Join our "Raw Gang" the pet nutrition

www.gftreatplaylove.com

# Dangers of feeding raw



Less room in the freezer for ice cream

Suffer from freezer envy.
Who doesn't want a walk-in?





Senior pets acting like puppies and kittens

Disappearing poo.
Where has it gone?





Water dish is always full

Chonkiness reduced





Blinding coat shine

No more frito feet smell





No more monthly visits with your vet

Drooling/dancing/howling EVERY time the freezer/fridge door opens



# Add some fresh to that bowl. Be proactive. Not reactive.

We all know fresh is best. We also know that not everyone can feed completely raw. We strive to help everyone add **some** fresh to their bowl.

Raw benefits include improved digestion, healthier skin and shinier coat, cleaner teeth, better stools (half the water intake and half the stool), stronger immunity, less allergies and sensitivities, savings on vet bills, and best of all...a happier, healthier, and longer living pet!

Who wouldn't want that?

We are passionate about nutrition, our pets and your pets. Your pet is our pet and we want to do everything in our power to extend that pet's life.

It doesn't have to be expensive. Ask us about ways that fit your lifestyle and your budget.

True love is giving up
99% of your freezer
space for your pet's food



### **DETOX**

#### WHAT TO EXPECT IN TRANSITIONING TO RAW



Observe. Don't panic. Allow the body to purge toxins. Some symptoms may occur, some may intensify. This is a temporary necessary phase that could last for days or weeks.





### Fun fact:

90% of pets' health problems are due to what they are being fed

# Fun fact: 84% of the immune system is based in the gut



### FROZEN NUGGETS AND PATTIES

Available in many protein choices. Always find beef, chicken, and lamb in our freezer.

### **PRONTO**

These little pieces look like kibble. Scoop and serve.

### FREEZE DRIED

Extremely palatable and sometimes the easiest to start with for picky dogs and cats. Also a great travel food. Feed dry or mix with water, milk, or broth.

### **BONE BROTH**

A great way to add some fresh to the bowl. Available in beef, chicken, pork, and turkey. Super helpful in aiding allergy relief.

### GOAT MILK AND GOAT MILK PLUS

The "universal milk"! Also available in green goodness, pumpkin spice, cranberry blast, and blueberry pom burst.

### FRESH TOPPERS

Aromatic whole-food toppers with functional ingredients - awesome squash, omega mussels, and power greens.

### FROZEN BONES

An entertaining raw treat that promotes dental and digestive health—exercises jaws, massages gums, and cleans teeth!

### BUTCHER'S BLEND

Quick-thaw, raw meat toppers made from high quality protein.

### MARKET MIX

Quick-thaw, raw meat toppers made from high quality protein and organic produce.



### FROZEN PATTIES

Available in many protein choices. Always find beef, chicken, and turkey in our freezer. Better ingredients, better food, healthier pets!

### FROZEN BONES

An entertaining raw treat that promotes dental and digestive health—exercises jaws, massages gums, and cleans teeth!



### FREEZE DRIED

A balanced diet, topper, BIXBI Freeze-Dried can do it all with meat, organs and bone in a limited ingredient recipe. Packed with nutrients and flavor, all animal proteins are sourced in the USA except for our French duck (Mais oui!) and New Zealand lamb (Sweet as!).



### FREEZE DRIED

Tucker's Freeze-Dried Formulas offer complete and balanced nutrition with 95% meat, organ, bone, and marrow plus 5% pumpkin. Feed as a meal, use as a kibble topper, or give as treats. These lightweight bags are perfect for your next adventure.

# Ruger's Story

Ruger, our Rottweiler, dealt with digestive issues early in life. We had tried a variety of foods and had him allergy tested. He frequently had diarrhea and would vomit shortly after every meal. He was extremely gassy. His teeth had also suffered from the frequent bile. He was repeatedly at the vet and it was always the same treatment - antinausea meds and bland diet for 3 days, which only fixed the issue for a couple of days and then we were back to the same problems again. It was just putting a bandaid on the problem and not offering us a solution. We decided to switch to a raw diet. Almost immediately, the issues resolved. No more vomiting. No more gassiness. Ruger has now passed away, but all of our current dogs eat a raw diet and all of our future dogs will as well.



# Facts about raw goat milk

Raw goat milk delivers over 200 species of live active probiotics in their natural environment

Raw goat milk provides prebiotics- the nutrients required for probiotics to thrive

Raw goat milk populates the digestive system with probiotics, 100 times better than pills or powders

Raw goat milk requires very little work from pet's digestive apparatus

Raw goat milk absorbs into the body within 20 minutes of drinking

Raw goat milk contains all enzymes needed for digestion, perfect for pets who are lactose intolerant



# Pepper's Story

Pepper has struggled with skin, ear and eye allergy issues since he was 2 years old. His entire body becomes covered in hive type bumps which then break open, ooze,

scab over and fall off leaving sores and bald patches. He has raw red areas where he doesn't have hair on his belly, armpits and around his bum which he would continually lick. He had chronic ear infections, gunky irritated eyes and would have sneezing fits and would rub his nose raw on the carpet. He was on a steady stream of antibiotics, steroids, prescription shampoo, and Apoquel. The only thing that seemed to ease the irritation were the steroids, but once the treatment stopped it seemed to flair back up with a vengeance. The steroids and the antibiotics caused him to have chronic diarrhea and vomiting. He was prescribed anti-nausea medication and a probiotic. It seemed like every treatment just ended up creating more health issues. We tried changing diet to limited ingredient diets but the allergies appeared to be triggered more by the environment than by his food. When he was only 3 years old, a vet said that there wasn't much more they could do and that we may end up putting him to sleep because he would continue to worsen and become stinky. I was heartbroken someone would say that and was completely broke from all the vet bills; but mostly I felt so defeated, angry and frustrated.

When Pepper was 6 years old, we discovered Treat Play Love for the first time. We went there the next Saturday and discussed his allergy concerns and switched him over to better kibble that year. There was minor improvement with his gut health but he still continued to struggle with his skin issues. I had never tried raw food and was completely intimidated by it but I finally took the plunge 2 years ago. My biggest regret is not trying it sooner. Pepper is a completely different dog. I put him on the Answers raw food limited ingredient formula adding goats milk, cow's milk kefir, and fish and turkey stock. It took months of detox and almost a full year for his gut health to recover from all of the toxic medicines that completely destroyed his immune system. It was a long road but at 10 years old he has a full healthy coat of velvety soft fur, tons of feisty energy and hasn't had a single skin, ear or eye infection since. The amount of money I spend on his raw food is nothing compared to the amount I was spending on his vet bills and medications with no positive results. His health and quality of life is priceless to me and he has never been healthier or happier.

# Raw food and

Want to hear another bonus about feeding a raw diet? POOP. Or more accurately...LESS poop, firmer poop, less stinky poop, and poop that breaks down quickly. Meat, organs and animal fat are almost completely digested by your pet and the amount of excrement produced will represent between 2-7% of the food being eaten. Fruit and vegetables produce around 30-60% waste. Kibble produces 60-80% waste. This is because dogs are able to take a great deal of nutrition from meat, organs and animal fat but not from processed food. Your pet should also be expressing their own anal glands with firmer stool. If the stools are too soft, the anal glands do not express naturally.

### Pepper Before After





### **GOAT WHIP**

Excellent for enrichment toys or as a food topper. Comes in 8 oz and 16 oz sizes. It is the highest fat raw goat cream on the market, in scoop-able form!

### GOAT KEFIR

Fermented with even more probiotic support!

- Thick & Creamier: Thickest bottled goat milk
- Digestion Support: Naturally supports your pet's digestion
- Responsibly Sourced: From humanely treated, pasture raised, grass-fed goats
- Natural Hydration: Adds flavorful moisture. Great for rehydrating dry food
- Supports Healthy Appetite: Picky eater? Great as a topper or stand-alone treat.

### BARK BOOST

Loaded with anti-inflammatory properties, cold-pressed veggies, and raw food goodness, Bark Boost is the ideal superfood supplement to add on top of dry food or on top of raw food for a super boost of flavor, vitamins, and minerals.



### Fun and not-so-fun facts

My professional peers are the only group of healthcare providers that say our patients should eat MORE processed food and LESS fresh food. - Dr. Karen Becker, veterinarian

20 years ago, l in 20 dogs died of cancer, today the statistic is

1.65 out of 2

the pH of a dog's stomach is l vs pH of 4-6 in humans a dog's DNA is 0.7% off the mitochondrial DNA of the gray wolf

the length of a dog's intestinal tract is 4 ft vs 36 ft in humans



### The cost of feeding raw

Yes, we aren't going to lie. Feeding raw does cost more than feeding kibble. But does it REALLY cost more? Boosting your pet's bowl with some raw food is going to save you money over their lifetime. You don't have to feed 100% raw either. You can feed however much you want to feed.

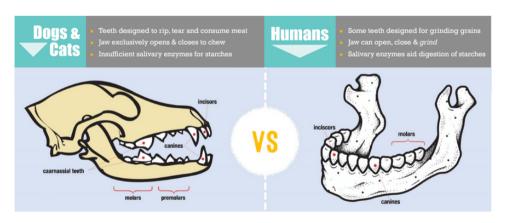
Did you know the average vet office visit costs anywhere from \$50-250? Not to mention the time taken off work and stress to your pet. Top reasons that pets see the vet (according to the AVMA) are skin allergies, ear infections, dental issues, and digestive issues -- all conditions that can be improved, if not avoided entirely, by feeding a raw diet.

It doesn't matter the size of the dog, we have options that can help make it more affordable for you - including bulk food as well as fresh toppers of all kinds!



# Raw food and dental health

More than 80% of dogs and 70% of cats develop gum disease by the age of three. The myth that dry food keeps teeth clean, because it scrapes tartar has been told for years. This would be the equivalent of a human eating a cracker and expecting it to clean our teeth. When dry food is eaten, it bursts into smaller chunks with no mechanical scraping effect. Kibble is high in carbohydrates that converts to sugar and encourages the growth of decaying bacteria in the mouth. A raw diet is very low in carbohydrates and does not support the growth of decaying bacteria and is a great solution to maintain good oral health.







Keep defrosted food in a container in your refrigerator. Some animals prefer it colder than others. Cats usually prefer room temperature. Do NOT microwave or cook the food. Pick the food up if not all consumed. Some pets hesitate due to texture and consistency. Our pets are just like us in that they have taste and texture preferences so try variety in their diet and see what they like best. Don't be afraid to try different brands and different proteins.

Your pet will drink dramatically less water since they receive 70% moisture or more in raw food. Their stool will be dramatically smaller and very firm.

# If your cat still won't eat raw

Rub a piece of raw food around the dish, add regular food. Add one small piece of raw food in with the regular food. Do this for approximately two weeks before adding more. Then slowly increase raw amount while decreasing regular food. Ensure your cat is really hungry before feeding, try raw food as first meal of the day. Try freeze dried raw food first, then add warm water/goat milk/fish stock to food, whatever entices your cat. If your cat prefers canned food, mix a small amount of raw food in. Slowly increase amount of raw and decrease canned.





### FROZEN YOGURT

Our frozen yogurt dog treats & supplements are full of quality ingredients like Applewood smoked bacon, banana and pumpkin.



### **US VERSUS THEM**

The Bear & The Rat Cool Treat For Dogs Banana Peanut Butter	Frosty Paws Peanut Butter Prebiotic	Dogsters Nutly Peanut Butter & Cheese s for gut	Ben & Jerry's Pumpkin & Mini Cookies
<b>⊘</b>	⊗	yceride Free	⊗
<b>⊘</b>	⊗ .	Free	<b>⊘</b>
<b>⊘</b>	<b>⊗</b>	enan Free	<b>⊗</b>
<b>⊘</b>	Ø <sup>°</sup>	×	⊗
Non-fat milk, water, banana puree, rice syrup, peanut butter, guar gum, prebiotic cultures, digestive enzymes.	Ingredients  Water, whey, soy flour, coconut oil, polydextrose, peanut butter syrup (peanuts, corn oil, salt), maltodextrin, sorbitol, mono- glycerides, microcrystalline cellulose, dicalcium phosphate, sodium carboxymethylcellulose, dipotassium phosphate, ascor- bic ocid, ferrous fumerate, natural flavor, salt, pyridoxine hydrochloride, thiamine mononi- trate, riboflavin.	Water, cheese, maltodex- trin, sweet whey powder, whey protein concentrate, mono & diglycerides, guar gum, dextrose, polysor- bate 80, carrageenan, calcium sulfate, dipotassi- um phosphate, caramel color.	Water, sugar, coconut oil, corn syrup, wheat flour, pumpkin puree, sunflower seed paste, pea protein, lecithin, spice, cane molasses, solt, guar gum, locust bean gum, cream, topicoa starch, natural flavor, sodium bicarbonate, lemon juice concentrate, milk solids, citric acid, annatto extract, corrageenan, vanilla extract.



### **CHUBS**

Chubs are a great cost-effective way to feed a complete raw diet.

### DINNER BARS

Each dinner bar is scored in approximately 1/4 lb servings, easy to snap into portions.

### NUGGETS

Easy to pour from the bag to the bowl for a healthy complete diet for your furry friend.

### FREEZE DRIED NUGGETS

Extremely palatable and an easy way to feed raw on the go.

### FRUIT AND VEGGIE NUGGETS

A great source of natural vitamins and minerals that can be added to your dogs current diet or as a treat. Overweight or Senior dogs will benefit from the natural fiber and extra antioxidants.

### RAW MEATY BONES

Raw meaty bones may be added to your pet's daily diet as a treat or a snack. Our Beef is Grass-fed and sourced in the USA and is Antibiotic and Hormone Free.





### JUST GREENS

This blend uses organic dark leafy greens and human grade bison bone broth. Bison is a novel protein and great for sensitive pups.

### **BAILEY'S BLEND**

Offers the same anti-inflammatory, anti-oxidant rich, detoxifying and gut supporting properties as Just Greens, but provides a broader range of nutrients. This blend uses organic turkey bone broth to offer a different protein source.

### **GOLDEN BLEND**

A whole food supplement made with vibrant orange organic vegetables, including butternut squash, golden beets and turmeric with duck bone broth.

### DUCK BONE BROTH

Free-range duck bone broth with natural glucosamine, chondroitin and collagen, supporting joints, skin, digestion and detoxification.

### RAW GOAT MILK

Grass-fed goat's milk contains proteins, fats, enzymes, probiotics, vitamins, minerals and more!

### BAM'S BEETS

Organic red beets and purple cabbage fermented as a whole food source of probiotics, antioxidants, vitamins, minerals, enzymes, and more.

### **GOLDEN PASTE**

Organic turmeric and coconut oil, fermented as a whole food source of anti-inflammatory plant compounds.



### Is it safe?

### Yes! It is absolutely safe!

A dog or cat's body is built differently than a human's.

Their highly acidic stomachs and short intestinal tracts help them process bacteria without getting sick. Raw is as close to biologically correct as you can get. Raw is not a new thing. We have just become accustomed to living in a "scoop and dump" society where kibble is easier.

But is it really better?

In seven years time, kibble manufacturers have recalled 149, 948, 840lbs of kibble. In the same period of time 1, 986, 035lbs of raw food has been recalled. That means kibble has been recalled 75 times more than raw!

Essentially, for every one pound of raw that was recalled, 75 pounds of kibble was recalled.





# Be raw curious

### FROZEN RAW

Single source protein. Available in 3 lb sliders and 4 lb small bites, as well as 6 lb and 18 lb patties.

### FREEZE DRIED RAW

Great for traveling or as an addition to kibble. Available in 14 oz and 25 oz packages.

### FREEZE DRIED BITES

Single-source protein treats featuring 95% meat, organ and bone, fermented purple cabbage probiotic and a different superfood with each flavor. Great for adding to mealtime or as treats.

### FREEZE DRIED HEARTS

Single ingredient treats for dogs and cats. Excellent treats for pets with allergy issues and a great source of protein.

### BONE BROTH

Simple and nutritious bone broth is great for both cats and dogs! 100% certified organic; three simple ingredients - organic bones, organic carrots, and filtered water. Helps with joint health, inflammation, and digestive support.

This book brought to you by:



We offer free nutritional counseling and advice.