

Why Your Dog's Unhealthy

What every dog owner should know about commercial dog food

By Dan Scott, Author of "Real Food for Dogs"



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Please go to www.healthydogforlife.com/blog for further discussion about vital dog nutrition information, natural dog food and incredible dog health.

Please print this report, curl up in a comfortable chair and read every word carefully, because THIS could transform your dog's life – it might even save it!

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Introduction



As a child born on a rural farm in the 60's I was innocently privileged to be part of a more natural, balanced practice of feeding the farm dogs. They were never ill and lived long healthy, happy and productive lives. Today over four decades later I look around me with sadness at the state of our dog's health and the fact that so many live a life of such quiet desperation, all because we as their entrusted guardians have been lulled into a false sense of security by those that would have our dogs dine on food that has absolutely NO place in our dog's diets.

It is with profound and disturbing testament to this unknowing cruelty that I dedicate my life to the absolute and unfailing path of helping guide people to a simple yet priceless practice of feeding this intelligent dazzling jewel of the animal world, their best friend and companion, the diet that Mother Nature so generously and unfailingly perfected over fifteen million years to provide.

Every living breathing cell in your dog's body from the point of his nose to the tip of her tail is in total synchronicity with what nature has provided and as such allows your dog's body to perform optimally like a well oiled machine that as such is low maintenance and long lived.

For us all to appreciate just what this means, I have written this report. Put plainly, it tells you what's wrong, why and what to do to fix it! I love dog's, you do to, at least the one by your side right now. However we as human beings are failing them on a fundamental level which is costing them their health and their lives. In our hearts we want the best for them because on some level we share kindred spirits, if only we could just stop and reflect for a minute to really understand the harm we commit when we unthinkingly reach for modern day convenience food from the store shelf that has NO place in our dog's lives.

Please read this report with an open mind and a willingness to explore the possibility that you just might have the answer to how you can help your companion live a longer healthier more complete life than the one he or she currently has.

1/ Ignorance isn't bliss, its death- what we don't know is killing our dog's.



90% of all disease in dogs is linked to poor nutrition.

The national average age of death for dogs today is only 10-13 years when they should live to an average age of 17-19 years, even up into their twenties. Dogs only reach this widely researched average age simply because of the consumption of commercial pet food. Again widely researched is the fact that 90% of all diseases in dogs are diet related.

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Why is this so?

Since the Second World War, food production has increased on an enormous scale to feed a rapidly expanding world population. With this expansion came waste, with waste came the need for disposal and with disposal came the idea of creating pet food from spoiled rejected grains, restaurant waste food and rancid commercial cooking oil, shop spoiled packaged food waste and unfit for human consumption, dead, disabled, diseased and dying animals (known as the 4D's) from feed lots, thereby creating an industry in pet food with huge profit potential.

Canned and dry pet foods were rapidly locked into the modern day consumer way of thinking through the cunning use of billions spent on advertising promotions and hype on a conveyor belt round the clock timetable. Using deeply floored scientific logic, the pet food marketing machine set to work

selling this chemical-ized waste dressed up as pet food via dog shows, sporting events, bill boards, the press, donations to worthy animal appeals and near constant TV commercials, particularly during the 3 to 5 pm time period when mothers were sat with their kids around the TV. Add to this, financial funding in the veterinary profession from university student training through to floored and biased research, to profitable well stocked shelves at the veterinary clinic, the mind lock is complete.

There has simply been no platform possible for the truth to prevail...

Until Now!

The irony of this now vast and by 2008 \$16.9 billion industry is that it's almost virtually self regulating. With little outside influence the pet food producers have been allowed to set their own standards in true unbridled free market fashion concentrating on maximum profit for minimum cost, except in these circumstances without tough FDA regulation on food quality as exists for human food, to hinder what we will see as base level "junk food" production.

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With the rapid expansion of latter day globalism the once prolific commercial pet food companies have now been swallowed up by larger global corporations in an effort to control the market, the profits and limit any possible regulation.

The deeply painful experience of the pet food recall in early 2007 brought home the reality of how non-existent pet food regulation was. The loss of many thousands of cats and dogs lives and the distress and heartache it caused for so many of us still remains, and while assurances were given, the reality is that once hushed over it was simply back to business as usual with no redress, no fundamental changes and absolutely no compassion

whatsoever. You are on your own which is why now thankfully so many people are seeking out a healthier way to feed their pets.

The great idea of shifting human food chain waste into animal feed has resulted in dire consequences for the overall health of our pets. Without regulation, using poor quality cereals, rendered waste meat, spent rancid fat, incredible amounts of added synthetic chemicals, preservatives, flavor enhancers, stabilizers, coloring agents, GMO's, and contamination from bacteria, mold, drugs or other toxins, the food your dog eats is not only nutritionally inadequate but a precursor to disease and suffering on a vast scale.

The very idea that one pet food from a can or packet can provide all the nutrition your companion animal will ever need for its life is a dangerous myth. Today's diets for cats and dogs are a far cry from the variable natural meat based diets their ancestors ate.

The following research figures expose the outcome of dog health as a result of consuming commercial pet food

- 85% of dogs by age 4 will suffer from periodontal disease increasing to 100% by age 12.
- Half of all dogs over the age of 10 will have developed cancer.
- Cancer is the Number 1 cause of death in dogs.
- In the U.S. 1 in 5 dogs suffer from Arthritis.
- 27% of all dogs suffer from allergies that cause scratching and ear infections.

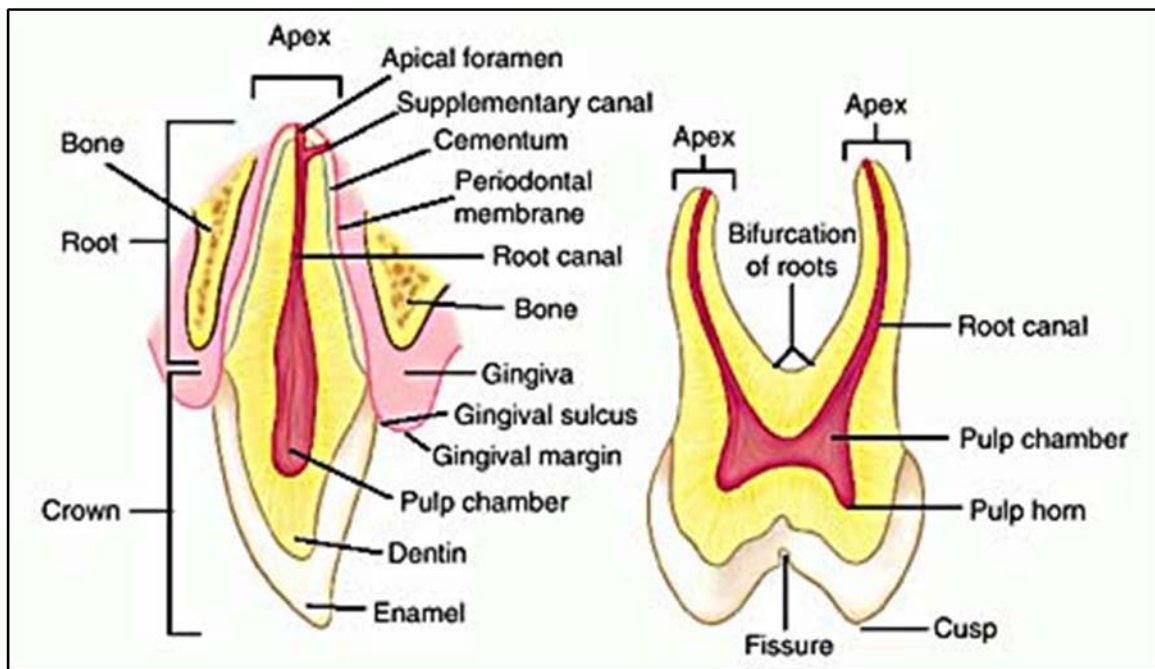
- Over 70% of Anal Sac Gland cases are due to tinned and packaged food and other soft foods incurring increased veterinary visits and increased costs.
- Tooth and gum problems are the most common medical condition seen in pets.
- Based on questionnaire surveys in the U.S., Canada, U.K. and Denmark the average life span of most dog breeds is 10 to 13 years.
- 1 in 4 dogs the world over are obese (National Research Council).
- High fat and sugar levels in commercial pet foods are a leading cause for obesity and the number one health disorder seen by veterinarians across the U.S.
- Since 1997 Veterinarians have been hiking prices at more than twice the rate of inflation.
- In the US animals are considered 'properties' by law, you can't sue, just reclaim the cost of the animal.
- The life span of dogs has HALVED! since the introduction of canned and packet dry pet food.

Poor nutrition causes chronic disease that builds over time until it overwhelms the body and diseases like cancer are the result. Commercial junk food in the form of kibble and canned food of any variety and any stated quality IS poor nutrition as well documented in this report.

Let's take the first research figure from above as an example.

Periodontal disease in dogs is not only widespread but possibly the biggest precursor to further diseases than any other, it starts early, goes un-noticed by most dog owners and many vets, and costs a lot of money to keep in check at the veterinary practice as sedation and drugs are expensive and will in time spread viral matter to inflict massive damage throughout the body.

Cross Section of Teeth Showing the Root Canal in Red: Blood Supply



The jaw line is fed fresh oxygenated blood flow from tiny blood vessels that link to the root canal.

85% of dogs by age 4 will suffer from periodontal disease if raised on commercial dog foods, increasing to 100% by age 12, something the pet food companies actually admit.

A dog raised on the food it's supposed to eat has the job of teeth cleaning performed while eating. A dog raised on commercial food has ZERO cleaning done by the same exercise.

How to tell

If your dog has foul breath "doggy Breath," this is because food sludge has constantly been stuck in the teeth and swollen red gums, plaque, tartar, gingivitis or periodontal disease is in progress!

If you are not cleaning your dogs teeth by another method, either by hand with a brush, spending good money on regular dentals at the veterinarians, or you're not doing anything, then the clock is ticking and your dog is already at a high risk of chronic food related disease that will in time spiral out of your control to inevitably end badly.

A diet of canned or dry food does to dog's teeth what happens to our teeth if we never brushed them, they go rotten. Dry and canned commercial dog food is simply candy for teeth without the brushing. What starts out as mild gingivitis and swollen red gums will in time if left, end up as periodontal disease. The result is bacterial and viral matter having a continuous uninterrupted flow via this entry point into the nearby root canal moving quickly around the body via the blood stream and spreading disease to the kidneys, liver, lungs, heart and even the nervous system.

Dr. Tom Lonsdale BVet Med, MRCVS states "Canned soft foods and grain-based kibbles do not clean teeth. In fact, food sludge sticks to teeth and feeds the bacteria in dental plaque. The result: inflamed gums, bad breath, circulating bacteria and bacterial poisons that affect the rest of the body..."

“Junk food is laden with colorants, preservatives, humectants and a raft of other strange chemical additives-none of which have any nutritive value and all toxic to varying degrees...”

Dogs born perfectly healthy are put on diets that you and I do not understand. As your dog gets older he will start to develop health problems which can be subtle like itching, hotspots, diarrhea, ear infections, lacking energy, foul breath, foul gas, allergies and other coat problems, that will ultimately grow into chronic problems of gum disease, immune system breakdown, organ failure and eventually cancer.

Think about the following for a second...

When was the last time you had a tooth ache, a mouth ulcer or a bad head ache/migraine? it wasn't fun was it?, out came the pain killers and the day was lost to pain, irritability, rising emotions and possibly emergency or at least eventual dentist or doctor visits, as something had to be done to take the pain away...

Now imagine your dog has the same problem. He's in pain and it's bad, his tooth is throbbing like a jack hammer, his mouth ulcer is excruciatingly painful and his head is about to explode the pain's so bad, heck can you even imagine this going on for a lifetime...

He can't speak, and he can't tell you of his nightmare, all he can do is grin and bear the agony and this can go on day after agonizing day, excruciating pain that goes unchecked, un cared for and allowed to become a greater nightmare down the road because the reasons for the problem happening in the first place have not been resolved, it's a vicious circle of abuse we

perform on our dogs unwittingly with dire consequences and all because of what your dog eats!

Dr. R. Geoffrey Broderick DVM

"Every time a pet trustingly eats another bowl of high sugar pet food, he is being brought that much closer to diabetes, hypoglycemia, overweight, nervousness, cataracts, allergy and death"

Just a small sample of the results of eating a grain based, highly processed, additive laden, year in, year out diet

- Arthritis. This condition is the result of a loss of collagen, the reinforcing material of the body. As your dog ages, he will lose the tough elastic properties of this vital fiber. Medical treatment of dogs with arthritis is a multi-million dollar business for the drug companies, when all it comes down to is feeding your dog the correct diet.
- Cancer. Were too familiar with the 'C' word, and it's no less tragic in dogs as it is in humans. Cancer is believed to be caused by an immune system that has been compromised in some way, and it generally reveals itself at an advanced age. And we've already established that the inevitable result of a commercial diet is, in fact, a compromised immune system. But in this case it doesn't take years to manifest. The changes in DNA resulting from an over-stressed immune system can begin earlier in life.

- **Kidney disease.** Chronic dehydration from dry foods contributes to kidney disease and chronic renal failure. Natural foods contain mostly water whilst on consumption of dry food not enough water is being taken in to compensate.
- **Dental disease.** As stated above and contrary to the myth put out by the commercial pet food companies, dry food is a disaster for teeth. The vast majority of pets eat dry food and the most common health problem is dental disease-surprise surprise!
- **Obesity.** The recommendations on the label are inflated to get you to feed more than is necessary to your dog or cat. High carbs, high calories contribute to 1 in 4 dogs being obese which in turn makes pets prone to arthritis, heart disease and diabetes.
- **Bloat.** Every year commercial junk food contributes to thousands of dogs dying an agonizing death from bloat, where the stomach fills with gas and twists.
- **Heart disease.** Taurine is a valuable amino acid and its deficiency can often cause fatal heart disease in cats and some dogs. Blindness is another symptom of taurine deficiency. With less animal proteins used and more reliance on carbohydrates new research suggests that some dog breeds are susceptible to the same condition.
- **Chronic Allergies.** Dogs that constantly scratch as if chasing a never ending itch and in some cases to the point of bleeding and causing bald patches. Extended paw licking, inflamed skin, dry cracked noses, inflamed red/dirty waxed up ears leading to infection, pimples, rashes,

lumps, dry brittle dull coat that's easily pulled out in clumps, jaundiced eye whites lacking sparkle, foul breath, foul gas and foul stools with or without diarrhea are all allergy related and all a direct result of consuming canned and kibble food. Anti histamines, cortisone injections, anti inflammatory drugs and secondary infection antibiotics are all expensive short term fixes that *never* solve the underlying cause when an effective diet change is all it takes to quickly solve these unrelenting worrying conditions for your dog.

2/ What regulations?-Who controls the quality of the final product.



I was shocked at what I found out about commercial pet food manufacturing practices and just how non-existent regulations are for producing the food that our dogs eat on a daily basis. We are totally unprotected and exposed to horrific practices that result in our dog's misery.

I'll let some of the experts in this area reveal just how bad it really is.

Leading dog-health author, Ann N. Martin stated that "The pet food industry, a billion-dollar, unregulated operation, feeds on the garbage that otherwise would wind up in landfills or be transformed into fertilizer.

Leading Health Author Eric Schlosser wrote that "The current FDA feed rules are primarily concerned with efficiency and utility, not public health. They allow cattle to be fed pigs, pigs to be fed cattle, cattle to be fed poultry, and poultry to be fed cattle. They allow dogs and cats to be fed dogs and cats".

In an article published in the spring of 1996 by Earth Island Journal by Dr Wendell O. Bellfield DVM stated "To prevent condemned meat from being rerouted and used for human consumption, government regulations require that meat is "denatured" before removal from the slaughterhouse and shipment to rendering facilities.

In my time as a veterinary meat inspector, we denatured with carbolic acid (a potentially corrosive disinfectant) and/or creosote (used for wood-preservation or as a disinfectant). Both substances are highly toxic. According to federal meat inspection regulations, fuel oil, kerosene, crude carbolic acid and citronella (an insect repellent made from lemon grass) all are approved denaturing materials.

Condemned livestock carcasses treated with these chemicals can become meat and bone meal for the pet food industry. Because rendering facilities are not government controlled, any animal carcasses can be rendered”.

The rendering process involves using large vats to grind and filter animal tissues prior to deep fat frying.

A two part article carried in the San Francisco Chronicle by Keith Woods was subsequently buried and much of its content watered down, Earth Island Journal-Fall 1990 edition picked up the full story stating “Rendering is the process of cooking raw animal material to remove the moisture and fat. The rendering plant works like a giant kitchen. The cooker, or "chef", blends the raw product in order to maintain a certain ratio between the carcasses of pets, livestock, poultry waste and supermarket rejects.

Once the mass is cut into small pieces, it is transported to another auger for fine shredding. It is then cooked at 280 degrees for one hour. The continuous batch cooking process goes on non-stop, 24 hours a day, seven days a week as meat is melted away from bones in the hot 'soup'. During this cooking process, the 'soup' produces a fat of yellow grease or tallow that rises to the top and is skimmed off. The cooked meat and bone are sent to a hammer mill press, which squeezes out the remaining moisture and pulverizes the product into a gritty

powder. Shaker screens sift out excess hair and large bone chips. Once the batch is finished, all that is left is yellow grease, meat and bone meal”.

The article went on to state “Thousands of dead dogs and cats; heads and hooves from cattle, sheep, pigs and horses; whole skunks; rats and raccoons -- all waiting to be processed. In the 90 degree heat, the piles of dead animals seem to have a life of their own as millions of maggots swarm over the carcasses.

Two bandanna-masked men begin operating Bobcat mini-dozers, loading the "raw" into a ten-foot deep stainless steel pit. They are undocumented workers from Mexico doing a dirty job. A giant auger-grinder at the bottom of the pit begins to turn. Popping bones and squeezing flesh are sounds from a nightmare you will never forget.

Even plastic winds up going into the pit. Unsold supermarket meats, chicken and fish arrive in Styrofoam trays and shrink wrap. No one has time for the tedious chore of unwrapping thousands of rejected meat packs. More plastic is added to the pits with the arrival of cattle ID tags, plastic insecticide patches and the green plastic bags containing pets from veterinarians”.

Prior to World War 2, most slaughterhouses were all inclusive; livestock was slaughtered and processed into fresh meat in one location; including rendering. After the war the meat industry became more specialized. The slaughterhouses concentrated only on slaughtering and dressing the carcasses and the rendering plants took care of slaughter waste as a separate specialty - and no longer within the jurisdiction of government meat inspectors.

Rendering companies are entities unto their own and service many slaughterhouses, plus process any other animal waste that can be rendered.

Recent figures state that the US meat industry produces over 30 billion pounds of by-products per year in 286 plants nationwide.

The public relations watchdog newsletter PR Watch states, renderers "are thankful that most people remain blissfully unaware of their existence".

At one such rendering plant Valley Proteins, the general manager, Neil Gagnon said that 150 million pounds of rotting flesh are fed into the plants grinders and cookers each year to produce 80 million pounds of the plants three products; meat and bone meal, tallow and yellow grease. Most goes into chicken feed, the rest into dry pet food. Valley Proteins sells inedible animal parts and rendered material to Alpo, Heinz and Ralston Purina among other pet food makers.

One of the largest rendering facilities owned by Colgate Palmolive owns Hills Science Diet Pet Food.

3/ What's cooking-what exactly is your dog eating?



Next time you feed your dog, please take a long hard look/smell/taste at just what you're dishing up to your loved companion, think seriously for a moment about just what that processed kibble or canned mush contains!

What I find most disturbing is that millions of tons of waste grains, spoiled supermarket food, rejected diseased feedlot animals, road kill, dead zoo animals, spent frying oil and kitchen grease from fast food chains, pulp waste from sugar beet refineries, feathers and floor sweepings from chicken factories, even euthanized pets from shelters and veterinarian hospitals are sent to what is known as rendering plants to be recycled back into pet foods.

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That's it! That's all that finds its way into your dog's daily meal in the form of kibble or canned food. It's not like the TV ads, No juicy cuts, tender choices, made with fresh meat, healthy vitality, 100% complete, great taste, health and vitality, trusted by vets, low in fat etc etc ad infinitum, that's all just hogwash gift wrapped in feel good TV sweet talk to sell you what is in fact putrid waste stabilized with heavy synthetic chemicals long enough to get into your dog's body where it begins untold damage one day at a time until *half* our dogs die from cancer at *half* their potential age.

In the veterinary text book, Euthanasia of the Companion Animal (1988), in the chapter headed, Animal Disposal: Fact and Fiction by David Cook, *Cook states that* "millions of America's deceased pets are being cooked and processed into pet food, most pet owners don't realize this fact. Does this raise

questions of ethics that should be answered by the veterinary profession and the pet food industry?" Cook goes on to say, "Consider the introduction of dogs and cats into the human food chain by way of livestock food made from rendered by-products.

What happens to all those toxic products that we use so liberally on our pets?"

Leading dog-health author, Ann N. Martin stated that "The hidden ingredients in a can of commercial pet food may include road kill and the rendered remains of cats and dogs. "Animal protein" in commercial pet foods can include diseased meat, road kill, and contaminated material from slaughterhouses, fecal matter, rendered cats and dogs and poultry feathers".

Renowned Author Howard F Lyman stated that "The city of Los Angeles alone, for example, sends some two hundred tons of euthanized cats and dogs to a rendering plant every month".

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Dr. Henry Pasternak DVM "This can include zoo animals, road kill, and 4-D (dead, diseased, disabled, dying) livestock. Most shockingly this also can include dogs and cats".

As Eileen Layne of the CVMA told the Chronicle "When you read pet food labels, and it says "meat and bone meal", that's what it is: cooked and converted animals, including some dogs and cats".

Former AAFCO President, Herschel Pendell, who when asked if euthanized pets were in pet food replied "If the ingredients list meat or bone meal, you don't know if it is cattle or sheep or horse... or Fluffy".

4/ Added to the mix-the huge number and quantity of drugs necessary to keep pet food from spoiling and trick pets into consuming junk food.



Pet food contains some of the highest levels of toxicity you can imagine. Chemical preservatives are needed in quantity to preserve the high fat content and stop it from going rancid. Artificial dyes and coloring agents are added to appeal to the owner. Appetite stimulants such as salt, sugar, glucose, sucrose, fructose, phosphoric acid are added which further compound the problem and impact massively on your pet's liver with deadly effect.

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Chemists working at the pet food giants research laboratories, conduct experiments to create synthetic 'palatability enhancers' which are nothing more than a con trick to fool cats and dogs into believing that the artificial food they are eating is tasty! This is the only way to turn this rotten foul waste into your pet's dinner.

There are just too many artificial chemicals in pet food and the already rancid spent carcinogenic cooking oil used to fry the food complicates the picture even further. There are simply NO regulations for conducting tests for toxins in pet food and NO testing is done for drug residues in pet food.

Dr Wendell O. Bellfield DVM stated in Food not Fit for a Pet "Some of these dead pets -- those euthanized by veterinarians -- already contain pentobarbital before treatment with the denaturing process. According to University of

Minnesota researchers, the sodium pentobarbital used to euthanize pets "survives rendering without undergoing degradation.

Fat stabilizers are introduced into the finished rendered product to prevent rancidity. Common chemical stabilizers include BHA* (butylated hydroxyanisole) and BHT* (butylated hydroxytoluene) -- both known to cause liver and kidney dysfunction -- and ethoxyquin, a suspected carcinogen [Manufactured by Monsanto]. Many semi-moist dog foods contain propylene glycol -- first cousin to the anti-freeze agent, ethylene glycol that destroys red-blood cells”.

Keith Woods states in his article *The Dark Side of Recycling* “The dead animals (the "raw") are accompanied by a whole menu of unwanted ingredients. Pesticides enter the rendering process via poisoned livestock, fish oil laced with bootleg DDT and other organo-phosphates that have accumulated in the bodies of West Coast mackerel and tuna.

Because animals are frequently shoved into the pit with flea collars still attached, organo-phosphate-containing insecticides get into the mix as well. The insecticide Dursban arrives in the form of cattle insecticide patches. Pharmaceuticals leak from antibiotics in livestock and euthanasia drugs given to pets are also included. Heavy metals accumulate from a variety of sources -- pet ID tags, surgical pins and needles”.

Dr. John Heinerman states "These are terrible foods and the fact that they contain chemical preservatives (to keep the high fat content from going rancid) and artificial coloring agents and dyes (for eye appeal of pet owners), not to mention appetite stimulants (salt, sugar, glucose, sucrose, fructose, phosphoric acid) only makes their impact upon the average animal liver that much more deadly".

Leading dog-health author, Ann N. Martin states in her book *Food Pets Die From* “The chemicals [sodium pentobarbital] used to euthanize zoo animals, dogs and cats can survive the cooking process, which means these chemicals end up in pet food, and ultimately, in your pet. In short, that means the poisons designed to kill pets are the same ones being fed to them”.

In *Healing Pets with Nature's Miracle Cures* by Henry Pasternak DVM CVA A, he states “Although you won't see it on the label, since it is often added at the rendering plant and not by the manufacturer, ethoxyquin (EQ)* is used to preserve most dry pet food. First used as a rubber stabilizer, EQ is the most powerful of all preservatives and may be the most toxic. Originally, it was permitted in livestock food. So since pet food is considered animal feed, the use of EQ is also permitted in pet food. The fish industry uses high levels of EQ; factory workers exposed to it exhibited side effects similar to those of Agent Orange: a dramatic rise in liver or kidney damage, cancerous skin lesions, hair loss, blindness, leukemia, fetal abnormalities, and chronic diarrhea. In animals, EQ has been linked to immune deficiency syndrome; spleen, stomach, and liver cancers; and a host of allergies”.

*Ethoxyquin (EQ) is manufactured by Monsanto, the makers of such delights as Agent Orange, Roundup (herbicide), Nutrasweet (artificial sweetener linked to health disorders), Prosilac (bovine growth hormone) and one of the biggest GMO producers in the world. Ignoring calls for the banning of EQ, Monsanto used its power to have this toxic rubber preserver and stabilizer approved for use in pet food. Ethoxyquin has been implicated in birth defects, stillborn puppies, liver failure and cancer. It does not have to be stated on the label. Just one more hidden way in which your dog is made sick and its life cut short.

*Butylated Hydroxanisole (BHA) and *Butylated Hydroxytoluene (BHT) Introduced back in 1947 these chemicals have shown through research to affect the nervous system and neurological development in the young particularly with respect to sleep and aggression. One can only guess at the amount of dogs euthanized due to aggression that was a result of these additives badly affecting their behavior.

The chemicals used in commercial pet food

- Anticaking agents
- Antigelling agents
- Antimicrobial agents
- Antioxidants
- Color additives
- Condiments
- Curing agents
- Drying agents
- Emulsifiers
- Essential oils
- Flavor enhancers
- Flavoring agents
- Grinding agents
- Humectants
- Leavening agents
- Lubricants
- Palatants
- Pelleting agents and binders
- Petroleum derivatives
- PH control agents
- Preservatives
- Seasonings
- Spices
- Stabilizers
- Sweeteners
- Texturizers
- Thickeners

5/ Reading the label-the truth behind the pet food ingredients list.



The bottom line for all commercial dog food producers is profit. They want you to buy their product and be happy to see your dog consuming their product. What you don't know is that this product has been sourced from such cheap waste materials and has been so heavily manipulated by chemicals it's almost toxic beyond measure, and as Dr. T.J. Dunn, DVM of The Pet Center notes the exceptional amount of additives in commercial dog foods "simply reveals the trickery needed to coax dogs and cats into consuming such material."

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The preposterous claim that commercial junk food is "balanced and complete" is nothing more than commercial misuse of information to get you to think their labeling is good.

Dr. Elizabeth Hodgkins DVM, Esq. stated in her article **Safe Pet Foods and Truthful Labels: Are They Possible?**

Commercial Pet Foods Are More Unsafe Than You Think!

"The recent recall of millions of cans and bags of commercial pet food after contaminants were found in these products has caused pet owners all over the world to wonder just how safe commercially-produced products are.

....legislative loopholes that have existed for decades in the United States, and which have allowed unsafe, even toxic foods to be freely marketed to pet owners all over the world.

...all the more shocking is the fact that every bag and can of recalled product in the recent and more distant recalls contained label guarantees that told the consumer that they are tested safe to feed for the lifetime of the pet! Clearly, those label guarantees were false and misleading.

...commercial pet foods have repeatedly shown themselves to be subject to serious contamination and catastrophic imbalances of various nutrients...

How Is It Possible For Pet Foods to Carry Unjustified Label Claims?

...pet owners find it hard to understand how this state of misleading, even fraudulent claims on pet foods can exist. Unfortunately, this leaves the pet owner, and the veterinarian, in the dark. This also leaves the pet at great risk of poor nutrition, and even intoxication or death when this unregulated industry makes a mistake.

AAFCO feeding trials require only 10 weeks to 6 months of feeding of a “representative” food to 6 animals. This is the same kind of trial...

...with the result that thousands were sickened and most of these [pets] died...

...the vast majority of the cans and bags of food you see in the store have never been tested for anything, despite the label language!”

Co-Packing-Sticking someone else's label on your food!

The 2007 Menu Foods recall shed light on some of the commercial junk pet food industry's dirtiest secrets.

Iams/Eukanuba canned foods are not even made by the Iams company at all! They are in fact under contract to menu foods for 10 years for the production of 100% of its canned foods.

This is what they term "co-packing." One company makes the food and puts another company's label on it. This is a common arrangement as illustrated by the Doane's and Diamond recalls, when dozens of private labels were involved.

This brings into question and exposes the sham that so called "premium" brands are using anything other than the cheapest ingredients they can get away with. The big so called reputable names Iams, Eukanuba, Hill's, Purina and Nutro were involved in the largest recall in history, caught out using cheap contaminated wheat gluten. How likely is it that what gets put into a cheap pet food product is little different from the premium brands. Are one company's products, made in the same plant on the same equipment with ingredients called the same name really better than another's? The makers of expensive brands want you to think so.

As stated by leading health author Ann M. Martin "Behind innocent-sounding words like "meat byproducts" and "meat meal" are horrific manufacturing practices that would turn your stomach".

Meat by-products / Meat and animal derivatives

This is the primary protein source and primary ingredient in pet food. Meat byproducts/derivatives or meat meal is the parts of the animal unsuitable for humans and in reality contains little if any actual meat. They are the parts of the animal left over after the meat has been stripped away from the bone.

50% of every food animal does not get used in human foods. Whatever remains of the carcass — heads, feet, bones, blood, intestines, lungs, spleens, livers, ligaments, fat trimmings, unborn babies, and other parts not generally consumed by humans — is used in pet food, animal feed, fertilizer, industrial lubricants, soap, rubber, and other products. By-products are used in feed for poultry and livestock as well as in pet food.

As an example, chicken by products include head, feet, entrails, lungs, spleen, kidneys, brain, liver, stomach, bones, blood, intestines, and any other part of the carcass not fit for human consumption.

Poultry feathers are considered protein; they are not digestible protein but protein none the less.

Other sources of protein can include hair, blood, poultry waste (inclusive of up to 40% crude fiber from straw, wood shavings etc) and dried swine waste, again including a percentage of straw and wood shavings. Undried processed animal waste product, that can include litter from any animal or poultry except humans and again can include up to 30% combined wood shavings, litter, dirt, straw, sand and rocks etc.

As Ann M. Martin further states “If a pet food lists "meat by-products" on the label, remember that this is the material that usually comes from the slaughterhouse industry or dead stock removal operations, classified as condemned or contaminated, unfit for human consumption. Meat meal, meat and bone meal, digests, and tankage (specifically animal tissue including bones and exclusive of hair, hoofs, horns, and contents of digestive tract) are composed of rendered material. The label need not state what the composition of this material is, as each batch rendered would consist of a different material. These are the sources of protein that we are feeding our companion animals”.

Vegetable protein / Derivatives of vegetable origin

“The amount of grain and vegetable products used in pet food has risen substantially in recent years. Plant products now replace a large proportion of the meat in commercial pet food.

Dry foods contain large amounts of starchy vegetables or cereal grain for texture. This energy source is cheap and calorie laden. Gluten meals are used as a high protein extract from the carbohydrates and used as a replacement to boost protein levels therefore cutting back on more expensive animal protein sources. Corn gluten meal is the most common source used. Wheat gluten is also used for creating shapes like bites, cuts, flakes, slices chunks etc. Vegetable proteins are inferior quality foods and used mostly in the cheaper pet food varieties.

The so called “low-carb” diet pet foods are generally starchy vegetable based and often contain high fat content resulting in your pet gaining weight”.

Cereals

“The main ingredient in dry food for dogs and cats is corn. However, on further investigation, I found that according to the AAFCO, the list is lengthy as to the corn products that can be used in pet food. These include, but are not limited to the following ingredients.

Corn four is the fine-size hard flinty portions of ground corn containing little or none of the bran or germ.

Corn bran is the outer coating of the corn kernel, with little or none of the starchy part of the germ.

Corn gluten meal is the dried residue from corn after the removal of the larger part of the starch and germ, and the separation of the bran by the process employed in the wet milling manufacture of corn starch or syrup, or by enzymatic treatment of the endosperm”.

Wheat

“Wheat is a constituent found in many pet foods. Again the AAFCO gives descriptive terms for wheat products.

Wheat flour consists principally of wheat flour together with fine particles of wheat bran, wheat germ, and the offal from the "tail of the mill." Tail of the mill is nothing more than the sweepings of leftovers after everything has been processed from the week.

Wheat germ meal consists chiefly of wheat germ together with some bran and middlings or shorts.

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Wheat middlings and shorts are also categorized as the fine particles of wheat germ, bran, flour and offal from the "tail of the mill".

Both corn and wheat are usually the first ingredients listed on both dry dog and cat food labels. If they are not the first ingredients, they are the second and third that together make up most of the sources of protein in that particular product. Perhaps the pet food industry is not aware that cats are carnivores and therefore should derive their protein from meat, not grains?”

Oils and Fats

“Fat is usually the second ingredient listed on the pet food labels. Fats can be sprayed directly on the food or mixed with the other ingredients. Fats give off a

pungent odor that entices your pet to eat the garbage that without this fat coating would be unpalatable. The fat also acts as a binding agent for synthetic flavor enhancers. Fats are partly sourced from used restaurant grease. This oil is rancid and unfit for human consumption. One of the main sources of fat comes from the rendering plant. This is obtained from the tissues of mammals and/or poultry in the commercial process of rendering or extracting. Commercial pet food producers are masters at deception, able to get a dog or cat to eat something she would normally turn up her nose at”.

Soybean Meal

“Soybean meal is the product obtained by grinding the flakes that remain after the removal of most of the oil from soybeans by a solvent extraction process”.

Fiber

“Ground almond and peanut shells are used as another source of fiber”.

“Beet pulp is the dried residue from sugar beet, added for fiber, but primarily sugar”.

Sugars

“Sugar foods by-products result from the grinding and mixing of inedible portions derived from the preparation and packaging of sugar-based food products such as candy, dry packaged drinks, dried gelatin mixes, and similar food products that are largely composed of sugar”.

Fish / Fish derivatives

“Fish is a source of protein. If you own a cat, just open a can of food that contains fish and watch kitty come running. The parts used are fish heads, tails, fins, bones,

and viscera. R.L. Wyson, DVM, states that because the entire fish is not used it does not contain many of the fat soluble vitamins, minerals, and omega-3 fatty acids. If, however, the entire fish is used for pet food, oftentimes it is because the fish contains a high level of mercury or other toxin making it unfit for human consumption. Even fish that was canned for human consumption and that has sat on the shelf past the expiration date will be included. Tuna is used in many cat foods because of its strong odor, which cats find irresistible”.

Vitamins and Minerals

Because the final product is so diminished in nutritional value it has to be “fortified” with vitamins and minerals. The ingredients are not “wholesome”, as harsh manufacturing processes have destroyed most of the nutrients. The proteins have been irreparably damaged or “denatured” having been cooked twice at high temperatures, first during rendering and then again in the extruder. Denaturing is just that, changing the nature of the food to something man made a Frankenstein experiment that alters the cell structure of proteins and in turn causes food intolerances, allergies and inflammatory bowel disease. To complicate the matter further, if the minerals and vitamins added are not specially chelated to be absorbed by the body they will simply pass through the body unused and wasted.

Semi-moist foods

Ann M. Martin goes on to state, “One commercial food that most cats and dogs seem to love are the semi-moist foods. These kibble and burger-shaped concoctions are made to resemble real hamburger. However, according to Wendell O. Belfield and Martin Zucker in their book, How to Have a Healthier Dog, these are one of the most dangerous of all commercial pet foods. They are high in sugar, laced with dyes, additives, and preservatives, and have a shelf life that spans

eternity. One pet owner wrote to me explaining that she had fed her cat some of these semi-moist tidbits. The cat became ill shortly after eating them, and even professional carpet cleaners could not remove the red dye from the carpet where her cat had been ill. In his book, *Pet Allergies: Remedies for an Epidemic*, Alfred Plechner DVM. writes, "In my opinion, semi-moist foods should be placed in a time capsule to serve as a record of modern technology gone mad".

The pet food industry corrals this material, then mixes, cooks, dries and extrudes the stuff. (Extruding simply means it is pushed through a mold to form the different shapes and to make us think that these so called "chunks" are actually pieces of meat.) Dyes, additives, preservatives are routinely added and they can accumulate in the pet's body. According to the Animal Protection Institute of America newsletter, "Investigative Report on Pet Food, Ethoxyquin (an antioxidant preservative), was found in dogs' livers and tissue months after it had been removed from their diet".

After processing, the food is practically devoid of any nutritional value. To make up for what is lacking, vitamins, minerals, amino acids, and supplements are dumped into the mix. If the minerals added are unchelated (chelated means minerals will more readily combine with proteins for better absorption), they will pass through the body virtually unused. Most are added as a premix, and if there is a mistake made in the premix, it can throw off the entire balance. Veterinarians Marty Goldstein and Robert Goldstein have stated that the wrong calcium/magnesium ratio can cause neuromuscular problems. As an example, when I had the commercial pet food tested by Mann Laboratories for my court case, most of the minerals showed excess levels".

Potential Contamination from toxins you won't read on the label

Bacteria

While the cooking process may kill bacteria, it does not eliminate the endotoxins some bacteria produce during their growth. These toxins can survive processing, and can cause sickness and disease. Pet food manufacturers do not test their products for bacterial endotoxins.

Sick and dead animals used as pet food can contain Penicillin, Pentobarbital and Antibiotics that go through the process unchanged ending up in pet food and ultimately your cat or dog.

Mycotoxins

These are toxins from mould or fungi. Modern farming practices, damp weather conditions and unsuitable storage conditions of crops contribute to mould growth. Wheat, corn and fish meal are affected. One such Mycotoxin is Vomatoxin produced by the Fusarium mold. Standard practice in the pet food industry is the blending and dilution of contaminated grain products. By blending a higher ppm vomatoxin wheat with a lower ppm vomatoxin wheat, a more acceptable level of 1.0 ppm vomatoxin can be reached. Nature's Recipe made a fatal mistake in 1996 when 16,000 tons of product had to be recalled because of vomatoxin contamination. Levels as high as 23 ppm, resulted in over 11,000 phone calls from distressed pet owners, many whose pets had died in miserable circumstances as a result of consuming this product. The recall and replacement of dog food cost Nature's Recipe up to \$20 million!

Chemical residue

Pesticides and fertilizers leave residue on plants. Condemned Grains unfit for human consumption by the USDA for high residue content may legally be used in pet food.

GMO's

Genetically modified organisms. By 2006, 89% of soybeans, 83% of cotton, and 61% of maize in the U.S. were genetically modified. Cottonseed meal is used to feed cattle and soy, corn is used directly in pet foods.

Marketing Manipulation - How they fool you!

Walking down the pet food aisle is a mind boggling experience with row upon row of products labeled with often outrageous claims and deceitful lies hidden behind half truths and manipulated wording just a shade inside the touchline of already flimsy laws.

Many niche products have arrived on the shelves catering to particular ailments and needs, but in reality there are only two types of food, one for growth and one for adult, all else is hype.

Products labeled as "natural" are defined through very broad terms adopted by AAFCO. This allows for the use of artificially processed ingredients. Even the use of the word "organic" normally defined under strict terms by the USDA/FSA has been manipulated. For example the name of the product or company can contain the word to intentionally mislead you. Some companies use terms like Nature or Natural or even Organic in the brand name, whether or not their product fits the definition.

If you see the claim “human grade” ingredients, again you are being misled by a completely meaningless term. The same applies to “USDA inspected” or similar phrases. It’s implied that the food is made using ingredients passed by the USDA for human consumption. The USDA could have inspected a facility during the day and the food made at night when the inspector has gone home, that’s how devious they will be for profit. Just another angle on manipulation and your pet ultimately put at harm.

The “special ingredient claims” of many premium or specialist pet foods again rely on marketing manipulation. Ingredients such as fruits, herbs and vegetables are added in tiny amounts and come from spoiled scraps and rejected processed origins, not the whole fresh ingredients they want you to believe and picture from the soft heartfelt puppy dog ads on the TV. No benefits whatsoever, just marketing manipulation tricks and gimmicks that cost your pets their lives.

Dr. William Pollack DVM States “Eating supermarket pet foods is like eating cardboard. Our pets just get by on them and the foods lack any real vitality for the flourishing of health. Life is designed to be lived in vitality; surviving is living a slow death even before departure from the body”.

6/ Reality check-the veterinarian costs.



Owning a dog can get financially out of hand to the point that you have to make a decision to stop treatment for your seriously ill dog and let the vet put your best friend to sleep for the last time. It's painful, demoralizing and financially crushing for some especially when there is a way, as has been proven to prevent 85% of this expenditure and actually enjoy dog ownership from a health and cost perspective.

DR. Janet Grace DVM had this to say, “If you don't have the money right now, you lose the pet. That's what we're trying to prevent,” said Grace, whose veterinary practice is at Valu Vet in Inglewood. “One day I put 13 animals to sleep that could have been fixed if the owners could have afforded it. A lot of people assume when they get a pet, they're going to be healthy. Pets are a luxury”.

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Estimated 2008 sales within the U.S. Market

The total U.S. pet industry Expenditure for 2008 is estimated to be \$43.4 billion.

\$16.9 billion spent on food

\$10.9 billion spent on vet care

\$10.3 billion spent on medicine for the pets, while only...

\$5.3 billion will be spent on purchasing, pet services, grooming and boarding.

An incredible \$43.4 billion will be spent on our pets in the US in 2008 as estimated by Business Week. Even more telling is that while we spend \$5.3 billion on buying, grooming and boarding, a jaw dropping \$41.1 billion is spent on food, medicine and vet care.

Dog owners spent an average of \$785 on vet bills last year (2007), according to the American Pet Products Manufacturers Association. (By contrast, on toys and treats, dog owners spent \$115).

These are the most accurate figures to be produced in the U.S. and an excellent reflection of consumer spending on pets.

In the UK dog owners spent on average £750 per year according to the UK insurance-index and this figure can rise to £1,350 according to pet insure.

90% of all disease in dogs is linked to poor nutrition.

Just how good can a commercial food product be if you have to spend an average of \$785/£750 per year on veterinarian fees and drugs?

Having researched the spending trend by consumers on their pets over the last ten years, the costs of food, vet care and drugs have been rising disproportionately higher over other costs.

Rachel Stevens, a day care assistant from Denver, spent \$1400 for two grueling regimens of chemotherapy after her Labrador retriever; Bessy was diagnosed with cancer in 2004. Bessy died, five months later, in her arms.

Dr. Wendell O. Belfield, DVM states: “The most frequently asked question in my practice is, "Which commercial pet food do you recommend?" My standard answer is "None."

Their pets may have diarrhea, increased flatulence, a dull hair coat, intermittent vomiting or prolonged scratching. These are common symptoms associated with commercial pet foods.

I have been practicing small-animal medicine for more than 25 years. Every day I see the casualties of pet industry propaganda”.

“We have truly had the wool pulled over our eyes for so long that we now accept the pet food marketing machine's message of encouragement to buy "furry friends", junk pet food and vet services, as an endless packaged loop of half baked nonsense and misery foisted upon us unknowing citizens and our innocent companions”.

Dr. Tom Lonsdale BVet Med, MRCVS states “Stop feeding junk pet food is the first and best bit of advice I can give you-for the benefit of your pet(s)...

The procession of sick and bedraggled dogs and cats visiting my veterinary practice all had one thing in common- they were fed on the commercial canned and dried foods”.

A case in point - veterinarians

Your vet whilst ensconced at university took part in nutrition classes for precisely one afternoon, that class was elective (he or she didn't have to attend) and the class was most likely taken by a commercial pet food company representative. A sales rep. led the class which amounted to

extolling the virtues of his companies offering and how great the student's commission would be once in practice with their said offering. So no, your vet does not know about real dog FOOD, and the incredible nutritional and medicinal effects a naturally appropriate food source has for your dog. They are in practice to mop up problems not prevent them.

Veterinarians are fantastic in an emergency situation to treat and repair a broken leg or deep cuts from an accident and to diagnose and prescribe drugs for the disease your dog is suffering from, usually as a result of a poor diet. But animal nutritionists they are not, just sales reps. for the dog food companies.

7/ The unreported cost of losing a member of your family



Pet-food death toll tip of the iceberg

In March 2007, the most lethal pet food in history was unleashed on an unsuspecting public causing massive tragedy and led to the largest recall ever.

By Julie Schmit and Elizabeth Weise, USA TODAY

The FDA received a record 18,000 consumer calls after the largest pet-food recall ever started in mid-March. Officials said in May about half alleged a pet death.

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USA TODAY Report: 39,000 cats and dogs may have been sickened by pet food, according to an analysis of data collected by one of the USA's largest chains of veterinary hospitals.

Pet-food ingredients were contaminated by melamine, a chemical when combined with urea and formaldehyde produces a resin used to make counter tops, tiles, kitchen ware and fire retardant fabrics. Added by Chinese manufacturers to make the ingredients seem more protein-rich, this compound was linked to producing ammonia which caused massive renal failure and the death of 9000 pets and possibly many thousands more. Most of the more than 100 types of recalled foods were made by Menu Foods.

(Post / Andrew Lucas) “When my beloved cocker spaniel was diagnosed with inoperable cancer in April, I did what any grieving pet owner would do: I went out and bought poison dog food to help make his medicine go down a little easier.

Of course, I didn't know then that the celebrity-endorsed venison and brown rice canned food was laced with melamine, a compound that is typically mixed with formaldehyde to make things like countertops and the flame-resistant clothes that fire-fighters wear.

And how would I know? Melamine didn't appear in the ingredient list”.

Laura Iskowitz of Monroe Township NJ lost her 3-year old dog Angel, a Labrador retriever mix.

“She truly was my best friend. And because of this food I don't have her anymore” Iskowitz, who has lived alone since Angel was euthanized on Jan 30, told CBS News.

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Pet food recalls have been with us often under the radar, for years. There have been 11 recalls in the last 12 years, clearly demonstrating the lack of integrity, lack of control and outright greed, manipulation and lies foisted upon an unknowing public.

There were 2 recalls in 2007, 3 in 2006, 2 in 2005, 2 in 2004 the list goes on... This is terrifying!

Since the largest and most devastating recall in 2007 little has changed and once again wrong conclusions were drawn by looking to address the symptoms and not deal with the underlying causes behind this scandal.

If you think the international food conglomerates that own the big pet food manufacturers are honest suppliers of quality wholesome pet food for your dog then think again.

Yes mistakes happen but with no redress, no apologies and no desire to change, its business as usual at the dog food plant.

In this latest scandal, a cheap protein enhancer known as melamine was used by a Chinese supplier to bulk up the protein content in the order by the US pet food manufacturer. The substance in question was toxic, indigestible and nutritionally valueless.

Nutritionally useless and unhealthy waste products that are not even food! are used as part of an industrial manufacturing process in the U.S. providing such items as poultry feathers, hair, horns, beaks, antlers, leather and other organic products as "raw protein" for use in premium pet food.

The sad truth is that we are not safe from the effects of commercial pet food. They will buy at the lowest price possible and from where ever the best deal can be sourced. Its business as usual with the same suppliers of the tainted ingredients that destroyed so many lives in the first place. Your dog is still slowly but surely heading for disaster because the price is right. The entire business process is solely driven by profit; your dog's health does not even come into the equation.

8/ The final tragedy-your dog sick and dying before it's time and you're causing it!



Dogs have been scientifically proven to have the genetic potential to live well into their 20's, so the national average of 10 to 13 years is indefensible and just plain wrong!

Your dog's current diet will simply doom him to certain premature ageing followed by expensive veterinarian procedures. Ultimately this will lead to your dog being put to sleep at an age when he should be in the prime of his life with many healthy productive years to come.

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The truth is that feeding a dog natural food, the kind of food that a dog has evolved to eat over 15 million years, will be healthy for the dog. His behavior, his vitality, his love of life is undimmed; he is living true to his nature.

When artificial chemicals are combined with unnatural foods a dog no longer has any protection from toxic invasion of the body. The immune system is put into overdrive failing miserably to defend the body from an invader it has no ability to defend against.

Just writing that last sentence troubled me, knowing that millions of dogs are silently fighting a losing battle with artificial diets every day and will end their lives miserably, probably with cancer and at nearly half their true potential age. Heartbreaking!

If you only realized that unknowing or even knowing but being slave to convenience is a soulless exercise in harming a valued member of your family. Your dog may appear happy and well but she won't reach her potential age, she won't be healthy to the end and she won't ever be able to sit you down and have a meaningful talk about what she'd really like to eat given the choice.

The pet food manufacturers won't help you; they're NOT interested in the health of your dog. You think that Purina, Alpo, Hills, Iams or Mars give a dam. They are commercial giants owned by even greater multinational conglomerates with the sole aim of enriching themselves and their shareholders. They know your dog gets sick on their junk, so what!-get another one.

Those creamy smooth heart-warming pet food ads on the TV are saturated with mental triggers that pull you in on an unconscious level and hold you there in a state of unawareness, appealing to your sense of fair play, your modern convenience lifestyle, your emotions, love of animals and more.

These ads were conceived and executed by very clever highly paid executives to fool you into their 'fixed' game. No they don't tell lies but they tell you only the parts of the truth that are convenient and support sales and not a drop more. You are led by the nose into believing something that is not true, all indirectly and all by very subtle psychological propaganda.

When and only when you take responsibility for your dog's health and feed a natural diet will you be free to choose your dog's outcome, it's incredibly empowering and will make all the difference in the world.

Take the test now!

Answer the following questions to get an understanding of how, what your dog is currently eating is affecting him or her.

- Does your dog have yellow/tartar build up on his or her teeth please go have a look. If they are less than clean white with salmon pink gums, then you are at a high risk of chronic disease with increasingly fatal consequences particularly in the senior dog.
- Does your dog have persistent allergy problems?
- Is there a "doggy smell" to your dog's coat (greasy smell) rub coat through with fingers?
- Are your dog's ears completely clean all the way down inside, no wax, no red eczema like areas in there at all, just clean?
- When your dog has gas, is it often and does it smell strong?
- Does your dog excrete often soft or runny stools and is the smell strong?
- Is your dog's breath sweet or is it foul "doggy breath"?
- Does your dog have skin problems, itchiness (constant scratching) dry patches or excess shedding?

- Is your senior dog walking with a spring in his step or is arthritis setting in?
- Does your dog suffer from hip dysplasia?
- Are you using or have used insecticide, medicated shampoo, corticosteroids or flea collars?
- Have you ever had any problems with your dog's anal glands?
- Has your dog suffered from any liver, kidney, colon or pancreas dysfunction, or diabetes?
- Does your dog, have or has suffered from bladder stones, intestinal problems, urinary infections, bloat or diarrhea?
- Have you had a skin condition treated only to find that it returns after the treatment period?
- Is your dog overweight or even obese?
- Have you had to resort to steroid injections, cortisone injections or antibiotics at the veterinarian?
- Do you have escalating vet bills?
- Does your dog lack energy?
- Does your dog have cancer?

If you answered yes to even one of the questions, then you're already at a high risk right now from chronic food related disease. From here it gets worse; the changes as they come will be more noticeable. No amount of expensive veterinary procedures, drugs or specialist commercial junk dog food choices will take away the underlying problems of continuing to feed your dog food its body simply can't deal with.

Diabetes, Irritable bowel syndrome and obesity are just three of the more modern day diseases that are sweeping the globe. Ever increasing sugar intake, fat intake, refined carbohydrates intake, wildly creative concoctions of artificial additives used to prolong shelf life, kill bacteria, fool your dog's taste buds, create pleasing colors, imitate natural colors and tastes are added the mix.

You would be right for thinking that these are human diseases but increasingly our pets are falling prey to the same maladies. Your dog's internal biological system is 15 million years in the making, it simply cannot cope with 60 year old modern day fast food created on a production line and stuffed with artificial additives.

Westie or wolf, tabby cat or tiger it doesn't matter, they are all the same on the inside with the same needs. Nothing has changed over the last 15 million years in evolutionary biology for the canine, except of course just the last 60 years we've been misled into thinking dogs can eat something highly processed off the end of an industrial conveyor belt and be healthy!

Deviate from what's right for your dog and problems begin to surface which in time will kill your dog too soon too painfully and all for what... painful memories?, to repeat the exercise? It seems to me that these animals that provide us with countless hours of pleasure and memories that will last forever, deserve at the very least, a healthy chemical free diet.

Dr. Elizabeth Hodgkins DVM, Esq. puts it concisely "...commercial pet foods have repeatedly shown themselves to be subject to serious contamination and catastrophic imbalances of various nutrients...

...pet owners find it hard to understand how this state of misleading, even fraudulent claims on pet foods can exist. Unfortunately, this leaves the pet owner, and the veterinarian, in the dark. This also leaves the pet at great risk of poor nutrition, and even intoxication or death when this unregulated industry makes a mistake”.

Dr. Tom Lonsdale BVet Med, MRCVS further demonstrates this fact “So bad are those foods that many pets suffer chronic ill-health often leading to an early death. (And I also woke up to the nonsensical vet school teachings -much of it inspired by the pet food manufacturers)”.

Dr. Lisa Freeman, DVM also states “Pet food companies will continue to sell to consumers what barely passes as food as long as the sales are good”.

I've seen it all a thousand times over, the ones who listen and make changes and the ones who either can't be bothered or have a fear of change. They want a second opinion from some expert who will tell them what they want to hear, a scientific explanation from a person who does not know about pet nutrition because they trained in pet disease, pet accidents and emergency.

A human doctor does not council you on nutrition, that is left to a nutritionist

I see and hear so often from people whose dogs have reached the point where they can no longer stand the food given them. The dog will paw, nose and generally push the food around the bowl, maybe nibble a little but

generally does not want to eat it and would rather go hungry! He knows what he wants but can't tell you. Can you imagine what that must be like for your dog, pure frustration. This is without a doubt a desperate dog and the owner will chop and change diets according to vet advice, hearsay from well meaning people and fad diet articles in magazines and on the net with equally unsuccessful results.

Dogs know intuitively what will benefit them just as we do... except they have no choice.

This sums up the present situation

“We have truly had the wool pulled over our eyes for so long that we now accept the pet food marketing machine's message of encouragement to buy "furry friends", junk pet food and vet services, as an endless packaged loop of half baked nonsense and misery foisted upon us unknowing citizens and our innocent companions”.

Dr. Wendell O. Belfield, DVM

9/ It does not have to be this way-what can be done to rewrite the story of your dog's life.



“Suppose that during your next stop to gas up your vehicle, you see a station with a sign that says 50 cent gasoline. You immediately drive in and notice a disclaimer that says this gas contains ingredients that may be harmful to your engine.

Are you still going to fill “er up”?

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All dogs carry the genetic blueprint, the biology and the spirit of their ancestors and all dogs have a soul just like us, they are independent beings that explore experiences, show feelings and I believe dream in a way that parallels our own but in a uniquely canine way.

We unknowingly hold them back from a life lived to its fullest potential by feeding them food they were never meant to eat.

Start your pup the natural way and immediately she will change from 10 -13 years national average life expectancy likely to end with cancer, outrageous medical bills and painful memories to 17-19 years average life expectancy in full health, massively reduced veterinarian/drug/food costs and so many more great memories from a senior dog getting the maximum out of life.

The solution

DR. Doreen Hock DVM states “Based on the current literature and our own experience, we believe that pets thrive... have more energy and vitality, their coats are thicker and shinier, their teeth need cleaning less often, they have fewer allergy problems and they live longer, healthier lives...”

DR. Tom Lonsdale BVet Med, MRCVS states “A natural diet acts as food and medicine for pet carnivores. It works wonders and minor miracles. We need those benefits now”.

Pet Connect magazine (Issue 1 Oct. 2005) “A new (old) industry is in the making where pets are fed as nature intended. These are exciting times where fascinating new information comes to the fore after years of suppression”.

What a simple diet change can mean for you and your dog.

- In a recent independent survey conducted by Canine Health Concern, astonishing results were found on 126 dogs fed a natural diet. An incredible 85% reduction in veterinarian visits was achieved by participants feeding the natural diet for 6 months or more.
- Just think for a minute how much money this represents you saving over the lifespan of your dog. Based on average costs spent in 2007 on vet bills and medicine and assuming your dog did only live to 13 that still comes to over \$10,200 dollars!... In the final analysis the peace of mind, the sheer joy of owning a healthy bouncy 13/14/15+ year old dog with yet more healthy years to go is beyond measure... simply priceless.

- Natural food is cheaper than overpriced commercial junk food and I have 3 amazing easy follow steps on how to get food perfect for your dog that is FREE and plentiful which means massive savings for little effort.
- Diseases like arthritis, diabetes, IBS and even cancer are literally treated by natural foods because they contain living enzymes that act as medicine healing the body - this is deeply profound knowledge and puts you in charge of healing your own dog - more power to you and another dog healed.
- 1 in 4 dogs the world over are obese. Natural feeding practices will without any extra effort or cost involved stop obesity, just feed your dog what he wants and how much he wants and he will simply return to normal weight levels. No more stress on the heart, kidneys, joints and immune system, just the healthy canine athlete he deserves to be.
- A healthy natural wholesome diet keeps teeth clean through the simple action of eating, what could be easier and keeps the number one trigger of all the other diseases in check and keeps your money where it should be... in your pocket.
- Zero breath problems, a coat that smells like a puppy's, no scratching, no skin conditions, no washing the dog, no hot spots, no diarrhea, far less shedding and almost no gas.
- No more foul 'doggy breath' in your face!
- No more after dinner foul sulfur smelling gas lingering in the air interrupting the movie!

- No more nasty dreaded experiences cleaning up after the dog's puddle of diarrhea at the dog park or off the sidewalk!
- No more finding dog hair... well just about everywhere!
- No more washing the dog to smell clean, she will naturally smell amazing period!
- Massively reduced dog waste, it's harder, smaller and that gut wrenching smell gone!
- Greatly increased energy levels, for the large number of dogs that suffer from low energy.
- Those dogs that suffer from lack of nutrition and maybe won't eat much becoming scrawny will improve from day one and regain their vigor.
- Dogs that compete in agility, or are involved in rescue work, or working dogs, sniffer dogs, patrol dogs, guard dogs etc will improve immensely on a natural diet - switch and witness the difference.
- Many phobic behaviors such as aggression, moodiness, anxiety and fearful behavior disappear to be replaced by calmness and confidence. Commercial food is full of preservatives, sugar, flavor enhances, the list is long, all greatly affecting behavior. What gets fed to your dog has a huge effect on their actions, particularly your dog's aggression levels and a bite from an irritable, in-pain and suffering dog can cost it its life, all because of expensive commercial rubbish.

A few testimonials from excited dog owners:



“I immediately switched him onto the new diet, which turned out to be a cinch to do. It’s been 4 months now and after the vet health check, the cancer has vanished and all the other health problems along with it”

Your excellent information literally saved my dogs life...”

John Bailey MA USA



“For years I thought it was ‘normal’ to expect the odd health problem but somehow my share seemed to be growing along with the vet fees...”

My veterinarian bills were huge as more or less continually there was one problem or another to fix...

...now in the thousands per year...

Every single condition I had a problem with vanished after several months ...

My vet bills shrank from literally thousands to almost zero within a couple of months... just wonderful.

From the bottom of my heart, thank you dan”

Madeline, Blaze, Cody, Sky, Star and Keisha, Seattle WA



Ollie is my 3 year old Bichon Frisé dog and I can't express how amazed and pleased I am with his progress...

The biggest problem I had was, having to change my brand of dog food every 3 days as Ollie would eat it initially but not after 2 or 3 meals. And it was becoming increasingly difficult to find a variety that he liked.

When he was 1 year old, after a discussion with Dan Scott, I decided to transfer him to real food.

Ollie has been on this diet for 2 years. He has never been sick or had diarrhoea, he eats everything I give him, and is energetic and contented. Combined with the

exercise Ollie acts more like a Jack Russell than a Bichon Frisé. His breath always smells great (except when having rolled in fox poo!); he never breaks wind, and does not scratch.

What convinced me to give this a go, was Dan's passion and knowledge on the subject. He told me what would happen and everything was exactly as he said. Now when I look at a can of dog food or a bag of kibble and particularly when I smell it, I just feel sorry for the animals subjected to eating it.

Dan really knows what he is talking about, has been supportive, encouraging and always accessible every time I've had a question, pointing me in the right direction each time.

Cherie Concannon Loughborough UK



“A friend told me about how fantastic her dog’s health had become following your advice and especially since she had problems with her dog’s skin amongst other things, I just knew I had found the answer to my dog’s problems...

Thanks for your advice and help. I’m following it to the letter with great results.”

Phil Butler, Leicester UK

“We have an 11 year old Golden retriever. She’s been sick with stomach problems and skin allergies for years and the vet bills were killing us. We were feeding her a premium kibble recommended to us by our veterinarian. She was also overweight, bad-tempered and didn’t want to go anywhere, just lazing around the house...

I followed your steps and changed her diet straight away. 3 weeks later the stomach problems cleared up, and the skin is healing fast. Her weight’s coming down fast probably because she’s now pining to get out to the yard to play with the kids-unbelievable! She loves the new diet and boy am I glad because so far the vet bills are zero

Keep up the good work, the whole world needs to know about this”.

Joseph, Tilly and kids, Dallas Texas

“Shiny clean smelling coat, almost zero gas, clean white teeth, amazing energy, fresh breath and greatly improved health, at 14 my dog’s reliving puppy hood...

This is the best thing that could have ever happened. It’s natural, healthy, cheaper and guardians everywhere need to know about this if they want to save their pets from disease and financial hardship”.

Tina Harris and a happy Polly, California

Take action now before it's too late!

Finally after 43 years of companionship with dogs, over four years of researching dog healthcare, all the daily practice, all the knowledge handed down through the farming generations on natural feeding from my granddad to my dad and now to me spanning over sixty years of hands-on-practice I have come to the simple realization that commercial processed foods cause immense harm. A natural diet not only nourishes but also acts as healing medicine, causing miracles for the health of our dogs, we and others witness this time and time again and *the evidence is overwhelming.*

If you own an adult dog that you feed on canned or packaged food, then now is the right time to make a change.

If you own or are contemplating a new puppy, then starting him or her on a more natural diet will secure their health and well being to 18 years in full health, instead of 12 and sickly.

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I wish you and your dog the best of health; they are our soul mates in furry clothing and deserve the best and what they eat is vital to both our happiness.

For a complete step by step video enhanced practical guide on how to make the change of a lifetime for your dog today, visit www.healthydogforlife.com

I wish you and your dog the best, you both deserve it,

Dan Scott

HealthyDogForLife.com