

## **UNVEILED: The Dog Food Industry's Shocking Additives That Top Vets Are Powerless to Prevent...**

**... And The Simple, All-Natural Key to Unlocking Your Pet's Potential TODAY...**

**... Because If You're Feeding Them Ingredients Like These... Tomorrow Could Be Too Late.**

Dear Friend,

As a caring pet owner, just like myself, you know that it really is up to you to make sure that your furry friend is eating the right things. They rely entirely on your judgment to keep them well fed, healthy and happy.

Yet despite your best intentions, what you put under their nose... could be hitting them in the gut.

### **Cheap, mass-market produce takes risks with health**

Did you know that in just the last three years, more than 100 different pet food products, from some of the biggest brands in the industry, have been recalled due to proven concerns for the health of the pets that were eating them?

In 2007, one of the biggest cases of pet food contamination saw thousands of much-loved animals suffering from Melanine poisoning – a deadly condition which causes failure of the kidneys.

This scandal, traced to contaminated, cheap ingredients from China, resulted in the recall of 5,300 different products, and the deaths of more than 3,600 pets whose owners truly believed that they could trust in the produce of the big companies involved.

Sadly, this almost entirely self-regulated industry was not made to uphold the standards of care and food cleanliness that animal lovers expected from packaged food that had made it to store shelves.

And our devoted pets paid the price.

Not only that – but the medical journal 'Pediatrics' confirmed in their report, "Human Salmonella Infections Linked to Contaminated Dry Dog and Cat Food, 2006-2008", that exposure to tainted pet food had also made humans sick – and especially children.

But this kind of travesty didn't come to an end due to these industry-recognised and wide-spread incidents. It continues even to this day... yet what most people don't realise is that there is a simple, effective solution to this misery.

An easy way to ensure that the food our pets receive leads them towards a healthier, more fulfilling future – promoting not only better physical condition in everything from shiny coats to well-kept teeth, but also adding a pep to their step and unlocking their mental potential.

And while it certainly isn't as cheap as those products that have caused so much misery, it won't cost you the Earth.

### Tragedy can be just a bowl away

Just last year, the Peterson family fed their beloved 3-year-old family pet, Bailey, food from a well-known and trusted commercial brand. Within one week of eating this food, their companion suffered a devastating descent in her health.

A descent that she would never recover from, forcing her anguished family and their two small children to have their best friend euthanized just 8 days before Christmas.

According to her veterinarian, Bailey's severe state of poisoning and rapid organ failure – her bladder, liver and kidneys had already given up – left no other option but a comfortable departure from this world.

The Petersons had no choice but to say their final goodbyes to an adored family member.

All of this... from a healthy, happy young dog... to no hope for recovery... in less than one week.

And what's worse – the product in question is, despite a growing grass-roots movement by similarly affected pet owners to have it removed, still sitting on shelves nationwide... because the manufacturer says it's safe.

Of course, it could simply be a coincidence – after all, the company has performed tests and abided by current FDA standards to the point where they can legally declare their food as safe.

Yet this kind of so-called 'safe' dog food often contains ingredients like these:

- × **Corn** – Corn is linked to many sicknesses in dogs, such as joint problems and swelling; allergic reactions; bloat (which can be a fatal condition for dogs) and promotion of diabetes owing to its high glycemic index. This causes sugar rushes in your dog, leading to hyperactivity followed by crashes – like constantly feeding your children foods chock full of corn syrup. It is also not easily digested by dogs, and offers little nutritional value because of this – corn is little more than a cheap 'filler' for mass-produced pet foods.
- × **Vitamin D** – Excess Vitamin D can lead to Hypercalcemia, which is an excess of calcium in the bloodstream. This devastating condition leads to vomiting, weakness, loss of appetite and weight, muscle tremors, seizures, abdominal pain and eventual death – often with excessive bleeding from the pet's orifices. Vitamin D is, in essence, rat poison – where it is used in combination with anticoagulants to kill rodents.
- × **E110 Coloring** – Sunset Yellow coloring has been found to cause kidney damage in laboratory rats, and linked to cancer when fed to other animals.
- × **E310 Coloring** – Banned from use in children's foods in the US due to links with the blood disorder, Methemoglobinemia.
- × **E321 Coloring** – Banned from infant food in the US, and banned outright for all food in Japan, Romania, Australia and Sweden.

- × **Menadione** – A man-made form of Vitamin K which is linked to liver toxicity, allergies and the rupture of red blood cells – leading to anaemia. It is banned for human use in over-the-counter medications by the FDA.

And this just scratches the surface of the sheer number of potentially harmful, unnecessary chemicals and additives that make their way into mass-produced dog foods.

## Top vets want this to stop... but they need your help

Dr. Barbara Royal, DVM, of The Royal Treatment Veterinary Center in Chicago even expressed concerns about the basic process of creating dry kibble for dogs, stating:

*“The extrusion process (a high heat processing), creates two potent carcinogens, a heterocyclic amine and an acrylamide, which will be in every extruded kibble food, but certainly not be on the label. It is a by product of the extrusion process, and because it is not an ingredient that is added, it need not be put on the label. So owners are unaware that, with every bite, they are feeding a potent carcinogen. I believe that this is one reason we are seeing such an increase in cancers in our pets.”*

Dr. Royal's worrying concerns raise attention to another little 'secret' that you ought to know about...

Due to a legal loophole, if a harmful substance is present in the food, but was not directly added to the product by the manufacturer – for example it was already there in an ingredient received from another supplier – it does not have to be listed on the packaging.

That's how damaging preservatives such as BHA, BHT and Ethoxyquin (all 3 of which are banned in Europe, but not the US) unknowingly make their way into your pet's mouth.

And while many ingredients may not cause an immediate effect in your pet, prolonged exposure over time as they eat these foods each day can lead to devastating consequences that you simply don't see coming.

Facts like these are terrifying. When my wife, Annette, and I discovered that even our best efforts in checking the packaging of foods that we had put our trust in gave no guarantee that they were actually safe for our dogs, it put our heads in a spin.

What on Earth could we do to make sure that the animals we love with all of our hearts were truly getting the high-quality food that they so richly deserved? How could we be absolutely certain that the food we were serving our pets would give them the best chance of a long and happy life?

Because ours just wouldn't be the same without them at our sides. We would never knowingly do something to cause them to suffer... and we weren't prepared to do it unknowingly, either.

The answer came in the words of Dr. Martin Goldstein, DVM:

*"You can boost your pet's health profoundly by making one simple decision. All you have to do is change his diet from commercial-brand fare to something you may never have imagined giving him – real food. The fresh food you buy at the market for yourself is the food you should give your pet, too."*

But of course, we didn't want to walk around with stinky bags of raw meat, and our most picky dog, Darwin, was more likely to turn his nose up at a piece of carrot than he was a commercial dog treat – which made long walks and training sessions a bit of a battle of wills against such a strong character!

So we decided to produce the healthy, fresh and naturally filling range of dog treats that we're proud to call **[BRAND NAME]**.

## **An all-natural ticket to a longer, healthier life**

Painstakingly crafted in our impeccable "people food"-quality kitchen here in Grayslake, Illinois, the **[BRAND NAME]** range contains 100% natural, organic ingredients sourced from local farms across the Midwest – farms that we personally inspect to make sure that we're getting the cleanest, most natural produce to feed to our dogs, and yours.

That means:

- ✓ **No artificial colors** – Those nasty E-numbers and their effects are nowhere to be found.
- ✓ **No artificial flavors** – Natural products are naturally tasty. Dogs need quality, not fakery.
- ✓ **No cheap reclaimed meat** – Mass-produced dog foods use very little actual meat. Instead, your pet gets mechanically reclaimed off-cuts and waste material like connective tissue, offering very little nutritional value. We don't cheat on the meat – all of our treats are packed with the real thing.
- ✓ **No chemical preservatives** – Because we refuse to take risks or the lazy way to long-lasting produce.
- ✓ **No unnecessary additives** – Additives that offer nothing beyond what nature provides have no use in food.
- ✓ **No contamination** – Our strict standards ensure that absolutely no ingredient in our food makes it through to production in any kind of contaminated state.

In fact, the only thing that we add is Vitamin E – a completely natural preservative that is also an antioxidant, eliminating cancer-promoting free radicals inside your dog's body which could otherwise cause major health problems.

We call it "a sprinkle of love", as it plays a very important role in skin health and fertility, and contributes to proper functioning of your dog's immune system.

Now you can't find much healthier and happier than that.

And that's also why you'll see every single ingredient, to the smallest detail, present in **[BRAND NAME]** dog treats is right there on the label.

Nothing hidden, nothing ignored – and no chances taken with your best friend's health.

Think of how you feel when you haven't had enough to eat during the day, or have had to settle for some low quality fast food that just isn't filling you up, and isn't giving you the nutrition that you know you need.

Doesn't it leave you sluggish? Grumpy? Unfocused and disagreeable? How would life be if you were forced to feel like that every day? Well... your dog is exactly the same! The next time you wonder why they just won't listen to you, think about that...

Our meaty treats are designed to provide maximum satiety for your pet, without the smorgasbord of unnecessary, potentially harmful chemicals that generic dog food is packed full of. Within mere days of making the switch – once the low-quality fluff food is out of their system – the delightful changes that you can expect to see will include:

- A pet that is kept fuller for longer. That means less food consumed, less begging and hassling for more... and more money saved as a result.
- A sharper, more attentive pet – making training and behaviour management a doddle, encouraging a stronger bond between owner and dog.
- A more cleanly functioning, and nutritionally balanced, digestive system. That means dependable toilet requirements – no more midnight demands to get outside!
- A stronger, more reinforced immune system. Forget about those stressful vet visits because your friend is suffering from a sickly tummy or easily avoided bug!

Your naturally-fed pet benefits immeasurably from the effects of this amazing combination – creating a daily life that is not just happier for them, but longer too... so you can enjoy even more precious years with your beloved friend.

And because cutting out those unnecessary, potentially harmful chemicals not only makes for better physical condition and boosted immunity but also a sharper mind, those years will truly be something to cherish.

A responsive, well trained and properly fed dog is a happy dog... and that makes for a happy owner – because it can be hard enough dealing with the family and all that modern life throws at us without unpredictable, unruly paws thrown into the mix! A natural diet is truly the key to unlocking the greatest potential for your pet, and knocking back on the stress and expense of unexpected sickness.

Imagine taking your best pal out for a walk in the park, only to have fellow dog owners stop you in your step to ask "How do you get him looking so good?"

Or your vet, during a routine check up, happily remarking on a noticeable improvement in your dog's coat, teeth, general health and demeanor.

You'll know the truth – that it isn't thousands of dollars spent on healthcare and grooming... just a perfectly balanced, natural diet free from the poisonous chemicals and poor quality ingredients that are packed into mass-produced brands.

It isn't just the products, but our ethos and dedication to the happiness and wellbeing of our furry friends that has gained [BRAND NAME] fantastic accolade across the entire country.

## **'Vetted' and approved treats that make for happy pets**

As a small company, we've been active in creating and promoting healthy pet products since 1990 – so we have plenty of experience in getting tails wagging!

We're not only FDA approved, but we are also voluntarily vetted by the Association of American Feed Control Officials (AAFCO).

Being a body dedicated to ensuring that animal feed meets the nutritional needs of those that eat it – and instrumental in many recalls of sub-standard food – the AAFCO imposes strict standards... and [BRAND NAME] exceeds them all, gaining hearty approval.

But it isn't just regulators that keep giving us the thumbs up! From conscientious everyday dog owners, to professional trainers and high-ranking veterinarians, [BRAND NAME] is always the first choice of treat.

*"Our dogs are truly our best friends, and we won't feed them anything less than human-grade ingredients. This includes treats. Thank you so much for producing a quality product for our pups."*

— C. Dale

*"Bentley just goes bonkers for your lamb treats! He's just a young guy, and we've been using your treats to train him on his good manners. It's such a comfort to know I'm giving Bentley a healthy treat every time he sits patiently or comes when called. I think your treats are fantastic! They certainly seem to help with Bentley's training. A great incentive and reward."*

— J. Jefferson

*"In the overwhelming sea of dog treat choices out there, it's important to find a truly healthy snack for dogs. I'm very impressed with the integrity of your business and I recommend [BRAND NAME] to all my clients looking for healthy treats for training or just anytime. We endorse only the healthiest, safest products, and [BRAND NAME] are at the top of our list of recommended treats."*

— S. Karovski, DVM

With the results we've seen from training sessions using [BRAND NAME] as a reward, we're sure that if the dogs could talk, they'd be barking their approval too!

Come join us and the many other delighted pet families who have moved from a world of worry, uncertainty and sickness to the bright and honest future of all-natural energy and health.

A future where they can continue to bring each other that special happiness and love for as long as they rightfully should.

### **Delicious snacks that cater for all doggy tastes – and an irresistible offer...**

Now, if you're unsure whether your dog's particular tastes will be catered for, then I'm delighted to tell you that [BRAND NAME] takes that into account with a variety of flavors including:

- Champion Chicken
- Tasty Turkey
- Luscious Lamb
- Lip-licking Liver

- Brilliant Beef

And I'm even more delighted to let you know that you don't have to play games to find out which of them your dog is going to love the most – because we'll send you a **completely free** sampler box (worth **\$20!**) containing **all 5** flavors when you place your first order of a 32-oz. box of [BRAND NAME] treats at just \$14.95!

All of our treats are supported by our loyal pack of dedicated Customer Service staff, who are available for all your order queries and product information from 9am to 6pm EST, Monday to Friday.

AND we're so confident that both you and your dog will be absolutely over the moon with the results of their new treats that we offer a 100% Money Back Guarantee – even if the packaging has been opened, because let's face it... you just don't know how good they are until you've opened it up!

You're a mere order away from seeing an astonishing transformation in the behaviour, happiness and physical health of your pet – a transformation that will be obvious to anyone who sees the new lease of life afforded to your devoted animal.

That's a richer, longer life for them, and a worry-free, money-saving one for you in return. And when both you and everyone else can easily see that you're the best pet parent that you can be, nothing can get in the way of that precious bond.

But you'll need to get your order in right now – because there's something else I'd like to tell you...

I've already mentioned how much better a natural diet can be for your dog's attention span, and to take advantage of this, [BRAND NAME] work extremely well as a training aid – your dog will do anything for them, for sure – and that's why we also have limited quantities (83, to be exact, at the time of this letter) of our fantastic training manual "[COURSE NAME]" to give away with each order.

Inside this great book, you'll find 52 pages of training techniques and tips, offered to us by world-class local Agility and Behavior trainer Melanie Bridgford, that will make life with your dog even happier for both of you – especially when you have [BRAND NAME] as your rewards!

But they're going fast – so you need to **act fast** if you want to get your hands on the book in addition to your tasty sample pack.

All you have to do is complete the order form accompanying this letter, choosing one 32-oz. box of [BRAND NAME] in a flavor of your choice, and return it using the pre-paid envelope provided. Once we receive your order and payment, we'll ship your box of treats, taster pack and training manual right back out to you.

You can also order online at [WEB ADDRESS] – simply use the coupon code on your order form when checking out with one 32-oz. box, and your extras will be automatically added with free shipping!

When you get your treats, we just know that you'll notice the difference in no time – and join us in giving those mass-market dog food producers, who are so happy to condemn our pets to a painful chemical death for simple financial gain, the avoidance that they rightly deserve.

**Because no family should be forced to go through the horrific loss of a companion like Bailey just because of the food they chose.**

Take the stress off yourself – the vet bills, the ongoing worry and the struggles with behaviour and appearance – and let your furry friend's true colours shine brightest by making sure that they have all of the perfectly natural nutrition that they need.

And when your four-legged family member is snuggled up next to you, even though they may not be able to speak... they'll be thanking you with every little piece of their love-stuffed heart.

**Send your order right now** and make that special bond the strongest, and longest, that it can be.

Yours sincerely,

<Signature>

[NAME]

Co-Founder

[BUSINESS]

P.S. Remember that you can order by post or online. If you're worried about missing out on your free training manual because of the limited numbers, just check on our site by going through the order process. If the book is added with your code, then it's in stock! If you want to check availability by phone, just give us a call on xxx-xxx-xxxx and our lovely people will take good care of you. But do it **right now**, because these manuals are disappearing fast.

P.P.S. Yes – the price *really is* just \$14.95 for a 32-oz. box of treats, an amazing sample pack of all 5 flavours, and a training manual... with shipping included! Now that's a lot cheaper than a visit to the vet – **so get your order in today**, and avoid those big bills tomorrow.



LIFT NOTE:

[Include photo of Melanie or model as stand-in]

Being a professional agility and behavioral trainer for all kinds of dogs, I know first-hand the effects that a poor diet will have on their attention spans and temperament. That's why, at my classes, the **only** treats that I choose to hand out to our four-legged friends are now [BRAND NAME].

Once you see the change that an all-natural diet can have in a dog, it's so easy to notice the difference when it comes to training. They're more responsive, calmer, shinier, happier and bright-eyed, and I whole-heartedly recommend these products to every owner who comes to me for help with their dog's training and fitness.

As both a business owner and individual dog lover, I'm more than happy to pay a little extra to get the results that we routinely see from [BRAND NAME]. The dogs are kept fuller for longer, more satisfied than before and really enthusiastic about their training – these treats have become my 'secret weapon' here at class and a number of owners that come to me have now made the switch to a completely all-natural diet for their dog. The difference is night and day!"

Melanie Bridgford.

Dog Agility and Behavior Trainer

Grayslake, Illinois

ORDER DEVICE:

**YES, I love my dog and can't wait to see all of the amazing – and fast! – changes that a natural diet can provide, including:**

- ✓ **A stronger immune system... meaning less sickness, worry and vet bills!**
- ✓ **A better attention span and sharper mind... meaning easier training, a stronger bond and total willingness to please!**
- ✓ **A shinier coat, brighter eyes, cleaner teeth and a happier pep in their step that will 'wow' anyone who sees them!**
- ✓ **A longer time together, knowing that I'm doing the best that I can for my best friend!**

**I'm happy to know that by choosing to feed my dog naturally, I am helping get the message to mass-market pet food producers that poisoning the animals we love is not acceptable!**

**So, please send me one 32-oz. box of [BRAND NAME] in a flavor of my choice, plus my 5-flavor sample pack worth \$20 AND my free [COURSE NAME] manual for just \$14.95!**

I'm sure my dog would love to have (mark one):

- ☐ [ ] Champion Chicken
- ☐ [ ] Tasty Turkey
- ☐ [ ] Luscious Lamb
- ☐ [ ] Lip-licking Liver
- ☐ [ ] Brilliant Beef

I understand that should I or my dog be unsatisfied with the treats, for any reason, I can contact Customer Services for a full refund – even if the packaging has been opened.

Send my dog's healthy new pack to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ZIP/Postal Code

\_\_\_\_\_

Telephone number:

\_\_\_\_\_

Mobile number:

\_\_\_\_\_

Please charge my card just \$14.95 for this incredible offer.

Name on Card

\_\_\_\_\_

Card Number

\_\_\_\_\_

Expiry Date

\_\_\_\_\_

Registered Address (if different)

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I also know that I can order online at [\[WEB ADDRESS\]](#) using coupon code **XXXXXXXX** to also take advantage of this great step forward for my pet's happiness and health.