

## Why?

Informed caregivers know that the new standard in the ultimate health for their dog resides in the carnivorous diet of the dog's evolutionary predecessor — the wolf.

“Better in the Raw...” duplicates this biologically sound diet.

Some of the benefits you may observe:

- No more “doggie” smell
- Healthier skin & coat
- Weight control
- Less tartar built-up
- Relief from ear infections, arthritis and allergies
- Helps prevent diabetes and thyroid conditions
- Increased energy
- Less backyard clean-up
- A happier best friend

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## Better in the Raw ...

The Ultimate Dog Food

Complete,  
balanced,  
human-grade

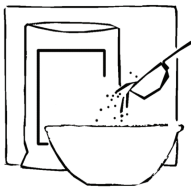
**K** KNOW BETTER  
DOG FOOD *Nurturing  
the canine  
companion*

## No more guessing how to make your own dog food!

Preparing homemade dog food using fresh ingredients is a concept most dog owners are familiar with by now. The many suggestions and recipes can leave the dog owner confused, however.

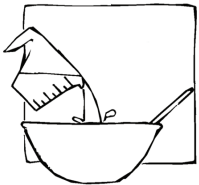
Know Better Dog Food developed a blend of dry ingredients for preparing a balanced and complete diet for dogs of all ages. "Better in the Raw..." takes the uncertainty out of creating a nutritionally sound diet for your dog.

### It's easy!



#### **To make a 3 lb. batch of dog food:**

1. Scoop 1/2 cup "Better in the Raw" powder.
2. Add 1-1/2 cups cold water. Whisk thoroughly.



3. Add 900g [2 lbs.] raw meat of your choice - ground or chopped. Combine all ingredients.



- \* For "Better in The Raw without liver powder" add 1/2 cup [100g/3.5 oz.] raw chopped or pureed liver.



4. Divide into daily servings: e.g. 1/2 lb. for a 20 lb. dog. Freeze for storage. Thaw before feeding.

**Your dog will love it!**

## Better in the Raw, 100% human-grade ingredients:

Egg yolk, gelatin, liver powder, rice bran, whey protein concentrate, calcium lactate, beet root, psyllium husks, EFA from fish, barley grass powder, kelp, taurine, rose hip, parsley, Vitamin E succinate, Vitamin B complex.

### Choosing meat to make dog food:

You have a large variety of meats to choose from when making your own dog food, but special care should be taken when making a selection. Meat must be fresh, raw and fit for human consumption, like: beef, beef heart, buffalo, lamb, boneless poultry or game birds, game like venison, elk, moose, caribou, or even ostrich or rabbit. Use ground or cut into cubes.

Avoid feeding raw fish and mixing different kinds of meat into one meal - try rotating meats for variety.

### Optional vegetables:

Although vegetables are not an essential part of the dog's diet, a large or highly active dog may benefit from a higher carbohydrate content in the diet. Add up to 1/3 of your dog's "Better in the Raw..." food as lightly steamed vegetables, such as: squash, pumpkin, carrots, parsnips, beets, yams, sweet potatoes, broccoli, cauliflower, brussels sprouts.

Avoid onions, leek, tomato, potatoes, bell peppers, spinach, chard, beet greens, soy.

## Feeding your dog:

Every dog has an optimum body weight at which s/he is healthiest and performs best. The amount you feed your dog aims to maintain this ideal weight. To determine just how much your dog needs to eat is influenced by many factors, such as age, activity level, health, and breed, and it may take a bit of time to get it just right for your dog. However, use this daily feeding formula to get started:

.....  
1/2 lb. "Better in the Raw" dog food daily  
for a 20 - 25 lb dog, 1 lb for a 65 lb dog.  
.....

Feed once or divide and feed twice a day.

Puppies are fed the same food but should eat 4 meals a day until 4 months old, and eat 3 meals a day from 4 months to 12 months old. Unlike your adult dog, feed puppies as much as they will finish per meal, because they are growing and developing.



**K** **KNOW BETTER** *The*  
**DOG FOOD** *educated*  
*choice*