

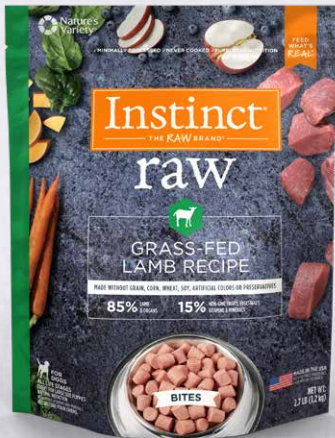


Instinct®

— THE RAW BRAND® —

INTRODUCING TWO WAYS TO FEED RAW FROZEN

INSTINCT®
RAW



GREAT NEW RECIPE* NEW LOW PRICE!

Real food is raw.® Minimally processed, never cooked, pure, real nutrition – made even more affordable so that every pet can experience the benefits of raw nutrition.

NEW GREAT RECIPES

85% meat and organs, 15% non-GMO fruits, vegetables plus vitamins and minerals. Made without grain, corn, wheat, artificial colors or preservatives.

NEW LOW PRICE

With prices that are 35% lower, it's never been easier to try raw frozen.**

AVAILABLE AT

PetSmart, Petco, independent retailers and from select online retailers.

*Introducing a new product line for affordable raw feeding
**Average price decrease varies by protein, size and retailer.

OR

INSTINCT®
RAW SIGNATURE™



THE PINNACLE OF PET NUTRITION

Our most distinct recipes that inspire everything we make. Minimally processed, all natural and carefully crafted in Lincoln, Nebraska by proud pet parents.

NEW LOOK, OUR BEST RECIPES

Our Raw Signature™ recipes with 95% real meat, organs and bones and 5% vegetables, fruits and other wholesome ingredients.

ALL NATURAL

100% all natural, nothing artificial.

EXCLUSIVELY AT

Exclusively available at independent retailers.