

"The rest of the world lives to eat,

while I eat to live" - Secretes



NO PRESERVATIVES • NO ARTIFICIAL FLAVOURANTS

OUR FAMILY OF CLIENTS HAVE SEEN THE SUPERIOR BENEFITS TO THEIR PETS



**1. HEALTHY, SHINY, AND GLOWING COATS WITH THE DISAPPEARANCE OF SKIN PROBLEMS,
reducing the need for medicated washes and unscheduled vet visits.**

2. GOOD TEETH AND BREATH WITH THE ELIMINATION OF TARTAR BUILD-UP.

3. A NOTICIBLE REDUCTION IN EAR INFECTIONS.

4. INCREASED ENERGY

with older canines displaying a greater zest for life.

5. HELPS REDUCE DEGENERATIVE DISEASES.

6. STRENGTHENING OF THE IMMUNE SYSTEM.

7. CONTROLLED LOSS OF UNWANTED FAT

with overweight dogs gaining muscle mass coupled with a leaner, healthier appearance.

8. DOGS LIVE A LONGER AND HAPPIER LIFE.

9. A GRAIN FREE DIET truer to your pet's diet as designed by nature.



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HEATING, PROCESSING, & COOKING – A DIETARY DISASTER FOR YOUR PETS

The further we stray from feeding our pets a diet they have naturally evolved to eat, the more pet health problems we are faced with. Most of these problems can be reversed by taking the positive step of switching from a processed-food diet to a raw one.

This is where DOGGOBONE would like to help you. It is vital to feed your pet a diet where the enzymes can do their job properly. When you give your loving pets the right food it will contain the living enzymes required to digest, absorb and lead to mealtimes, which are functional and happy for them. Active Raw Food is different from extruded or canned food in that it is not exposed to any heat or processing. For your dog this means that all the enzymes, vitamins, and micro-nutrients found in the ingredients, are still kept as close to their natural state as possible. None of the proteins are denatured by a heating process, which invariably destroys protein.

Our nutritionist states simply: "When you fry an egg it cannot be un-fried. Similarly, wool that has been shrunk cannot be un-shrunk. Heat denatures a protein." Enzymes, proteins, micro-nutrients, etc. are an integral part of any living organism and life would not exist without it. Most enzymes and proteins are delicate and when subjected to heat they are rendered diminished in nutritional value. Unfortunately, this is precisely what an extruder (the machine used in the manufacturing of kibble i.e. dry pet food pellets) does. Cooking kills bacteria. Many forms of bacteria are useful for creature nutrition and may even be essential. In raw food the potency of enzymes, proteins, and vitamins remains high.

A nutritionist by the name of Dr Humbart Santillo, in his book, 'Food Enzymes, The Missing Link to Radiant Health', draws a comparison between enzymes and a light bulb. "A light bulb can only light-up when you put an electric current through it. "For your pet, the 'light bulb' is his/her body, which requires a life force current of enzymes to be supplied in order for it to operate at its optimum and happiest.



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ACTIVE RAW FOOD



Active Raw Food is an evolution-conscious diet, based on the principles of a Biologically Appropriate Raw Food Diet (B.A.R.F.). Every living organism, which has evolved over millions of years, needs to consume a diet that it has evolved to eat.

DOGGOBONE knows this and has therefore worked hard to develop a product that is species-appropriate. Your pets deserve and require a diet that has been pioneered by Mother Nature, in order for their bodies to function at optimum levels. Primarily, our ingredients are sourced from certified and reputable establishments and are never the 'culls' unfit for human consumption or rendered products. Our raw materials are human grade when they arrive at our facility. Only the addition of ground meat, including bone and the labeling, makes this product unfit for human consumption. The ingredients are processed in a manner that keeps it as close to whole as possible, ensuring that the most nutritional benefit is derived from it. Many of you may be doubtful about feeding raw food to a dog or cat and you probably have a few unanswered questions. Numerous health benefits have been noted by clients who have switched their pet companions to an active raw food diet. Within days of feeding an active raw food diet you should notice some amazing changes in your pet. All animals are different and so the changes will differ.

At DOGGOBONE we are confident that your pet's health will improve once you switch to a diet their bodies are designed to eat.

Feeding Active Raw Food is the best nutrition you can give your dog or cat. Numerous benefits have been noted with this diet, such as lower cost, firm stools, natural ingredients, odorless breath and better general appearance just to name a few. Our Qualified Animal Nutritionist has been developing diets for different animals all over the world and we owe much of our success to his expert knowledge and unselfish guidance throughout this journey of creating a dietary masterpiece. We have also enlisted the services of an independent company to run spot checks for food-borne pathogens as well as analyses on all our products.

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INGREDIENTS – THE SECRET TO SUCCESS

Active Raw Food consists of finely ground meat, organ meat, fresh vegetables, fruit and garden herbs. In addition, all our complete and balanced diets are supplemented by vitamins and minerals as required by law to meet the regulations of Act 36 of 1947. All our ingredients are fit for human consumption and are sourced from accredited suppliers only.

Meat Meat is an important aspect of a raw diet. It is a great source of protein as well as supplying varying amounts of fats, water and some vitamins and minerals. Meat provides your pet with energy.

Bones

Bones supply proteins, vitamins, minerals, natural antioxidants and essential fatty acids to your pet's diet. Bone marrow in particular, is a highly nutritious mix of blood-forming elements such as iron. It is important that essential nutrients should have a high biological value. Never give your dog cooked bones as it is not only unhealthy for a dog, but may also be dangerous. Cooked bones become brittle and may splinter. These splinters may cause choking, or may even puncture or become embedded in the intestinal tract or stomach.

Organ Meat

Organ meat includes the internal organ meats, which are vital for a healthy dog, although not required in large amounts. Organ meats are great during times of growth, reproduction, and stress. It mainly contains vitamins, probiotics, iron, zinc, and phytonutrients that are needed for their well being.

Vegetables and fruit

Dogs need some raw vegetables and fruit in their diet as they contain essential nutrients, vitamins, enzymes, antioxidants. In addition, they are an excellent source of fiber as well as vitamin A and vitamin C. Vegetables and Fruit have proven to have anti-aging properties. It is not required in large amounts and is included to fundamentally mimic the stomach content of the prey.

Herbs, vitamins and minerals

Our nutritionist has prompted us to add important and natural ingredients to the diets. And although these ingredients are included in small quantities, we support the view that their addition is needed to form a more complete and nutritionally-balanced product.

Taking into account that our environment has suffered at the hands of pollution and industrialization and that the soil quality may not be as high as it was only a few years ago, we feel that the addition of herbs, vitamins, and minerals have made our products even better.



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FEEDING GUIDE



At DOGGOBONE we use a simple calculation to work out how much you need to feed your pet. This is based on the weight of the animal multiplied by the percentage you need to feed. Please note this is only our feeding guideline. Each animal is an individual and as the parent/owner, you are the best judge, based of course, on the results you would like to achieve.

Another important component of feeding a raw diet is the process of fasting. This age-old practice is known to aid digestion and cleanses the body of toxins. It is important to note that the practice of fasting is common to animals in the wild. We would suggest that you fast your adult pet one day per week. The necessary amount of fasting time will vary from animal to animal. Be sure to provide plenty of fresh water. Note that fasting is an optional component and is not crucial to your pet's overall health.

PUPPIES (4-8 WEEKS)	NON-ACTIVE	SIGNIFICANT WEIGHT GAIN
4.5 – 8 %	2.0%	3.0 – 3.5%
PUPPIES (8 WEEKS – 1YEAR)	MAINTAIN WEIGHT	PREGNANT BITCHES
4.0 - 6%	2.5%	4.5 – 8%
ADULT DOGS: WEIGHT LOSS	SLIGHT WEIGHT GAIN	
1.5%	2.5 – 3%	

Due to our commitment to using only fresh meat and vegetables, colour and texture variances may be seen across different batches.

PLEASE NOTE BEST BEFORE: 8 MONTHS FROM DATE OF PRODUCTION.



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TESTIMONIALS



"I have noticed an overall improvement in the condition of our dogs. They have become more energetic, their coats are shiny and the colours rich."
>>> K9 Training Centre and Kennels



"These puppies have been on Doggobone Active Raw Food from 9 weeks of age. This they love more than anything else – it is the only food they wolf down."
>>> Jetty Botes-Erasmus (Kennel Von Edberg)



Neilton Witbooi pointed me in your direction 18 months ago when I bought a puppy from him. Today that puppy is my handsome boy, 'Diezl', who was raised on Doggobone (Classic) from the age of 7 weeks. He is a big, strong, and very muscular boy. I allowed him to grow naturally and at his own pace (kept him lean). He now stands at close to 74cm and is almost 80 kg of lean, muscular, and working boerboel. >> Eugene

Solo (Bojo at Bullrage), a wonderful show dog, who took 'Best Puppy in Show' at a championship show in Oudtshoorn, eats nothing but Doggobone Raw Active Food!
>>> Jetty Botes - Erasmus (Kennel Von Edberg)

Hello I am Alfred and I am 16 years old I converted to Doggobone Active Raw Food 2 years ago. I have never looked back.

Acknowledgements: Doggobone Active Raw pet food would like to take this opportunity to personally thank BARFWORLD U.S.A. for allowing us to use some of the information in this brochure

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