longer, happier and healthier lives each and every day.





the word

Cancer is becoming as common in domestic animals as it is in humans. The same risk factors apply: improper diet, stress, genetics and exposure to chemical or physical carcinogens.

Cancer is so scary because it is still so mysterious. Guardians can work through their fear by educating themselves about the disease, the dangers it poses and the hope it can offer. Though all cancers are different, cancer is in general a very treatable disease. When cancer is caught early enough, there are often treatment options.

What causes cancer?

Cancer occurs when the body's immune system cannot stop cells from replicating at an abnormally fast, disorderly pace and forming a mass known as a tumor. Just as in humans, companion animal cancer is not caused by any single factor. While genetics and environmental factors can play a role in the disease's development, other variables such as toxins, radiation, tumor viruses and hormones can also be responsible for causing several types of cancer. And finally, suppressed or deficient immune systems can increase an animal's risk of developing cancer.

Dogs are affected by more forms of cancer compared to other companion animals. According to The Veterinary Cancer Society, cancer is the leading cause of death in 47% of dogs, especially dogs over age ten, and 32% of cats.

Dogs get cancer at about the same rate as humans, while cats get fewer cancers. Some breeds or families of dogs have a higher incidence for developing cancer at an earlier age, but in most cases it's a disease found in aging animals.

There are nearly 100 types of animal cancer, but the most common types are:

Skin:

Skin tumors are very common in older dogs, but much less common in cats. Most skin tumors in cats are malignant, but in dogs they are often benign. Your veterinarian should examine all lumps and bumps in a dog or cat to determine if any are malignant.

Head & Neck:

Neoplasia of the mouth is common in dogs and less common in cats. Signs to watch for are a mass or tumor on the gums, bleeding, odor, or difficulty eating. Since many swellings are malignant, early, aggressive treatment is essential. Neoplasia may also develop inside the nose of both cats and dogs. Bleeding from the nose, breathing difficulty, or facial swelling are signs that may indicate neoplasia and should be checked by your veterinarian.

Lymphoma:

Lymphoma is a common form of neoplasia in dogs and cats. It is characterized by enlargement of one or many lymph nodes in the body. A contagious feline leukemia virus can be the cause of lymphoma in some cats.

Testicles:

Testicular tumors are rare in cats and common in dogs, especially those with retained testicles (testicles that

did not move to their normal positions during growth, and may be located in the abdomen or between the abdomen and scrotum).

Abdominal Tumors:

Tumors inside the abdomen are common but it is difficult to make an early diagnosis. Weight loss or abdominal swelling are signs of these tumors.

Bone:

Bone tumors are most often seen in large breed dogs and dogs older than seven years, and rarely in cats. The leg bones, near joints, are the most common sites. Persistent pain, lameness, and swelling in the affected area are common signs of the disease.

How is Cancer Diagnosed?

Here are ten common signs:

- Abnormal swellings that persist or continue to grow
- Sores that do not heal
- Weight loss
- Loss of appetite
- Bleeding or discharge from any body opening
- Offensive odor
- Difficulty eating or swallowing
- Hesitation to exercise or loss of stamina
- Persistent lameness or stiffness
- Difficulty breathing, urinating, or defecating

Cancer can be diagnosed using a variety of techniques:

- Blood tests (blood count, chemistry profile)
- Urinalysis
- Radiographs (X-rays)
- Tissue aspirate and biopsy
- Ultrasound
- CT/MRI scan

The collective process of obtaining this information is referred to as tumor staging. Once the tumor staging has been completed, the veterinarian will be better able to determine treatment options.

Resourced from "www.fetchacure.com"

What are treatment options?

There are several types of therapy used to treat cancer in dogs and cats. These include:

- Surgery
- Chemotherapy
- Radiation therapy

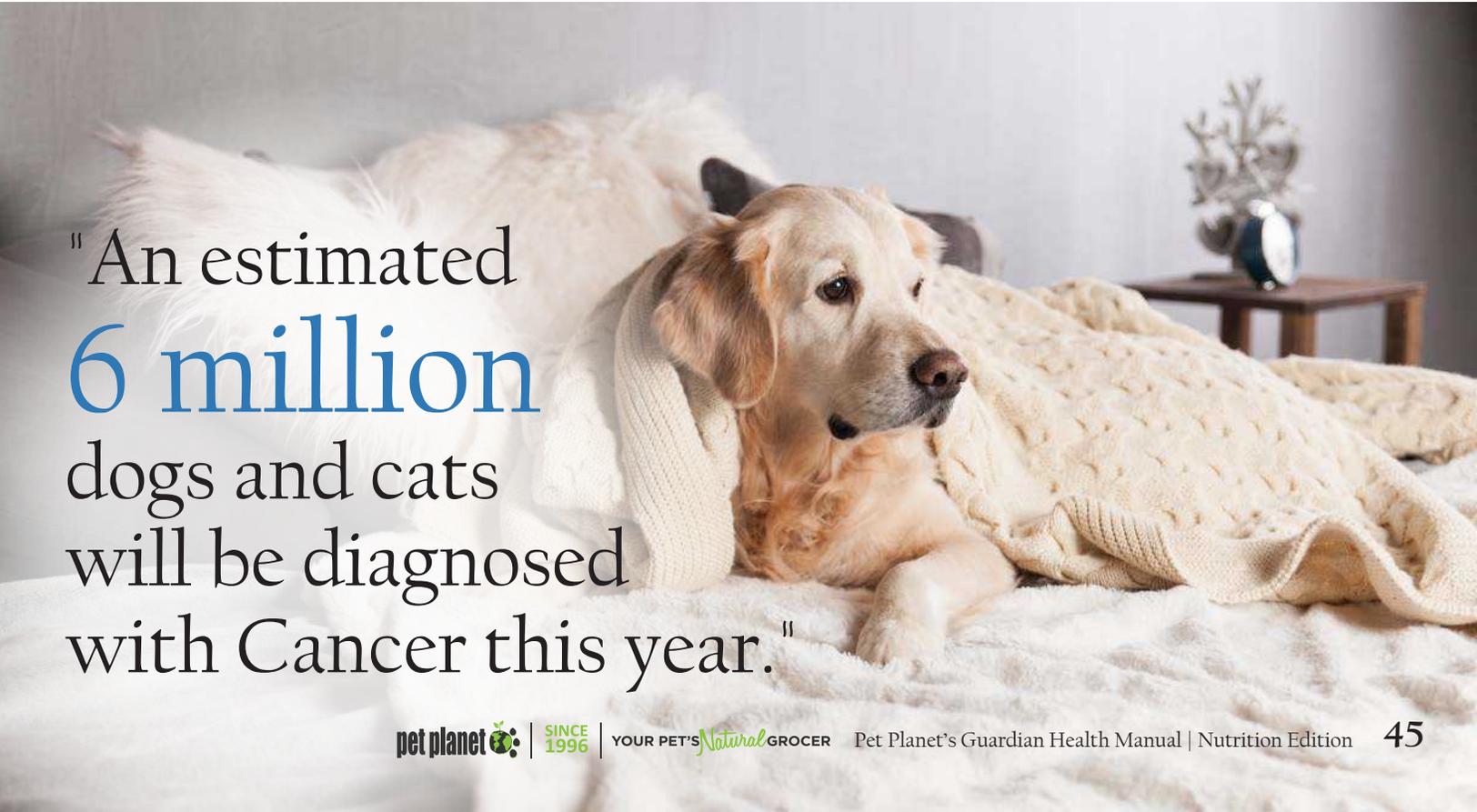
1 Veterinarians will perform surgery on a tumor when it can be removed from a pet's body without damaging other tissues. It is not a viable option if the cancer is large enough so as to endanger the animal if it is removed, if the cancer has spread, or if the animal is too weak to survive anesthesia.

2 Chemotherapy is a process in which an animal is given toxic chemicals, usually intravenously, that are intended to kill the out-of-control, rapidly reproducing cancer cells, without damaging the slower-dividing healthy cells. Animals often respond to chemotherapy better than humans. They typically don't experience the severe side effects like nausea and hair loss that people encounter.

3 For radiation therapy treatments, high doses of radiation are aimed directly at the tumor to shrink it or arrest its growth. This can be done either with a narrow beam of radiation or with radioactive implants placed next to the tumor. It's a painless procedure.

For some tumors, treatment will consist of a single type of therapy, while combination therapy may be recommended for other types of cancer or for animals with more advanced stage of disease. Due to the rarity or biological behavior of a particular tumor, a precise treatment recommendation may not be known.

The goal of therapy is to keep the pet happy and minimize discomfort. The method of treatment will depend on the animal's age, general health and type of cancer.



"An estimated
6 million
dogs and cats
will be diagnosed
with Cancer this year."

Can Pet Cancer be prevented?

Cancer prevention is defined as "active measures to decrease the incidence of cancer". This can be accomplished by avoiding carcinogens or altering their metabolism; following a lifestyle or diet that modifies cancer-causing factors and/ or medical intervention.

Humans are not the only members of the family who can benefit from nutrition and preventive health care. Dogs and cats can also greatly benefit. Research and clinical observations support the notion that diet and supplements gently usher our canine and feline friends into a healthy and happy old age. It all starts with three simple steps:

The Right Food:

The cancer-fighting components of food are becoming increasingly relevant - as is the understanding that compromised ingredients can be cancer-causing - so people are increasingly being advised to consume fresh, unprocessed fruits and vegetables for maximal health benefits. This is no different for our pets. Foods with whole ingredients that are sourced safely will support a healthy life.

Vitamin Supplementation:

There are early observations that suggest supporting the immune system with vitamins, digestive enzymes and pre/pro-biotics can help prevent disease. Starting early is key.

A Balanced Lifestyle:

A balanced lifestyle that includes exercise, grooming, play and safe practices both inside and outside the home all contribute to your pet's overall health and should be incorporated in their daily routines.

Early Cancer Detection

by Kali's Wish Cancer Foundation

Unfortunately today, "Vets estimate that one in four dogs will, at some stage in their life, develop cancer and 50% of dogs over the age of 10 will develop cancer"

– Veterinary Cancer Society

Kali's Wish Cancer Foundation is a non-profit foundation here to help! We are devoted to helping families better understand pet cancer and its prevention, as well as offer support to families facing pet cancer.

If you are looking for information, want to ask a veterinarian or holistic expert a question, or simply chat with another pet guardian who has faced pet cancer, please connect! Visit our website at www.kaliswish.org

Here are some early warning signs to be aware of:

- Increased fatigue, lack of energy and less playful
- Changes to stool and bathroom habits
- Lacerations and sores that do not heal
- Abnormal coughing and breathing challenges
- Discharges of blood, pus, vomit or diarrhea – irregular to normal patterns
- Lack of appetite
- Evidence of pain such as limping
- Foul odors from the mouth
- Bumps and lumps that you notice growing (not every bump or lump is cancerous)
- Sudden weight loss that is unrelated to another illness

Regular appointments with your veterinarian is one of the best ways to keep your pet healthy and detect any illnesses early on.

Visit the info hub at www.kaliswish.org/info-hub/ for more information on pet cancer prevention, types and symptoms and supports available.

Join us on our social media channels to share about the pets you love, and learn more tips on how to keep them healthy.

No one should face pet cancer alone.

Kali's Wish is a non-profit organization dedicated to ending pet cancer by helping pet guardians and their families better understand pet cancer and its prevention.

How could a young, healthy dog get cancer?

Kali was diagnosed with cancer in 2003, at seven years old. She was diagnosed with a blood-borne type of cancer that caused a massive tumour in her spleen. Her family rallied around her to provide comfort and support.

Help was hard to find

Kali's family struggled to find information about her cancer, and the options for treating it. They sought advice from her doctor, medical literature and online, but it was a challenge to find information they could understand.

Why? Because Kali was a dog

There is a wealth of information about the prevention, diagnosis and treatment of cancer in humans. But, when it comes to pet cancer, quality information is scarce and what does exist can be difficult to find or understand.

“Vets estimate that one in four dogs will, at some stage in their life, develop cancer and 50% of dogs over the age of 10 will develop cancer”

– Veterinary Cancer Society

Kali's Wish Cancer Foundation is here to help

Sadly, Kali didn't survive her bout with cancer and passed away only weeks after her diagnosis. Our goal at Kali's Wish is to raise awareness of this deadly disease and provide families with easy-to-understand online resources about how to recognize the early warning signs of cancer, various ways to help prevent cancer in their pets, available treatment options and facilitate connections to community resources that can help.

Visit us today at www.kaliswish.org



kali's wish
CANCER FOUNDATION

To the toy that's under my bed.

I know you're there.

I saw you there about a month ago when I was grabbing a sock, the one with the dinosaur on it that I had been looking for while folding the fourth load of laundry that day. You probably rolled under there, near the head of the bed, right by the wall, where you couldn't be reached after a feverish game of fetch.

It happened all the time – fetch that is.

It was usually precipitated by squeals of delight and what sounded like a herd of elephants tearing up the stairs and into my room. Sometimes it was a ball, other times a stuffy, but whatever the object, the game always involved peals of laughter, jumping and barking.

Most of the time I would join in the laughter; cheering on my favorite contender, but there were also times that all the noise drove me nuts. I would kick all the “elephants” out of the room looking for a moment's peace. One of them never went too far. Keeping close, making sure that I wasn't mad, or that I was alright; staying in the periphery to ensure that if I needed someone, he would be there.

THAT'S WHAT HE DID. HE WATCHED AND WAITED, READY TO SERVE.

He came to us on the heels of loss. My friend lost her precious golden girl to the unforgiving snarls of cancer, and after some healing, was determined to find a new golden to love. Relentless nights were spent on the Internet, researching tirelessly, looking for ways to ensure that her heart would not have to lose another so soon. Finally the search ended with a breeder in Ontario that offered not only a golden girl for her, but a golden boy for me.

We spent weeks sharing pictures and videos of our pups posted on our breeder's blog. Together we watched them grow. Finally, it was time to meet them and bring them home, my boy to Barrie, Ontario and her girl to Mesa, Arizona. Even as we drove him away from the only family he had ever known, he began his mission to take care of us. He took turns using my wrist as a pacifier to calm his nerves – something he continued into adulthood – and licking me to show me that we were going to be best friends and maybe I shouldn't be so worried about how things would work out between us.

Over the next weeks and months we learned a lot from each other. He learned that it wasn't a really good idea to chew the drywall and I learned that he really liked belly rubs. He learned that it can be hard to pee in the snow and I learned to have warm towels by the back door to dry him



off. He learned that peanut butter was the stuff of heaven and I learned that I was never going to eat peanut butter alone again. We carved out a happy, little existence filled with love, laughter and learning.

As he grew, we made decisions for him, with much guidance and encouragement from people with years of experience, to help him live a happier, healthier life.

We fed him a rotational diet filled with meat, fruits, vegetables and high-quality kibble formulas. We gave him supplements and vitamins. We treated with nutritionally sound biscuits, bones and bully sticks. We found and used a mobile veterinarian that supported my views on titrating before vaccination. We hired an amazing groomer to take care of him in our home. We exercised with walks in the woods, hikes, swimming and play. We loved him.

At the age of two we made life-changing decision to move our family from Ontario, Canada to Mesa, Arizona. He traveled for four days by car with my daughter and husband to our new home. Our first night there we reunited him with his sister and litter-mate and his life changed forever.

He and his sister became inseparable, tumbling around our offices every day, attending meetings, testing all the new toys and treats brought into the office and training the humans to keep on a schedule of sharing morning eggs, mid-day lunches and 3 p.m. treats. Together they kept us all safe from UPS drivers, the water man, television dogs and all the birds and squirrels who tried to breach the perimeter of their outdoor space.

LIFE WAS BLISS... UNTIL IT WASN'T.

It started harmlessly enough. A small pile of undigested grass respectfully left at the back door one morning; then the next morning another one, this time a little larger and more food than grass. Over the next three days stomach upset seemed to worsen a little everyday - but he kept it quiet- keeping it from us as he accepted

treats and food; but as I look back now, it was only to please us, not because he really wanted them. By day four he had stopped eating. It was time to intervene. We booked an appointment with the vet for that afternoon.

Before we could get there he took a turn for the worse and we decided to take him to the Emergency Clinic. Once there, it was agreed that he likely had a bug, had eaten something he shouldn't have or had managed to cause an obstruction somewhere in his digestive system.

Seven hours, two clinics, multiple tests, x-rays, an ultrasound and two veterinary opinions later they told us news that rocked us to our core – cancer had invaded my sweet boy's body.

Those few moments after they said those words seemed to last forever. They hung there in the air, the reality of it all weighing down on us. Of course we had questions, "how, where, what does it mean, is he in pain?" – they flew out of us like water rushing down a river. The answers were few and far between. It could be in his abdomen, or his liver; looks like it's in the lymph nodes; might be in the pancreas - basically everything looked "really pissed off" (the veterinarian's words, not mine).

They told us the only way to really know was to send the samples they had taken out for pathology and so we agreed. We talked about different types of cancer, carcinoma, lymphoma and what each would mean from a prognosis perspective. We agreed that best case scenario was to try prednisone and anti-nausea medication to help him feel better while we waited on a final diagnosis and a plan for care.

That ride home with my sweet boy was one I will never forget. Much like the one I took the day we left his fur family three years ago, he took turns holding my wrist and licking my arm – taking care of me when I should have been taking care of him.

The next 36 hours brought the best and the worst of his young life. He saw his people from the office, getting up to greet them at the door when they arrived. He played

with his sister and tried to keep up as best he could, even though he was so very tired. He showed everyone how strong he was and ate some food – even though I know in my heart he didn't want to. He took care of us, making sure we were ready for what was coming.

Overnight he deteriorated rapidly. He no longer could hold anything down. He was sick a lot. At midnight he slowly walked to me and then to my husband and told us it was time to prepare. He spent a few precious moments with each of us, then walked out onto the deck and laid down with his back to us. Our friend had asked us to let him go.

Less than 48 hours after receiving the diagnosis, our sweet boy, surrounded by love, light and family said goodbye. He passed over to Rainbow Bridge filled with the same love, respect and care that he gave us every day.

HE WAS THREE YEARS OLD.

It's been five days. There are thousands of questions that will never be answered - "what did we do wrong", "how could it have happened so quickly", "why our boy?". We are very lucky that we have many resources to help us through this time- friends, family, co-workers- all sharing in our grief, helping us towards a path of healing. It will take time. I know that.

TO THE TOY THAT'S UNDER MY BED. I KNOW YOU'RE THERE.

You are a part of a legacy of memories that I now have of my sweet boy loving the simple things in life, living every moment to the fullest and teaching me how to be a better human being.

YOU ARE GOING TO HELP ME HEAL AND FOR THAT I THANK YOU.



H A R V E Y
S P E C T O R
• "SLOBBER-CHOPS" •
C H E R R Y

AUGUST 26TH, 2014 – MAY 19TH, 2018

It begins with love.

Casey's Story

Casey is a Pet Planet legacy dog that taught us so much about what it takes to be a Guardian.

Although healthy and well-fed, Casey had never been given the opportunity to really be a dog. He didn't know how to play. Toys were left virtually untouched.

His new family bought him toys, they talked to him all the time and took him wherever they went, and over time, Casey started to shine. He began to play, fetch and smile - literally smile - all the time. He became the puppy he'd never been, he learned tricks, became highly trainable and he lived more life in his last seven years than in his first ten.

Casey is an example of how one family learned to experience life with a pet that "fits"; all because they invited him into their family circle, not just to be cared for, but to be loved.





pet planet
solutions



FOR A HAPPIER, HEALTHIER PET.

Simple Solutions for healthy living...

starts with three things.

01

The Right Food

02

Healthy Treats

03

Vitamins & Supplements for immunity



solutions 

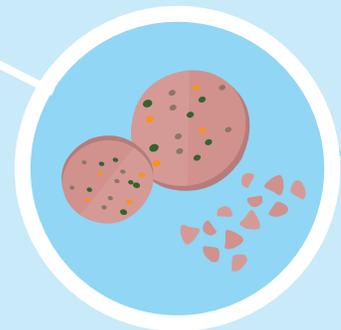
It all starts here:

01

The Right Food

Health begins with what we put into our bodies. The quality of the food we eat is reflected in our physical appearance - weight, skin, hair, energy level, mental health and our propensity for disease.

THIS IS NO DIFFERENT FOR OUR PETS.



kibble

Comprised of meat, grains, vegetables and other ingredients, kibble is the most popular type of food for pets.

canned

Food is "wet", so offers more moisture and often is more palatable for pets - especially cats. Canned foods typically contain more protein than their dry counterparts.

topper or mixer

Often packaged in pouches, these food "sauces" or "gravies" add flavor, vitamin boosts, probiotics and can be served on top of kibble or as a complete meal.

raw

Raw foods generally consist of muscle meat, bone, organ meats, vegetables, fruit and some dairy. There are many different raw options that make feeding a raw diet easy and safe for both you and your pet.

dehydrated

These types of food have been "dehydrated" to remove moisture, leaving the food free of artificial preservatives and with nutrients and enzymes intact.

freeze-dried

Food is placed inside a vacuum chamber that lowers the temperature to below freezing, then moisture is drawn out as the temperature is slowly raised.



solutions tips

Regardless of what you feed, always look for these three things when choosing your pet's food:



1. Protein

Quality protein sources to look for include chicken, pork, beef, eggs, lamb, fish, and meals with a specific name, like chicken meal.



2. Carbohydrates

Carbohydrates, fed in reasonable amounts, can provide a practical source of energy for our pets. The trick is to look for foods that have a balanced profile of ingredients that are higher in quality animal protein than carbs.



3. Healthy Ingredients

Look for specifics when reading a pet food label. Named ingredients like Chicken or Apples tell you exactly what the ingredient is and you'll know it's the same each time.

Step 2:

02
Healthy
Treats

After establishing a great routine of nutritional food the next step is to add in healthy treats.



bullies, bones & body parts

A safe alternative for rawhide that provides your pets with healthy chewing* options.

meat and jerky

Protein-rich treats that work with your pet's healthy diet and provide all the essential amino acids needed for immune support.

freeze-dried & dehydrated

These types of food have been "dehydrated" to remove moisture, leaving the food free of artificial preservatives and with nutrients and enzymes intact.

biscuits & barkery

Find a wide selection of textures, sizes and flavors, like peanut butter, chicken and pumpkin that will appeal to every pet.

frozen

Find frozen bones and body parts that you can store in your freezer for treating anytime your pets desire.

soft & chewy

These treats are great for cats and smaller dogs. There are also many options in this category that can be used as a reward for training.

*Always watch your pet while chewing to prevent injury or choking.



solutions tips

Treats are edibles, so we can apply the same thoughts to how we choose them as we do food.



1. Protein

Look for treats that are high in meat proteins like chicken, fish and pork. By using protein-rich treats, you help to support your pet's immunity, heart health and give them the energy they need to thrive.



2. Carbohydrates

The trick is to look for treats that have a balanced profile of ingredients that are higher in quality animal protein than carbs.



3. Healthy Ingredients

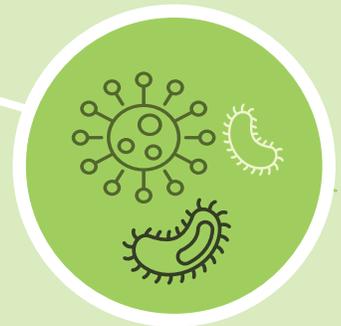
Look for "named" ingredients like apples, pumpkin, peanut butter and blueberries in the treats you feed to give your pet all the benefits of a well-balanced diet.

Step 3:

03

Vitamins & Supplements for immunity

Vitamins and Supplements can be used to boost immunity, to treat specific ailments or injuries or as a preventative tool to ensure a longer, happier and healthier life.



digestive enzymes

Digestive Enzymes will help to improve nutrient absorption by unlocking all the good in your pet's food. They can also help to manage allergies, digestive upset like vomiting or diarrhea and can aid in healthy digestion when pets are on medication.

immunity

Whole-body vitamins and supplements that are high in anti-oxidants will boost your pet's immunity helping to prevent illness and disease. Sea Kelp, Hemp Oil and Tumeric are great options.

balanced omega 3 & 6

Properly balanced Omega's can benefit brain health, skin and coat and help to manage inflammation in the body. The Omega's can be found in fish, flax and hemp oil vitamins and supplements.

pre & pro-biotics

Work to boost overall immunity while promoting a healthy gut.

taurine

This amino acid is important for heart health and overall immunity support.

dental care

Pre and Pro-Biotics, Collagen and tools like oral sprays, gels and of course brushing - will help prevent tartar and gum disease.



solutions tips

Here are a few tips on Vitamins and Supplements.

①

They offer support for overall health by adding essential vitamins and minerals that may be missing in their daily diet.

②

They can work to prevent illness and disease by boosting your pet's immunity.

③

There are many solution-based options that can target specific areas of your pet's body, like skin and coat, allergy support, joint health and dental care.

④

Consider a digestive enzyme which works to boost metabolism and support digestion by improving nutrient absorption - unlocking all the benefits of your pet's complete and balanced diet.

What are the best vitamins and supplements for your dog...and why?

Dental Care

Pre and Pro-Biotics, Collagen and tools like oral sprays, gels and of course brushing - will help prevent tartar and gum disease.

Brain Health

Whole body supplements like hemp oil will help with brain development, while calming supplements can help with stress, anxiety and some neurological disorders, like epilepsy.

Immunity

Whole-body vitamins and supplements that are high in anti-oxidants will boost your pet's immunity helping to prevent illness and disease. Sea Kelp, Hemp Oil and Tumeric are great options.

Digestive Enzymes

Digestive Enzymes will help to improve nutrient absorption by unlocking all the good in your pet's food. They can also help to manage allergies, digestive upset like vomiting or diarrhea and can aid in healthy digestion when pets are on medication.

Balanced Omega 3 & 6

Properly balanced Omega's can benefit brain health, skin and coat and help to manage inflammation in the body. The Omega's can be found in fish, flax and hemp oil vitamins and supplements.

Taurine

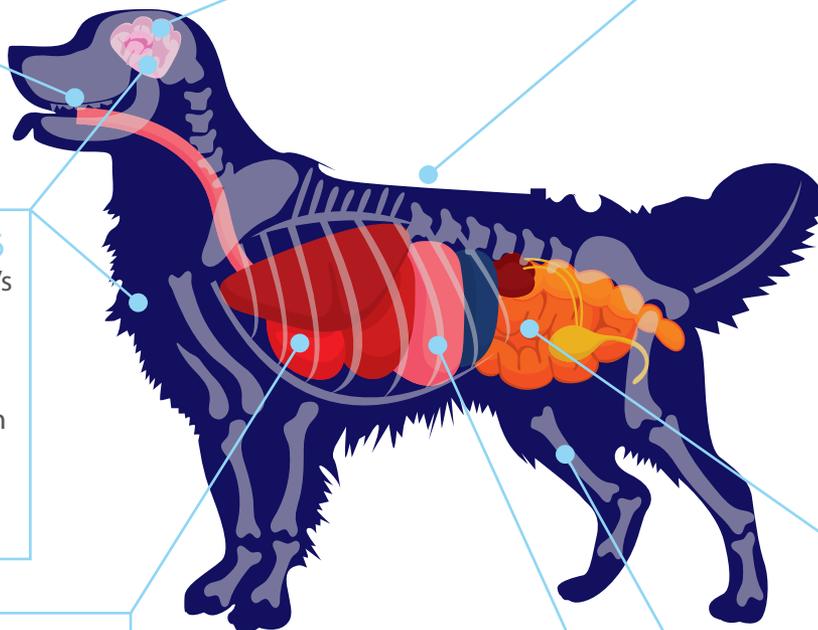
This amino acid is important for heart health and overall immunity support.

Pre & Pro-Biotics

Work to boost overall immunity while promoting a healthy gut.

Joint Support and Prevention

Joint supplements work to aid in development and maintenance of strong bones, joints and cartilage.



What are the best vitamins and supplements for your cat...and why?

Brain Health

Whole body supplements like hemp oil will help with brain development, while calming supplements can help with stress, anxiety and some neurological disorders, like epilepsy.

Balanced Omega 3 & 6

Properly balanced Omegas can benefit brain health, skin and coat and help to manage inflammation in the body. The Omega's can be found in fish, flax and hemp oil vitamins and supplements.

Dental Care

Pre and Pro-Biotics, Collagen and tools like oral sprays, gels and of course brushing - will help prevent tartar and gum disease.

Digestive Enzymes

Digestive Enzymes will help to improve nutrient absorption by unlocking all the good in your pet's food. They can also help to manage allergies, digestive upset like vomiting or diarrhea and can aid in healthy digestion when pets are on medication.

Joint Support and Prevention

Joint supplements work to aid in development and maintenance of strong bones, joints and cartilage.

Taurine

Cats do not naturally produce this amino acid and so it is important that you supplement for heart health and overall immunity support.

Immunity

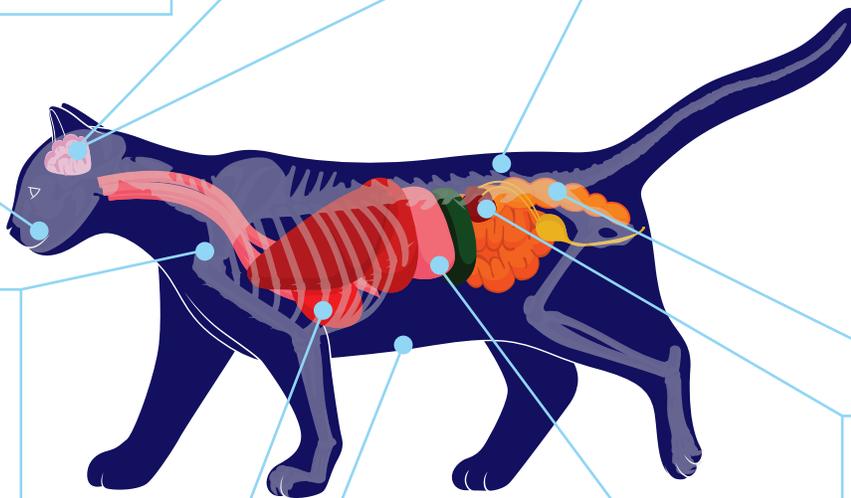
Whole-body vitamins and supplements that are high in anti-oxidants will boost your pet's immunity helping to prevent illness and disease. Sea Kelp, Hemp Oil and Turmeric are great options.

Urinary/Bladder Support

Helps to regulate normal bladder pH to help avoid urinary infection or urine crystallization that causes FLUTD - Feline Lower Urinary Tract Disease.

Pre & Pro-Biotics

Work to boost overall immunity while promoting a healthy gut.



Now that you know how to support your pet's health using the three simple steps...

What's next?

It's time to figure out how to use these steps to help your pet achieve or maintain optimal health. Knowing how is key...*and the answers are right in front of you!*





Believe it or not, **your pet** is the best indicator of health.

Their bodies can actually help tell you when something is not right - all you need to know is what to look for. This simple guide takes you from head to tail, covering all of the following:

1. Body Composition
2. Skin and Coat
3. Mouth and Teeth
4. Head, Neck and Nose
5. Eyes and Ears
6. Paws
7. The "Back End"
8. Behaviour and Temperament



Body Composition

It is estimated that 55% of dogs, and 58% of cats are overweight, which can lead to illness and disease that can shorten their lives. **The root cause? Poor Nutrition.**

Signs of Health

- Healthy weight - you can feel skeletal structure under skin, but cannot see it readily
- Muscular and strong
- Doesn't shake when standing or rising
- Can walk, run and play with enthusiasm

Signs of Compromised Health

- Overweight or underweight
- Has a lack of muscle tone
- Has difficulty, shakes or has tremors when standing or getting up
- Does not want to exercise, run or walk for long periods of time

What you can do:

- Introduce a balanced, high-meat diet
- Ensure that you offer only high-quality treats
- Introduce a joint and mobility supplement
- Introduce Omega 3 Probiotics
- Try adding fiber - you can use pumpkin
- Continue to encourage appropriate exercise



Skin

Did you know that there are over 160 different skin disorders that can affect our pets? A proactive approach to overall health can help your pet maintain healthy skin.

Signs of Health

- Pink, clean skin without flakes
- Smooth and not greasy
- No scratching
- No hot spots or odor
- No bumps, pimples, cysts or lumps
- Normal temperature

Signs of Compromised Health

- Pale, dry, flaky and greasy to the touch
- Itchy with excessive scratching
- Hot spots and odor
- Bumps, pimples, cysts or lumps on the skin
- Hot in temperature

What you can do:

- Introduce a balanced, high-meat, low or no carbohydrate diet
- Introduce raw food in rotation
- Ensure that you offer only high-quality treats
- Introduce probiotics, digestive enzymes and Omega 3's
- Implement regular grooming/bathing with pet-safe products



Coat

When a pet's diet lacks in the proteins needed to support coat health, your pet's coat is often the first indicator of a low quality food.

Signs of Health

- Shiny
- Soft and silky in texture
- Free of odor
- Not matted/tangle-free
- Normal shedding, no hair loss
- True color

Signs of Compromised Health

- Dull
- Course and wiry in texture
- Smells musty/dirty
- Matted or tangled
- Excessive shedding, hair loss
- Coat is off color

What you can do:

- Introduce a balanced, high-meat diet
- Consider a raw food, almost raw rotation
- Ensure that you offer only high-quality treats
- Introduce probiotics, digestive enzymes and Omega 3's
- Implement regular grooming/bathing with pet-safe



Mouth & Teeth

It is estimated that 85% of pets over four years old suffer from a kind of periodontal (tooth) disease. These problems are **preventable** with regular dental care.

Signs of Health

- Teeth are white, clean, free of plaque, strong and intact
- Good breath
- Healthy pink gums without inflammation
- Moist, pink tongue
- Regular drooling
- Normal chewing and swallowing

Signs of Compromised Health

- Teeth are dirty, discolored, have plaque or are loose or broken
- Bad breath
- Gums are pale, red, blue, swollen or bleeding
- Dry, pale tongue
- Excessive drooling
- Difficulty chewing and swallowing

What you can do:

- Implement a dental care routine of spray or gel
- Introduce a balanced, high-meat diet of food and treats
- Consider a raw, almost raw rotation
- Introduce probiotics, digestive enzymes and Omega 3's
- Offer dental chews and bones to help scrape teeth
- Add in veterinary dental care when necessary



Head, Neck & Nose

General symptoms in this area of the body can be related to overall general health. **Many symptoms can indicate something more serious.**

Signs of Health

- Easy breathing
- Clear head/alert
- No head shaking/tilting
- No coughing
- Clear and cool nose
- Smooth and moist nose
- No wheezing or sneezing

Signs of Compromised Health

- Laboured breathing
- Disorientation
- Excessive head shaking, tilting or general imbalance
- Coughing
- Dry or crusty nose with discharge
- Sneezing or wheezing

What you can do:

- Introduce a balanced, high-meat diet
- Introduce raw food in rotation
- Ensure that you offer only high-quality treats
- Look at general health vitamins
- Check your cleaning supplies for pet-safe ingredients



Eyes

Dogs and cats can suffer from a variety of detrimental eye conditions that can lead to discomfort, vision impairment or even vision loss.

Signs of Health

- Clear and bright
- White
- No discharge or crust
- No itching
- Normal size with no swelling or bulging

Signs of Compromised Health

- The eye is cloudy or hazy
- Redness
- Excessive tears or stains
- Squinting
- Itching and scratching
- Bulging or swelling

What you can do:

- Introduce a balanced, high-meat diet
- Ensure that you offer only high-quality treats
- Introduce probiotics and digestive enzyme supplements
- Introduce high anti-oxidant treats or supplements
- Ask about anti-inflammatory supplements
- Set a routine of regular grooming, trimming and cleaning
- Check your cleaning supplies for pet-safe ingredients



Ears

Animals are dependent on their ability to hear for mobility, socialization and for protection. **Monitoring your pets ears regularly will help to prevent health issues.**

Signs of Health

- Alert
- Clean and dry
- No scratching
- No odor
- Light pink and smooth texture

Signs of Compromised Health

- Droopy
- Discharge (brown/looks like coffee grinds)
- Ooze or moisture
- Itching and scratching
- Odor/smells bad
- Redness or swelling
- Head shakes or tilting

What you can do:

- Introduce a rotation of raw into the diet
- Ensure that food is low carb/low GI
- Ensure that you offer only high-quality treats
- Introduce probiotics and digestive enzyme supplements
- Ask about anti-inflammatory supplements
- Set a routine of regular grooming, trimming and cleaning
- Check your cleaning supplies for pet-safe ingredients



Paw Health

Paw health greatly impacts your pet's mobility. While paws are tougher than human feet, they are still vulnerable to injury and certain health conditions.

Signs of Health

- Smooth, normal pads
- Clean, clear trimmed nails
- Not itchy
- Soft, no calluses
- No odor

Signs of Compromised Health

- Rough, dry, cracked pads
- Long, curled, broken or fractured nails
- Itchy pads
- Calusses
- Odor

What you can do:

- Introduce a balanced, high-meat, high-fiber diet
- Introduce probiotics, digestive enzymes and Omega 3's
- Ensure that you offer only high-quality treats
- Protect paws from harsh chemicals and inclement weather
- Set a routine of regular grooming



The "Back End" (Hindquarters and Anal Glands)

Digestive health is very important to overall health and well-being, and it all starts with food.

Signs of Health

- Natural anal gland expression
- Normal gas and bowel movements without strain
- Poop is normal in color, size and texture
- Pet is not "scotting" and moves easily

Signs of Compromised Health

- Scooting, straining or licking to promote anal expression
- Abcess in rectum
- Anal itching, discharge
- Diarrhea
- Shaking, stiffness or trouble getting up

What you can do:

- Introduce a balanced, high-meat, high-fiber diet
- Consider a raw food or raw rotation
- Ensure that you offer only high-quality treats
- Introduce probiotics/digestive enzyme vitamins
- Add more fiber using pumpkin



Behaviour & Temperament

Behaviour can often be tied to nutrition. Dogs and Cats need the amino acids from real meat for their development and their health and longevity.

Signs of Health

- Gets along with pets and people
- Generally calm, content, curious and friendly
- Loves to eat, has a normal appetite
- Drinking plenty of water
- Panting normally

Signs of Compromised Health

- Gets along with pets and people
- Is generally calm, content, curious and friendly
- Loves to eat, has a normal appetite
- Drinking plenty of water
- Is panting normally

What you can do:

- Introduce a balanced, high-meat diet
- Introduce probiotics and digestive enzyme supplements
- Ensure that you offer only high-quality treats
- Use training tools to desensitize and support your pet's anxiety

Thank you
to our brands for
helping to make this
edition of the Guardian
Health Manual possible.

Trusted by
**PET LOVERS
EVERYWHERE**



Champion Petfoods®
World's Best Petfood



ACANA



Made in USA

Made in Canada

THE WORLD'S BEST DOG AND CAT FOOD

Steeped in a rich history of more than 25 years working with local farmers, ranchers and fishermen whose values match our own, Champion Petfoods is born from the same lands that provide the Fresh Regional Ingredients for our award-winning Biologically Appropriate™ dog and cat foods.

Feeding a Food that Preserves Nutrients

by Nature's Variety Pet Food

Have you ever stopped to ask yourself how and why we ended up feeding our pets little brown pieces of kibble? For most of us – that's just the way it has always been.... But why?

The sad truth is that cooked kibble is what is most widely available from the big pet food companies. And the reason those companies make cooked kibble so easily available is that it is cheap, easy, and very profitable. They take meat and other ingredients, mix it with unhealthy fillers, and cook it at elevated temperatures to make it last a long time on the shelf (this allows them to make huge batches to keep costs down even more). The problem is that cooking kills off and alters essential enzymes, vitamins, minerals and nutrients that pets need to thrive.

Feed a food that preserves nutrients instead of one that alters them...

Cooking can also produce harmful, unpronounceable compounds like maillard molecules, AGEs, and acrylamides that can be harmful to pets. Effectively, these big pet food companies have prioritized what their profits are, and what is easy, over your pet's nutrition and long-term health.

We believe that all pets deserve the best life possible and that what we feed our pets can enable them to thrive. That's why we created Instinct®. Feeding a raw diet like Instinct® provides your pet with the pure, real

nutrition from the best ingredients nature can offer in a form that man has messed with as little as possible. We believe that nature's ingredients give pets exactly what they need, so the best thing we can do is preserve and protect those ingredients versus altering or over-processing them. It's feeding the way nature intended so your pet can absorb and digest all the goodness from whole-food ingredients.

This is not an easy thing to do, in fact it is really hard. We make Instinct® Raw pet food in our company-owned facility in Lincoln, Nebraska. We take the time to source high quality meat and non-GMO fruits and vegetables and process them gently. Be aware that not all raw brands are created equal, we use a process called high pressure processing or HPP that kills off harmful bacteria without altering the nutrients. Feeding raw brands that have not gone through HPP could introduce harmful pathogens into your household. Ask a Pet Planet store associate to show you which raw brands use HPP.

Because we believe in raw and know the good it can do, Instinct® has a variety of options that allow you to easily add raw to your pet's diet – our hallmark line of Raw Frozen in the freezer section and also Raw Mixers, Raw Boost, and Raw coated varieties in the dry section. One of these products is sure to fit your lifestyle and feeding routine and all of them will give you the benefits of raw.

To learn more about raw diets visit us at instinctpetfood.com or follow us on Facebook at @INSTINCT. Once you try it we would love to hear what you think. We believe you will see the same transformation in your pets as we saw in our pets when we started feeding Instinct® Raw.



THE RAW DIFFERENCE

- ✓ High Protein
- ✓ Meat as First Ingredient
- ✓ Grain-Free
- ✓ All Natural, Non-GMO fruits & vegetables

✗ **Never Cooked**
 Cooking depletes food of nutrients; destroying vitamins, minerals, and enzymes your pet needs



RAW HAS REAL INGREDIENTS

We believe that what we feed our pets can enable them to really thrive. And in our minds, everything we feed our pets should be real, whole, pure. And as close to its natural state as possible. We really don't see an alternative to that.

RAW IS ALL NATURAL

We think "natural" should actually mean what it says. For us it means following nature's lead. And always choosing what's better. That's why we use only natural, raw ingredients. And vitamins and minerals derived from real, natural foods. Nothing artificial. No unnecessary preservatives. No compromises.

RAW IS NEVER COOKED

We believe Real Food is Raw®. We think what we feed our pets should be whole and intact. That's why we preserve the integrity of our ingredients by never heating them or diminishing their nutrients.



UNLOCK THEIR POTENTIAL TO THRIVE

When your pet's food is never cooked, minimally processed and made with whole-food ingredients, their bodies can actually absorb and use all of the nutrients, vitamins, minerals, and enzymes that are essential to maximizing their health and wellbeing. Optimal nutrient absorption means better digestion and gut health so they can *really, truly thrive.*

BaieRun

The Ultra-pure, Human-grade Omega-3 Pet Supplement

While most of us know that we need omega-3 for optimal human health, it's not as well known that pets need omega-3 too. Baie Run omega-3 oils are made using premium human grade fish oils.



Cognitive Health



Healthy Heart



Skin & Coat



Bone & Joint



Visit: www.purecheck.net to see the results for the product in your bottle.

Most pets' diets are Omega unbalanced

Omega-3 and omega-6 are essential fatty acids that our pets need for good health. Unfortunately, the diets of most dogs and cats contain too much omega-6 and not enough omega-3. Most processed and packaged dry pet foods are exposed to heat, oxygen and light.

This degrades any omega-3 to negligible amounts, resulting in very unbalanced omega-3 to omega-6 ratios. Too much omega-6 can result in inflammation, which is the root cause of many common health problems in pets today.

All companies claim their products are pure. We prove it.

EPA and DHA label claims are not regularly enforced and most purity programs only do occasional testing. In a published study,* over half of the fish oils tested did not meet label claims, so customers are often getting less than what they pay for. Through Baie Run, every lot of product is tested for purity and potency.



296 mg
EPA + DHA
per serving

Baie Run Feline Omega3 has no added flavours and is suitable for both dogs and cats.



Pure  Check for yourself.

Contact Us

1 888 508 7069

info@baierun.com

<https://baierun.com>

 @BaieRunPet

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Re-defining Pet Nutrition®

Come Home to Mama!



At **Olie Naturals**, we trust Mother Nature, we don't try to out-smart her!

Organic supplements inspired by Nature's Intelligence
that nourish your pet's wellness.

Sustainable Solutions:

Prebiotics & Probiotics • Joint Health • Skin and coat
Hormone support • Omega 3s & Medium chain fatty acids

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Paraben Free • SLS/SLES Free • Dye Free
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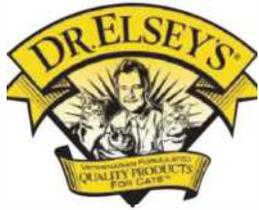


BaieRun



DAVE'S BONES

Dog Rocks



Guardian Angel NATURAL CAT LITTER



PetzLife



Tiki Pets



ZippyPaws



Quality you can trust, at prices you can afford!



In 2009, we founded Bold Raw & Mega Dog Raw to provide families with a high quality, safe, low glycemic, affordable raw diet. Back then finding well priced, good quality raw food was difficult.

With the help of our local holistic veterinarian and other professionals in animal nutrition, we developed our formulas and saw great results with our own pack of Shiloh Shepherds, we knew we had to find a way to make it available for everyone. Almost 10 years later, our food can be found Coast to Coast, we believe that every dog & cat deserves the very best and most natural nutrition.

Our formulas contain high quality, human grade ingredients from Canadian farmers at affordable prices, often for the same price as a premium bag of dry food. We provide 100% guarantee on all our products, we guarantee your pets will love it!

*All the best, from our family to yours,
Caroline & Dave*

**BOLD
RAW**

www.boldraw.com



www.megadograw.com

Available across Canada at your favourite Pet Planet retailer



Pet Corrector

Help stop unwanted behavior instantly



So, What Can You Use It For?

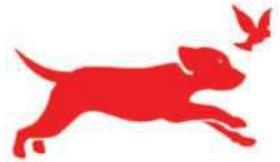
The Pet Corrector™ interrupts any unwanted behavior and is typically used for the following:



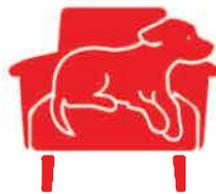
Barking



Jumping Up



Chasing



House Manners



Stealing

How Does It Work?

The Pet Corrector works by emitting a harmless, 'hiss' sound that mimics natural warning sounds found in nature. This sound grabs your dog's attention and disrupts their behavior to reward and train positive behaviors.

Your 3 Step training program



Dog starts barking
e.g. visitor arrives at house



Use Pet Corrector sound
to disrupt barking



When dog is quiet,
reward and say "quiet"

Did You Know?

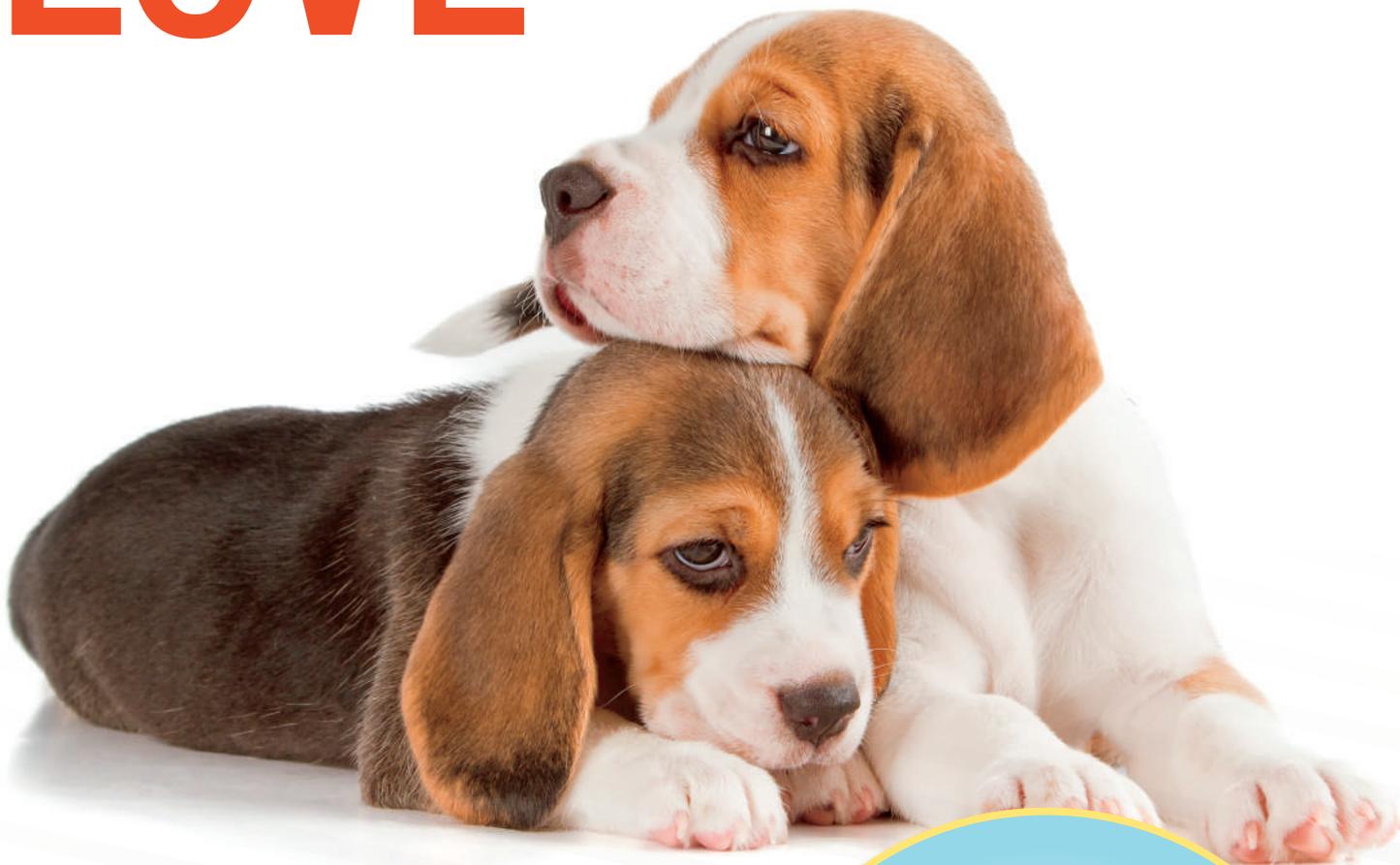
The Pet Corrector is a patented product used by trainers and behaviorists worldwide.

Not for use with puppies, noise sensitive or anxious dogs.

<https://www.companyofanimals.us>

GROOM WITH LOVE

VISION
BaBylissPRO™



CONAIRPRO™

**All pets deserve
to look their best!**

ConairPRO takes great pride in providing quality grooming tools to keep our furry friends happy and looking their best!



WWW.CONAIRPET.COM

WWW.CONAIRPET.COM/VIDEOS.PHP

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Keep your walks green!

Earth Rated® waste bags are available in a variety of formats to cover the needs of all pet guardians. Whether you're heading out for a hike, a walk or even the backyard, we've got you covered.



Grandma Lucy's®



Our Family's Best Since 1999!

Our ingredients and philosophy have not changed since we began in 1999. We remain committed to using the highest quality ingredients from trusted restaurant suppliers. If it is not good enough for humans to eat, we would never use it in our food or treats. Grandma Lucy's provides you with pet food and treats you can trust and feel comfortable feeding to your pets because we are just like you, concerned and loving parents. We thank everyone for their support over the years and promise to continue to bring you only the best!

Many Thanks,

Eric & Breann

Eric and Breann Shook

family owned
and operated
SINCE 1999

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Give your dog a little Glimmer

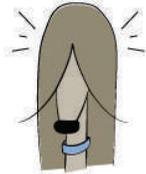
What's It Good For?



Great Source Of
Omega 3 Fatty Acids



Allergy Season



Shiny, Soft Coats



Managing Seasonal
Shedding



Hydrating Dry Skin

The perfect boost for dogs of all ages!

Rich in omega fatty acids, Glimmer is a great way to support skin and coat health in dogs. With EPA, DHA, and GLA, Glimmer maintains the skin's normal moisture content and may help tame seasonal shedding. Using fish oils (sourced from krill and anchovy) this may also lend a helping hand to itchy, dry skin on dogs.

What's in it?

Krill and Anchovy Oil:

A great protein-based source of EPA and DHA, two essential nutrients for dogs

Borage and Evening Primrose Oil:

A source of Omega 6 fatty acids that dogs are typically lacking

Black Sesame Seed:

Used for thousands of years in Chinese medicine to strengthen the skin and coat

Polygonum:

Another ancient Chinese herb, polygonum has long been used to nourish the skin



Available at: **pet planet**

Why Choose Holistic Select

THE BEST INGREDIENTS TO OPTIMIZE DIGESTION & NUTRITION

At Holistic Select®, we're committed to improving your pet's digestive health. We've perfected our recipes to give pets the digestive support & balanced nutrition they need to be a happy, healthy part of your family for years to come. Healthy digestion is essential to your pet's health, offering:

1 *balanced nutrition* by helping them break down food & absorb more nutrients

2 *immune health* by supporting the 70% of their immune system that lives in the digestive tract

3 *regularity* by moving food through the body efficiently & reducing gas, bloating & discomfort

What Makes Us Different?

We're the experts in digestive health, offering the most complete support with ingredients critical to improving & maintaining health digestion.



100 Million active cultures in every pound & Prebiotics feed the growth of healthy bacteria.



6 different types of probiotics improve the variety of health gut bacteria.



Guaranteed digestive enzymes to help breakdown food & aid in nutrient absorption.





100% HUMAN GRADE FOOD FOR PETS

MADE IN THE USA • DEHYDRATED WHOLE FOODS • JUST ADD WATER • 10LB BOX MAKES 40LBS OF FOOD

YOU DON'T HAVE TO BE A HUMAN TO EAT LIKE ONE

Be honest. You have no clue what's in regular pet food.

Most pet food is 'feed grade', which means unfit for human consumption. The Honest Kitchen is the world's first pet food made with 100% human grade ingredients, in a human food facility.

We make our food from ingredients you'd recognize in your own kitchen, like cage free turkey, spinach, eggs and apples. If we wouldn't put it on our own dinner table, we won't feed it to your pet.

Doesn't get much more honest than that.



thehonestkitchen.com

KONG®

Helps Solve...



Chewing

Without an acceptable outlet for natural chewing instincts, many dogs turn to destructive chewing. Prevention is key. Teach your dog acceptable chewing behavior with a treat stuffed KONG for a mentally stimulating, long-lasting challenge. Freeze to extend the chew session.

Teething

When puppies' 28 baby teeth erupt through their gums, it can hurt. Chewing soft rubber helps alleviate teething pain. KONG Puppy Rubber is customized to meet this need while teaching appropriate chewing behavior.

Separation Anxiety

Separation anxiety peaks during the first 20 minutes after a dog is alone. A treat stuffed KONG helps your dog associate being left alone with good things, alleviating those anxiety peaks.

Boredom

A dog will always find something to do to beat boredom—this often leads to problem behavior. Stuffed and frozen KONGs keep dogs engaged, extending playtime with a healthy, long-lasting, mentally stimulating challenge.

Digging & Barking

Boredom and fear can lead to digging and barking. Creating good behaviors starts with productive play that allows dogs to expend excess energy. A frozen, treat-stuffed KONG offers a mentally occupying challenge that burns excess energy.

Crate Training

Crates provide a sense of security for dogs and can aid in housetraining. To help dogs build a positive association with their crates from the start, give them a KONG as a mind occupying challenge. Repeating this routine helps your dog feel safe turning their crate into their den.

Weight Management

Your dog's weight is critical to his or her health; about 35 percent of dogs are overweight or obese. Slow down eating and add a satisfying mental and physical challenge by feeding your dog from a KONG Classic or a kibble filled KONG Wobbler.

KONG®

Solutions

Dogs Need to Play.®



BACKCOUNTRY™

The Ultimate Ancestral Canine Diet

NEW



HAS YOUR DOG GONE WILD FOR MERRICK BACKCOUNTRY?

#1 INGREDIENT IS DEBONED MEAT, FISH, OR POULTRY

NO GRAIN, WHEAT, CORN, OR GLUTEN INGREDIENTS

REAL FREEZE-DRIED RAW BITES

UNBELIEVABLE TASTE EXPERIENCE

DICK VAN PATTEN'S
**Natural
Balance**®

L.I.D.
LIMITED INGREDIENT DIETS®

HIGH PROTEIN



**LIMITED INGREDIENTS.
UNLIMITED DOG.™**

Support your dog's unlimited life with:

- Single-source animal protein
- Two primary carbohydrate sources
- No grains, fillers, potatoes or chicken



The World's

Bestselling Slow Feeder



Why do dogs feel like eating has to be a race? We have no idea, but we solved the problem. Featuring meal-lengthening ridges and mazes, Fun Feeder Slo-Bowls™ keep pups engaged for up to 10x longer at chow time, which improves digestion while helping furry friends eat at a fun, healthy pace!

- + **Over 1 Million Sold**—The proof is in the puzzle
- + **Up To 10X Slower**—Slow down meals by up to 10X
- + **Dishwasher Safe**—Put it in the top rack to clean



+ Fun Style
Mint Wave (Tiny Size)



Dishwasher
Safe



BPA & PVC
Free



Lead
& Phthalate Free

Go Beyond The Bowl
find us at outwardhound.com

Devote



Discover the Petcurean Difference

A “one-for-all” philosophy just isn’t our style. At Petcurean, we create premium-quality pet food recipes designed to meet the needs of dogs and cats (and cats and dogs) of all different shapes, sizes, backgrounds and ages. Grain-free, whole grain, high protein, moderate protein, limited ingredients, life-stages, different kibble shapes and sizes, we’ve got ‘em all.

GO! provides solutions for your pet’s unique dietary needs, NOW FRESH™ is made with 100% FRESH ingredients and 0% grains or gluten with life stage and breed size recipes available, GATHER™ recipes are crafted from certified and organic ingredients, and sustainably produced, and SPIKE™ treats are free from grains and glycerin with single source proteins and superfoods. With every decision we make, every recipe we create, we put pets first.

petcurean

petcurean.com



Family-owned
& Canadian 

WHY RAW?

Because it's the most biologically appropriate way to feed dogs & cats.



UNRIVALED QUALITY STANDARDS

- ★ Edible-grade meats ★ Certified organic produce
- ★ Meats free of added hormones, steroids & antibiotics
- ★ No synthetic vitamins or supplements
- ★ Species appropriate diets for dogs and cats
- ★ Complete diets prepared in human food facilities
- ★ Highest safety standards including test and hold process confirming absence of Salmonella, E coli, and Listeria with every batch ★ Made in the USA



Wholesome Raw Foods for
➡ DOGS ★ CATS ←

Available in Pet Planet USA stores

PRIMALPETFOODS.COM

COMMITTED TO ELEVATING THE HEALTH OF YOUR PETS

AT RC PETS

Everything we do enhances the bond between pets and their guardians.



Always Together

RC Pets believes that pets aren't just pets, they are family. We take pride in developing fun and functional pet products that enhance the bond between pets and their guardians. A proudly Canadian company, we design and make our colourful collars and leashes in beautiful Vancouver, BC. Our Quality Promise guarantee ensures that you and your canine companion have trusted, quality products to enjoy happier, fuller lives together.

Learn more about RC Pets and our story at www.rcpets.com and on Social Media @RCPetProducts.

Tiki Cat®

Nutrition focused *on* real food

HIGH PROTEIN

Cats are carnivores and need meat-based diets to thrive

GRAIN FREE, LOW CARBOHYDRATE

No potatoes, corn, rice or wheat

REAL, RECOGNIZABLE INGREDIENTS

Delicious flaked fish and shredded meats in various combinations and textures

NATURE'S COPYCAT

Designed to mimic cats' natural prey diet



Tiki Pets™ is passionate about pet nutrition that tastes great.
To learn more, visit www.tikipets.com.

WHIMZEES™

All Natural Daily Dental Treats

WE'RE REVOLUTIONIZING DOGGIE DENTAL CARE

WHAT MAKES WHIMZEES BETTER

TRIPLE CARE TO PROMOTE DENTAL HEALTH

In a month long study WHIMZEES is proven to reduce plaque, reduce tartar and freshen breath¹.

62%
LESS
TARTAR

31%
LESS
PLAQUE

43%
LESS
ODOR

THIS STUDY ALSO SHOWED WHIMZEES TO BE 80% MORE EFFECTIVE IN REMOVING PLAQUE THAN THE LEADING COMPETITORS¹

OUR SHAPES ARE FUN AND FUNCTIONAL

3X
LONGER
CHEW TIME
than leading competitors¹



ALL NATURAL INGREDIENTS. SIMPLE RECIPE.

All WHIMZEES ingredients are all natural, GMO-free, wheat-free, grain-free (except our Rice Bone), and vegetarian, making them suitable for most dogs, especially ones with ingredient sensitivities.



MADE SUSTAINABLY IN HOUSE IN HOLLAND

We never outsource the most important step. Every WHIMZEES dental chew is made in our own state of the art purpose built facility that is held to the highest quality human food grade standards. We'd have it no other way.



Best balls on earth...

and they're big too.

pet planet 

HELPING PETS LIVE LONGER, HAPPIER AND HEALTHIER LIVES SINCE 1996

As you know, today's marketplace offers many different resources for the products needed to support pets. From grocery to big box stores, the options can seem overwhelming. So how do consumers make the right choice when everyone claims to be the best source for their needs?

WE BELIEVE THAT PET PLANET IS THAT ANSWER.

By choosing to try Pet Planet, consumers make the choice to shop with a retailer that is truly dedicated to the health and happiness of all pets. We work hard every single day to ensure that the products we offer, the services we provide and the information that we share always works to improve the lives of pets we care for. We offer our customers support through all stages of their pet's lives, from first kisses to last walks, we work to ensure that all pets are supported through the longest, happiest and healthiest life possible.

LEARN MORE AT WWW.PETPLANETHEALTH.COM



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