

## Compare to Life's Abundance

Pet Food	Per Day/ 30 lb Dog	Diverse Proteins	Animal Fat	Vitamins A,C & E	Omega-3 Fatty Acids	PreBiotics	Probiotics	Vegetables	No Glutens
<b>Life's Abundance All Life Stages</b>	<b>\$0.96</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Artemis- Adult Dog Formula	\$0.86	Yes	Yes	NO	Yes	NO	NO	Yes	Yes
Blue Buffalo	\$0.88	NO	Yes	NO	Yes	NO	NO	Yes	Yes
Chicken Soup for the Dog Lover's Soul	\$0.82	Yes	Yes	NO	Yes	NO	NO	Yes	Yes
Fromm	\$1.06	Yes	Yes	NO	Yes	NO	NO	Yes	Yes
Halo's Chicken & Chicken Liver	\$2.13	Yes	Yes	NO	Yes	Yes	NO	Yes	Yes
Hill's Ideal Balance	\$0.98	NO	Yes	NO	Yes	NO	NO	Yes	NO
Hill's Science Diet - Adult	\$1.03	NO	Yes	NO	Yes	NO	NO	NO	NO
Merrick	\$1.41	Yes	Yes	NO	Yes	NO	NO	Yes	Yes
Natural Balance	\$1.10	NO	Yes	NO	Yes	NO	NO	Yes	Yes
Neutro Wholesome Essentials	\$0.87	Yes	Yes	NO	NO	NO	NO	Yes	NO
Newman's Own	\$0.92	NO	Yes	NO	NO	NO	NO	Yes	Yes
Orijen	\$1.06	Yes	Yes	NO	Yes	Yes	Yes	Yes	Yes
Purina Beyond Simply 9	\$0.90	NO	Yes	NO	NO	NO	NO	Yes	Yes
Purina One	\$0.78	NO	NO	NO	NO	NO	NO	NO	NO
Rachael Ray Nutrish	\$1.05	NO	Yes	NO	Yes	NO	NO	Yes	NO
Royal Canin	\$0.92	NO	Yes	NO	Yes	NO	NO	Yes	NO
Solid Gold Hund-N-Flocken	\$1.44	Yes	Yes	NO	Yes	NO	Yes	Yes	Yes
Taste of the Wild	\$0.87	Yes	Yes	NO	Yes	NO	Yes	Yes	Yes
Wellness	01.12	Yes	NO	NO	Yes	NO	Yes	Yes	Yes

## Do you really know what's in your dog's food?

Your dog eats the same food every day. The brand you feed is your dog's main source of nutrition and vital to a long and healthy life. As a caring pet parent, it is important to see through clever marketing ploys when choosing a food worthy of your best friend.

Although you may think all pet food manufacturers have your pet's best interests in mind, this is not always the case. Some manufacturers use ingredients that you would never knowingly feed your dog. In fact, you may be shocked to learn what some brands of dog food really contain.

**Life's Abundance All Life Stage Dog Food** is veterinarian-formulated with safe and wholesome ingredients, including a blend of vitamins and minerals, high-quality proteins, whole grains, an antioxidant system, nutritious vegetables, omega fatty acids, calcium and phosphorus for healthy teeth and strong bones and dietary fiber to help maintain a healthy digestive tract. Life's Abundance contains no artificial flavors or colors. And there's no corn, corn gluten, wheat or wheat gluten.

### **Our commitment to you and your pet.**

- We are a small company comprised almost entirely of pet parents and we are dedicated to improving the health and happiness of companion animals.
- Our product formulator, Dr. Jane Bicks, DVM, is one of the nation's leading holistic veterinarians.
- Every single ingredient in every single product is chosen based on its quality and safety.
- We never use artificial colors or flavors and never use corn, corn gluten, wheat or wheat gluten.
- Life's Abundance is cooked to perfection to help retain its high nutritional value.
- Our food is delivered to your door generally within six weeks of being made. Some store-bought pet food could be anywhere from six months to one year old.
- Our mission of caring doesn't stop at making pet products. We created The Dr. Jane Foundation, a non-profit organization dedicated to supporting a variety of animal rescue groups, all of which are dedicated to helping to rescue neglected and unwanted animals in the U.S. Every purchase helps to support the important work of this extraordinary foundation, devoted to helping these animals find homes and lead happier lives. It's just one more reason to feel good about purchasing Life's Abundance products.

## **MORE ABOUT LIFE'S ABUNDANCE PET FOOD -- BEYOND THE FIRST FIVE INGREDIENTS!**

While the first five ingredients play a significant role in the nutritional make-up of your dog's food, every single ingredient is important. Each and every ingredient in Life's Abundance food is carefully chosen to work with the other to supply your companion animal with a highly nutritious and perfectly balanced meal every day, every year over a lifetime.

**HIGH-QUALITY PROTEINS** – Proteins are the building blocks of all living organisms. Protein is essential for all bodily functions including those of the brain, heart, skin, skeleton and many others. Life's Abundance contains at least 26% of high-quality protein. Look for identifiable animal proteins such as "chicken meal" rather generic terms like "poultry meal," which can consist of any fowl (turkey, chicken, geese, etc.).

**CHICKEN MEAL VS. CHICKEN?** Some foods contain chicken meat or chicken parts, which naturally hold a fair amount of water. We prefer to use chicken meal because most of the water has been removed, which makes it a concentrated source of protein. This means that there is a greater "protein content" in one pound of chicken meal versus one pound of chicken meat. That's why high-quality chicken meal is a key ingredient in Life's Abundance foods.

**WHOLE GRAINS** - Whole grains are an excellent source of protein, fiber, B vitamins, iron, zinc and other essential minerals. They also provide the kind of carbohydrates that deliver sustained energy to your dog. We include the natural goodness of Ground Brown Rice and Oat Groats in Life's Abundance Dog Food.

**VITAMINS AND MINERALS** – The proprietary blend of vitamins and minerals in Life's Abundance foods was carefully selected to work in concert with all of the other ingredients to enhance the overall nutritional value of the food.

**ANTIOXIDANT SYSTEM** – Among other nutrients, our antioxidant system includes vitamins A, C and E and vegetables. The colorful skin and flesh of different vegetables and fruits contain phytonutrients, essential vitamins, minerals, antioxidants and fiber. Each vegetable was carefully selected for its unique nutritional properties.

**CHICKEN FAT** - We believe the primary fat source in dog food should be animal-based because these fats contain a profile of fatty acids that are easily metabolized and generally more available to the body. Animal fats can vary in quality, so look for a species-specific fat like "chicken fat" (versus "animal fat") to be certain of the kind of fat your dog is eating.

**OMEGA-3 FATTY ACIDS** – Omega-3 fatty acids are some of the most extensively researched natural nutritional ingredients in the world. Among its many health benefits, the omega-3's in Life's Abundance help support healthy skin and a shiny coat. We also included flaxseed meal for its outstanding nutritional profile and its contribution to healthy skin and coat.

**DIETARY FIBER** - Fiber is required in every diet to maintain healthy intestinal tract and good nutrient absorption.

**Probiotics** – These ingredients are similar to those found in supermarket yogurts. Probiotics help support healthy immune and digestive systems.