“My dog food is just fine…”
“My dog doesn’t need fancy food..”
“It’s just dog food..”
“A 40# bag is only $20 at Costco…”

PEDIGREE COMPLETE NUTRITION™

We understand that Pedigree has a great ad campaign and that it appears affordable. However, you have feed almost twice as much of Pedigree as a better quality food. Costco can afford to charge very little partly because they are huge, but the main reason is…….the ingredients:

GROUND WHOLE CORN, **MEAT AND BONE MEAL**, **GROUND WHEAT**, **CORN GLUTEN MEAL**, **ANIMAL FAT** (PRESERVED WITH **BHA/BHT**), **WHEAT MILL RUN**, **WHEAT FLOUR,** NATURAL FLAVOR, **SALT**, POTASSIUM CHLORIDE, **CARAMEL COLOR**, **CHICKEN BY-PRODUCT MEAL**, **RICE**, VEGETABLE OIL (SOURCE OF LINOLEIC ACID), VITAMINS (CHOLINE CHLORIDE, dl-ALPHA TOCOPHEROL ACETATE [SOURCE OF VITAMIN E], L-ASCORBYL-2-POLYPHOSPHATE [SOURCE OF VITAMIN C*], VITAMIN A SUPPLEMENT, THIAMINE MONONITRATE [VITAMIN B1], BIOTIN, d-CALCIUM PANTOTHENATE, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], VITAMIN D3 SUPPLEMENT, VITAMIN B12 SUPPLEMENT), MINERALS (ZINC SULFATE, ZINC PROTEINATE, COPPER SULFATE, COPPER PROTEINATE, MANGANESE PROTEINATE, POTASSIUM IODIDE), ADDED FD&C AND LAKE COLORS (**YELLOW 6, YELLOW 5, BLUE 2, RED 40)**

Dogs are carnivores (Canis lupus familiaris). Look at their teeth and mouth structure; they have no molars or a jaw that moves side-to-side..both essential for the grinding of grains. Dogs have no biological requirement for carbohydrates. These grains are put in as cheap fillers and inferior protein sources.

Used as a fat and oil preservative. Banned from human use in many countries but still permitted in the US. Possible human carcinogen, apparently carcinogenic in animal experiments. The oxidative characteristics and/or metabolites of BHA and BHT may contribute to carcinogenicity or tumorigenicity.

Chicken byproducts are much less expensive and less digestible than the chicken muscle meat. The ingredients of each batch can vary drastically in ingredients (heads, feet, bones etc.) as well as quality, thus the nutritional value is also not consistent. Byproducts always consist of any parts of the animal OTHER than meat.

Dogs don’t see colors the way humans do. These sometimes carcinogenic food colorings are included for human eyes only; food color makes no difference to dogs.

Animal fat Note that the animal source is not specified and is not required to originate from "slaughtered" animals.
For both of these ingredients, the animals used can be obtained from any source, so there is no control over quality or contamination. Any kind of animal can be included: "4-D animals" (dead, diseased, disabled, or dying prior to slaughter), goats, pigs, horses, rats, misc. road kill, animals euthanized at shelters, restaurant and supermarket refuse and so on.

A byproduct made from beef parts which are not suitable for human consumption. It can incorporate the entire cow, including the bones, but the quality cuts of meat are always removed. This is an inexpensive, low quality ingredient used to boost the protein percentage. This is also the “beef” in Pedigree Complete Nutrition “Beef Flavor.”

Just like for humans, too much sodium intake is unhealthy for animals. In poor quality foods it is often used in large amounts to add flavor and make the food more interesting.

$5 OFF **TRY A NEW FOOD TODAY** **$5 OFF**

Any* 4lb or larger bag dog (or cat) food at any **Soggy Paws** location. First time food customers only, please. One per household. Please present coupon for redemption

**Some brand restrictions apply* *Coupon code: pedigree*

Soggy Paws, Inc. 2008