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Why Raw?

Canine and Felines are carnivorous animals. Raw food diets enhance the immune system and promote vibrant health though readily available amino acids, animal-based essential fatty acids and naturally occurring, food based vitamins and minerals.

Raw food diets have been shown to support the immune system helping the body to combat many common ailments such as flea infestations, hot spots, continual shedding, poor dental and gum health, allergies, gastrointestinal problem, immune disorders and degenerative diseases.

Dogs and cats are meat-eaters, raw is what nature intended

- Raw is the most natural form of pet nutrition
- Raw mirrors what pets would eat in nature; it is biologically appropriate
- Quite simply, dogs and cats love eating raw

Raw is full of natural goodness

- Raw is never cooked
- Raw contains pure, whole food ingredients for optimal nutrient absorption
- Raw contains natural enzymes for digestive health
- Raw provides nutrition in its purest form proteins, vitamins, and minerals are ready for the body to utilize

Raw is leading the movement toward better pet health through raw nutrition

- No mixing and certainly no cooking!
- Complete and balanced
- Convenient form for all dogs or cats

Safe Handling

- Keep raw food frozen until ready to use
- After serving a thawed meal portion of raw food, immediately return remaining food to the freezer
- Raw foods will maintain freshness for 3-5 days under refrigeration
- We recommend feeding raw foods in a stainless-steel bowl
- Wash all work surfaces, utensils, hands and food bowls with hot, soapy water after handling raw food
- Keep raw meat away from children

How to Feed

Ready to Serve Raw Convenient because they are ready to serve – no need for mixing! Store the raw diet in the freezer until the day before you are ready to feed it, and then just thaw your pet's daily portion in your refrigerator, and serve it in your pet's dish.

Never microwave – This will cause the fat molecules to radically change, making fats less digestible, and ultimately they can become harmful to your pet's long-term health. Always remember to use good hygiene and common sense when you handle any raw food. Always wash your hands, surfaces, and food dishes – just as you would if you were preparing meat for yourself or your family.

Transitioning to a New Food

As a result of increased digestibility and greater nutrient density of a raw food diet, you are able to feed your pet less food daily when compared to a non-raw food diet.

Our suggestion for feeding you pet is based on 2-3% for adult dogs/cats and 4-8% for puppies/kittens. For adults 1 year or older, feed 2-3% of their body weight daily.

For puppies/kittens, feed 4-8% of their body weight daily.

(weight x 0.02=# to feed)

We recommend feeding adults twice daily and puppies/kittens three to four times daily. Remember, whenever you feed any new food to your pet for the first time, it is best to transition slowly. Mix increasing amounts of your pet's new food with decreasing amounts of the previous food over a 7 to 14 day period.

Days 1 through 4 Raw 25% Kibble 75%

Days 5 through 7 Raw 50% Kibble 50%

Days 7 through 10 Raw 25% Kibble 75%

Testimonials:

- ➤ Hair is shinier and Silkier
- My dog has more Energy
- Activity level has increased for my 12 year old
- My dog appears to have less discomfort
- After 3 week of being on raw food my 12 year old started acting more like a young dog, she was initiating play with her stuffed toys, wanting to play tug of war, and genuinely enjoying it. She got her "Wiggle and Jiggle" back. She still enjoys her naps, but then after all, she is 12...