



WE'RE REDEFINING BETTER™ IN PET FOOD

HERE'S AN EASY SIDE-BY-SIDE RECIPE COMPARISON

RAW BOOST® KIBBLE FOR DOGS GRAIN-FREE RECIPE WITH REAL CHICKEN FOR PUPPIES

PREVIOUS

Grain-Free Recipe with Real Chicken					
Ingredients					
Chicken, Chicken Meal, Turkey Meal, Peas, Chickpeas, Egg Product, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Menhaden Fish Meal, Tapioca, Freeze Dried Chicken, Lamb Meal, Dried Tomato Pomace, Freeze Dried Chicken Liver, Natural Flavor, Pumpkinseeds, Montmorillonite Clay, Freeze Dried Chicken Heart, Salt, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.					
Guaranteed Analysis					
Crude Protein (min):	34.0%				
Crude Fat (min):	18.0%				
Crude Fiber (max):	3.5%				
Moisture (max):	9.0%				
Docosahexaenoic Acid (DHA) (min):	.05%				
Calcium (min):	1.2%				
Phosphorus (min):	1.0%				
Zinc (min):	120 mg/kg				
Vitamin E (min):	120 IU/kg				
*Ascorbic Acid (Vitamin C) (min):	100 mg/kg				
*Omega 3 Fatty Acids (min):	0.4%				
*Omega 6 Fatty Acids (min):	3.8%				
*Bacillus coagulans (min):	60,000,000 CFU/lb				
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles					
Calorie Content (fed)					
Metabolizable Energy 4,507 kcal/kg; 517 kcal/cup					
Daily Feeding Guidelines					
(cups per day*)	2 - 10 lb	11 - 20 lb	21 - 30 lb	31 - 40 lb	41 - 50 lb
Up to 4 months	¼ - 1 ¼	1 ¼ - 2 ¼	2 ¼ - 3	3 - 3 ¾	3 ¾ - 4 ¼
4 to 8 months	¼ - 1 ¼	1 ¼ - 2	2 - 2 ½	2 ½ - 3	3 - 3 ½
8 to 12 months	¼ - 1	1 - 1 ½	1 ½ - 2	2 - 2 ½	2 ½ - 3
Over 12 months	Transition to Instinct kibble for dogs				
*Standard 8 oz dry measuring cup					

NEW

Grain-Free Recipe with Real Chicken					
Ingredients					
Chicken, Chicken Meal, Turkey Meal, Peas, Egg Product, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Chickpeas, Freeze Dried Chicken, Salmon Oil, Montmorillonite Clay, Freeze Dried Chicken Liver, Menhaden Fish Meal, Lamb Meal, Natural Flavor, Pumpkinseeds, Freeze Dried Chicken Heart, Salt, Potassium Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Dried Tomato Pomace, Choline Chloride, Dried Kelp, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.					
Guaranteed Analysis					
Crude Protein (min):	34.0%				
Crude Fat (min):	21.5%				
Crude Fiber (max):	3.5%				
Moisture (max):	9.0%				
Docosahexaenoic Acid (DHA) (min):	.10%				
Calcium (min):	1.2%				
Phosphorus (min):	1.0%				
Zinc (min):	120 mg/kg				
Vitamin E (min):	120 IU/kg				
*Ascorbic Acid (Vitamin C) (min):	100 mg/kg				
*Omega 3 Fatty Acids (min):	0.5%				
*Omega 6 Fatty Acids (min):	3.5%				
*Bacillus coagulans (min):	60,000,000 CFU/lb				
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles					
Calorie Content (calculated)					
Metabolizable Energy 4,399 kcal/kg; 504 kcal/cup					
Daily Feeding Guidelines					
(cups per day*)	2 - 10 lb	11 - 20 lb	21 - 30 lb	31 - 40 lb	41 - 50 lb
Up to 4 months	¼ - 1 ¼	1 ¼ - 2 ¼	2 ¼ - 3	3 - 3 ¾	3 ¾ - 4 ¼
4 to 8 months	¼ - 1 ¼	1 ¼ - 2	2 - 2 ½	2 ½ - 3	3 - 3 ½
8 to 12 months	¼ - 1	1 - 1 ½	1 ½ - 2	2 - 2 ½	2 ½ - 3
Over 12 months	Transition to Instinct kibble for dogs				
*Standard 8 oz dry measuring cup					