The Essential Pet Nutrition Guide for Your Dog

How to assure your dog is getting what he needs from his food
Every dog deserves healthy, safe and natural nutrition. Like you, we care deeply about our dogs. For over 20 years we have listened to dog lovers speak to their concerns and confusions about pet nutrition and food safety. So we set out to develop this guide intending to share our years of experience and success supporting pet owners. This guide, is a sort of “cliff notes” to the support we offer dog lovers every day! Our hope is that with this information, you get a quick start to optimizing the care you provide your pet daily. It is informative, easy to read and offers direct solutions catered specifically to your pet. So Enjoy!

Thank you for requesting your Pet Nutrition Guide prepared by our Pet Care Advisors. We are grateful you have taken this initiative!

Your report has three important sections:

1. Understanding pet food components
2. Get to know the digestive machine

Each section is designed to further your understanding and guide you in caring for your dog.

One of the striking trends we see in our dogs over the past decade is the rise in “human” diseases and conditions. With the increases in canine obesity, diabetes and other troubling conditions, we all need to better understand the nutrition choices we make for our pets to assure long term health and vitality.

Providing your pet with top grade nutrition is really quite simple, and it only takes a matter of minutes.

But navigating the information and the volume of choices can be complicated.

We hope this guide offers a bit of clarity and assists you as you evaluate the best alternatives for your dog.
It's important to know what's in your dog's food before making decisions of what to feed them. Complex foods like pet foods can be broken down into these major components:

- **PROTEIN**
- **FATS & OILS**
- **Vitamins, Minerals & Micro-Nutrients**
- **CARBOHYDRATES**
- **WATER**
WHAT IS PROTEIN? WHY IS IT VITAL TO YOUR PET’S HEALTH?

Proteins are part of every cell, tissue, and organ in our bodies – they make up your dog for the most part. These body proteins are constantly being broken down and must be replaced. The protein in the foods we and our dogs eat is digested into amino acids that are later used to replace these proteins in our bodies.

Without healthy, whole proteins your dog runs the risk of running deficiencies in various areas of their health.

Protein can be found in the following foods:
• meats, poultry, and fish
• legumes (dry beans and peas)
• nuts and seeds
• tofu
• eggs
• milk and milk products
• grains, some vegetables, and some fruits (provide only small amounts of protein relative to other sources)

WHAT ARE THE TYPES OF PROTEIN?

Proteins are made up of amino acids. So think of amino acids as the building blocks of your pup’s body.

There are 20 different amino acids that join together to make all types of protein. Some of these amino acids can’t be made by our bodies, so these are known as essential amino acids. It’s essential that our diet provide these.

In the diet, protein sources are named according to how many of the essential amino acids they provide:

• A complete protein source is one that provides all of the essential amino acids. You may also hear these sources called high quality proteins. Animal-based foods; for example, meat, poultry, fish, milk, eggs, and cheese are considered complete protein sources.

• An incomplete protein source is one that is low in one or more of the essential amino acids. Complementary proteins are two or more incomplete protein sources that together provide adequate amounts of all the essential amino acids.

PROTEIN AND YOUR DOG

Dogs are classified as omnivores. They can survive on a diet of either plant or animal origin if it is balanced and diverse. But to thrive and not merely survive, dogs should have a source of animal protein, thus meat, in their diets. A healthy food provides your dog with all of the essential protein that is required.

The confusion lies with what is a healthy protein and what is not a healthy protein. Much of this is actually based on digestibility. A lean filet is much easier to digest than a muscled flank. Likewise, meat proteins like chicken meal are easier than inconsistent by-products.
Why do dogs need protein? Proteins are necessary for all aspects of growth and development and are very important in your dog’s structural make up and their immune system. In addition, they are burned as calories and can be converted to and stored as fat. Proteins help keep your dog healthy, active, and full of energy.

Practically speaking, our pets do not need the whole protein. They need the building blocks that make up the protein, named amino acids. There are 22 amino acids that animals need. But animals can synthesize, or produce, only 12 of them. The remaining ones must be consumed. The ones that the animals cannot synthesize are called essential amino acids. They are arginine, histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, valine, and in cats, taurine. Dogs can synthesize taurine, and therefore, it is not supplemented in their food. Now you know why there is an old adage that dogs can eat cat food but cats cannot eat dog food! A deficiency in any amino acids can cause serious health-related problems.

We do not recommend giving your dog cat food. It is not optimized for them and may actually hurt their self-esteem if their dog friends found out.

QUESTIONS & CONCERNS

So the key to your pet’s growth, development, muscle & soft tissue condition, immune system and general vitality is effective healthy proteins. So what can make a protein healthy for your dog?

- is it easy to digest?
- is it complete? – animal meat proteins such as chicken meal versus low quality like corn gluten
- is it non-allergen (in sensitive dogs)?
- is it from a safe quality source?
- is it free from dangerous chemical preservatives?

These are the questions every pet owner should ask about their dog food!

PERCENTAGE OF PROTEIN AND FAT YOUR DOG SHOULD CONSUME DEPENDING ON AGE

<table>
<thead>
<tr>
<th>Activity and Growth Stage</th>
<th>Recommended Protein %</th>
<th>Recommended Fat %</th>
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<tbody>
<tr>
<td>Puppy</td>
<td>28%-32%</td>
<td>15%-18%</td>
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<tr>
<td>Adult dog</td>
<td>18%-25%</td>
<td>9%-15%</td>
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<tr>
<td>Performance dog</td>
<td>25%-35%</td>
<td>15%-20%</td>
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<tr>
<td>Heavy Working dog</td>
<td>30%-33%</td>
<td>30%-50%</td>
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<td>Lactating dog</td>
<td>28%-32%</td>
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FATS AND OILS, ARE THEY BAD?

Fats are not bad! They provide a concentrated form of energy. In fact, they give your dog more than twice the amount of energy than carbohydrates and proteins do. Fats used in dog foods must be highly digestible and healthy as they are the first nutrients used by the body as energy. Utilized ahead of both protein and carbohydrates. The critical question is the type of fats used in your pet food. Are they healthy and safe?

Some details: fats are made up of building blocks called fatty acids. Fatty acids are named according to their chemical structure and how they are bonded together. There are certain fatty acids required in a dog’s diet because the body cannot make them. These are known as essential fatty acids.

Essential fatty acids are divided into two groups named omega-3 and omega-6 fatty acids. Fatty acids from both these groups must be provided in a precise balanced ratios to support their daily nutritional requirements.

FATS AND YOUR DOG

Fats have many important functions. Not only do they provide energy, but they are also necessary for the normal development and function of body cells, nerves, muscles, and body tissues. They are important components in the body’s production of hormone-like substances called prostaglandins. One important role of prostaglandins is to reduce inflammation.

Much of the flavor and aroma of foods are held in fat molecules. So the reason your dog thinks his food tastes and smells good is based largely on the fats. They are critical to helping the body absorb certain vitamins that are fat-soluble, such as Vitamins A, D, E, and K. To keep your dog’s coat and skin shiny and healthy, focus on the fats and oils. They must be healthy and never rancid. Freshness is very critical to your pet’s health. Especially in the fat department. Older rancid fats can be very bad because they contain free radicals – with unhealthy consequences. Studies have shown vitamin, protein, and fat deficiencies because of rancid fat.

In today’s commercial pet foods, some fats are treated with chemical preservatives. These are used to extend the shelf life of your dog’s food. This isn't really done for your dog’s benefit, but to manage the storing of inventory. Many pet foods have a shelf life of two years! Shockingly, the most popular selling pet food in the USA uses a chemical preservative that is banned in Australia and Europe. In fact our own U.S. National Institute for Health has stated this ingredient may cause cancer. Find out what this ingredient is and what pet foods may be using it by connecting with a Pet Food Advisor with Live Chat.

A deficiency of essential fatty acids can cause a dry dull coat and scaly skin, impair healing and resulting in increased in skin infections and pyoderma. Pay special attention to the fat levels in foods for puppies and developing dogs. Their requirements are higher than adult dogs. Plus the kind of fats – for optimal brain development. Recently, fats have been recognized for other health benefits. Having a pet food with balanced omega fatty acids can result in less skin inflammation from allergies, joint inflammation may be reduced likewise. If your dog is suffering from allergies, is itchy, or their skin and coat needs improvement – let your Pet Care Advisor help your dog with instant relief. Click here to Live Chat or call (855) 834-3218

*Source: [http://www.springerlink.com/content/j3q2357767465434/](http://www.springerlink.com/content/j3q2357767465434/)
Vitamins, Minerals & Micro-Nutrients

Vitamins are essential to life, and with few exceptions cannot be made by an animal's body. They must be provided through a healthy diet.

**FUNCTION OF VITAMINS**

Vitamins are necessary for literally tens of thousands of different chemical reactions in the body. We will spare you and not list them all here. They often work hand in hand with minerals and enzymes to assure normal digestion, reproduction, muscle and bone growth and function, healthy skin and hair, clotting of blood, and the use of fats, proteins, and carbohydrates by the body.

**CLASSES OF VITAMINS**

Vitamins are generally classified into two groups based on how or if they are stored in the body.

Fat-soluble vitamins are stored in the liver and fatty tissues. Consuming excessive fat soluble vitamins can result in a dangerous overdose.

Water-soluble vitamins, on the other hand, are stored in small amounts by the body. Thus, they need to be taken daily, and excesses are excreted in urine. Thus little risk of overdose.

*Fat-soluble vitamins include:*
- Vitamin A
- Vitamin D
- Vitamin E
- Vitamin K

*Water-soluble vitamins include:*
- Vitamin C
- Vitamin B1 (thiamin)
- Vitamin B2 (riboflavin)
- Vitamin B3 (niacin)
- Vitamin B5 (pantothenic acid)
- Vitamin B6 (pyridoxine)
- Vitamin B12 and Folic Acid Biotin

**FUNCTION OF MINERALS**

Minerals perform many different functions in the body including formation of bone and cartilage, maintenance of fluid and acid/base balance, transportation of oxygen in the blood, normal functioning of muscles and nerves, and production of hormones. They work with vitamins, enzymes, and other minerals within the body to produce their effects.

Minerals are usually grouped into macro and micro categories. Macro-minerals are needed in greater amounts in the diet than micro-minerals.

*Macro-minerals include:*
- Calcium (Ca) and Phosphorus (P)
- Magnesium (Mg) Potassium (K)
- Sodium (Na) and Chloride (Cl)

*Micro-minerals include:*
- Copper (Cu) Iodine (I) Iron (Fe)
- Manganese (Mn) Selenium (Se) Zinc (Zn)

It is important to note, that supplementing or withholding even one or several specific minerals can create imbalances and possibly disrupt an animal’s nutritional health. Your dog requires these nutrients, vitamins and minerals to be balanced and consumed on a daily basis.

An underrated fact about minerals is how critical absorption is. Many pet foods provide the proper minerals to just meet label requirements. So a mineral is presented to your dog in his food - but often absorbing this lower quality form is difficult at best.

To assure the best absorption of these critical nutrients, look for chelated minerals. They work hand in hand with proteins assuring your dog actually gets the benefits from each required mineral. Your Pet Care Advisor discuss this more with you via Live Chat or by phone: (855) 834-3218
Your dog uses carbohydrates (carbs) to make glucose - the fuel that gives him the energy to go all day.

**PROVIDING ENERGY**

The most important function of carbohydrates is to provide adequate energy. Dogs are able to easily convert certain carbohydrate sources into simple sugars that are easily absorbed. More complex carbohydrates must be broken down further by the body before they are able to be absorbed.

Carbohydrates are broken down in the small intestine into glucose molecules. Glucose is the common energy source that can be used by the majority of body cells. Glucose is required by the body to provide quick energy, and is also needed by the brain and nervous system for normal function. Glucose can be stored in the body for release later in the form of glycogen. If the animal eats too much and exercises too little, this stored glycogen will eventually convert into fatty deposits in the body and cause obesity.

Interestingly, dogs have the ability to convert many carbohydrate sources into the same kind of energy that proteins provide. This ability to utilize both carbohydrates and proteins for energy explains how we are able to feed our dogs a partially carbohydrate diet. But it is important that these carbohydrates are highly digestible.

So, essentially we are meeting the dog’s protein requirement with meat, and then meeting their energy and fiber requirements with carbohydrates instead of the protein they would often use in the wild.

Make sure your dog food contains only safe, hearty, healthy carbs. Some carbs are just fillers that provide no nutrients to them such as rice hulls. Corn can be difficult to digest and wheat can be an allergen. So reach out to your Pet Care Advisors to discuss the right nutrients for your dog. [Click here to Live Chat](#) or ring (855) 834-3218

**WATER - YES WATER!**

Almost an afterthought, water is considered the most important nutrient. According to WebMD, water makes up 80% of our dogs body. It regulates body temperature, maintains hydration and lubricates joints and eyes among many other functions.

Monitoring water intake can even prevent illness. If your dog is over-drinking, or under-drinking, it can be a sign that something is wrong. Be sure to refer to a specialist if you notice anything.

Always keep plenty of clean, fresh water available for your healthy dog.

If your dog seems to be drinking too frequently, contact your Pet Care Advisor. Some dog foods promote excessive drinking which many dog trainers believe leads to behavior issues and poor housebreaking habits.

THE MOUTH

Digestion begins in the mouth, where food is mechanically broken down and mixed with saliva by chewing before it’s swallowed. Dogs aren’t strictly carnivores, they are omnivores, meaning they eat from both plant and animal sources. Their teeth are particularly suited to meat eating but can cut, chew, and crush food. Many dogs have a tendency to bolt down their food, often chewing only the toughest of foods before swallowing. Gulping down their food bypasses an important digestive process. It is a very common problem that can lead to digestive issues. Our Pet Care Advisors have some simple solutions that can help with this problem. [Click here to Live Chat](https://example.com) or call (855) 834-3218

The sight and smell of food stimulates the flow of saliva. Once the food arrives in the mouth, its taste and physical presence help increase saliva production. Saliva contains mucus, a very effective lubricant that coats the food to help with swallowing. Part of the mouth includes your dog’s teeth of course and dental health is very important to digestion. In senior dogs poor dental health can actually shorten their life span thru infection.

Some very popular pet food brands use ingredients that are very bad for your dog’s teeth let alone their general health. A dog does not need added sugar nor added colors (they are essentially color blind anyways). So check your pet food labels to see if your food is made for your dog or marketed for you.

THE STOMACH

When food is swallowed, it passes down the esophagus, whose muscles contract with a “wave” motion and arrives at the stomach quickly. The stomach has several functions. It’s a storage organ; it’s a mixing bag (where more digestive enzymes are added to); and it’s a regulator valve that controls the rate of flow into the small intestine. Importantly, Protein digestion begins in the stomach.

The stomach secretions contain protein-digesting enzymes (proteases), hydrochloric
acid, and mucus. Mucus lubricates the food, and protects the lining of the stomach wall, which is largely protein, from being digested by its own enzymes. The secretion of acid, mucus, and enzymes depends on the composition and quantity of food eaten, and is regulated by hormones and nerves.

The wall of the stomach is quite muscular. The stomach contents are mixed thoroughly, and push towards the pyloric sphincter—a muscular ring that acts as a regulator valve. By this time, the mixture is a thick milky liquid. Strong waves in the stomach cause the pyloric sphincter to relax, and allow food to pass into the duodenum (the first part of the small intestine).

**THE SMALL INTESTINE**

Pancreas & Liver

The duodenum is the main site for digestion in the small intestine. Here, more enzymes—from the intestinal wall and the pancreas are added. The pancreas is one of the major glands of the body, and has two functions: releasing digestive enzymes into the gut, and releasing hormones into the blood.

These enzymes include proteases (for continued protein digestion), amylase (for carbohydrate digestion), and lipase (for fat digestion).

Another important function of the pancreas is to secrete the hormone insulin into the bloodstream to control blood sugar levels. It’s important to recognize that without proper nutrition and care, your dog can also develop diabetes. In fact diabetes rates in dogs is skyrocketing.

The liver is the other major organ associated with the small intestine. Bile is produced continuously in the liver, stored in the gall bladder, and passed into the gut through the bile duct when it’s needed.

The digestion of food is completed in the small intestine, and once the food has been broken down to its simplest form, it can be absorbed across the wall of the intestine and into the blood.

The small intestines are very long, and absorption takes place along its entire length. Folds and finger-like projections, villi, in the lining of the intestinal wall dramatically increase the surface area for absorption. In some dogs, the absorptive area of the small intestine may be as large as the floor of a small room!

**SOURCES**

http://www.petmd.com/dog/nutrition/evr_dg_focusing_on_protein_in_the_diet
http://www.peteducation.com/article.cfm?c=2+1659&aid=702
http://www.cdc.gov/nutrition/everyone/basics/protein.html
THE LARGE INTESTINES

By the time the food that’s been eaten reaches the large intestine, most of the nutrients have been digested and absorbed. In this part of the gut, water is absorbed, and some fermentation of dietary fiber by bacteria takes place. This process is responsible for the production of gas, often associated with flatulence – often room clearing!

Stools, the final frontier, are around 60–70% water, and the rest is made up of undigested food, dead bacteria, and some inorganic material. If all goes according to plan, the stools in your backyard or deposits during your daily walk will be small and easy to dispose of!

WHY IS THIS IMPORTANT?

Why do we spend so much time discussing the digestive machine? Because it isn’t always about the food. Many times the issues with your dog can be related to their digestive machine. Understanding this phase of effective nutrition makes tailoring their food even more effective. Your Pet Care Advisor has the experience to recommend the specific safe, healthy, and natural nutrition your dog needs. Let’s call it their core diet. Then by understanding other issues or conditions your dog may have, they can develop a more complete plan for your dog and his specific issues.

If your dog has a smoothly running machine and is perfectly healthy – then terrific – proper core diet may be just the thing. But understanding your dogs breed and typical issues that may arise as they mature allows for a more refined and effective nutrition plan. And if they need digestive support, then they have simple but amazingly effective solutions. Honestly what do you have to lose? Get your dog started on their correct nutrition plan now.

SWITCHING FOODS–

Ok we now have an understanding of the components that make up a healthy diet. And we have a basic understanding how the digestive machine works. And from your Pet Care Advisor, you have the perfect nutrition plan developed for your dog. The next step is switching pet food. Which has a bit of myth surrounding it.

Transitioning to a healthy, easy to digest pet food is quite painless. Easy in fact and problem-free in almost every instance. Busting this myth is easy when you transition to a quality food with natural ingredients selected for ease of digestion and effectiveness.

Our Pet Care Advisors have transitioned tens of thousands of dogs to their new nutritional plan - that includes safe and healthy pet food, supplements and digestive aids when necessary - without incident!

By following the simple steps as outlined below, your dog can get started right away and be completely transitioned and on his way to better health in just a few days.

Three Easy Ways to Reach your Pet Care Advisor:
Live Chat Click Here
Phone: (855) 834-3218
Email: service@naturesselectpet.com
Summary of Next Steps to Achieve the BEST RESULTS for your Dog

Here what we suggest you do next:

1. Review the specific formulas recommended for your dog
2. For fast results, get your dog started on his recommended formula right now
3. If it is recommended to get additional consulting, reach out to your Pet Care Adviser:

They will be able to direct you to easy solutions that address your specific concerns. We're excited about the results you and your dog will see within a matter of weeks after feeding your recommended Nature's Select formula.

But it is important to get started right away.

And that is why we’re here - to offer assistance and offer you some additional benefits!

To make this easy, risk free and valuable, we'd like to give you a few bonuses:

1. 100% satisfactions guaranteed – there is no risk
2. Same Day shipping – Always Free shipping - very easy
3. Get this very practical free poster: “Obesity and Overweight in Dogs”
4. Get a free measured food scoop for accurate feeding – helpful for weight management
5. Your Nature Select Transition Guide – transitioning is really easy

The health and wellness of your dog is not a gimmick. We've dedicated ourselves to helping our customers and their dogs for over 20 years.

And we truly care.
Here are some answers to commonly asked questions by dog lovers like you.

1. *Are there any contracts?*
   No! There is no contract or monthly pre shipment. We’re confident in our food and your results. So our process is simply: Try Nature Select – Dog Loves Nature Select – Reorder Nature Select When Needed – Free Same Day Shipping Always. No contracts. No pre-paid monthly shipping. You’re in control when and what pet food you need.

2. *I’m concerned about switching pet food. Won’t my dog get sick?*
   No! Over the last 20+ years we’ve helped thousands and thousands of dog’s transition without event. We understand the digestive process and we will provide an easy transition guide for you to use. In almost all cases your dog will be pleased with his new food and you will be delighted with his stools. We know that stool talk sounds a little weird but hey, we’re dog people!

3. *Isn’t high quality natural pet food expensive?*
   No. Not when you consider the impact that healthy nutrition has on his life. It is one of the easiest steps you can take to support your dog’s wellness. Your pet needs high quality and safe ingredients in order to get the digestion and the nutritional benefits for his health and long term wellness. Short cuts and penny saving can have bad consequences - right now and definitely for his future. Ask your vet – we’re sure they will agree. Also, since Nature’s Select doesn't add any fillers – you feed less. Here is a startling example: for the same 60 lb. lab, you will feed close to 7 more bags of Beneful dog food per year than Nature Select. That 7 more bags is expensive! It could cost you over $150 more per year to feed your dog.

4. *I just purchased a bag of dog food, can’t it wait?*
   Waiting to start delays your results. Although you can easily transition in as little as 6 days – blending your current food with Nature Select, for a longer period is never a problem. Nobody wants to waste food. So have your Nature Select food shipped now and just blend for a longer period of time.

5. *My vet has my dog on a prescription formula.*
   Your vet knows a great deal about your dog and his special conditions, so consider your vet’s opinion strongly. Many prescription recipes address conditions that can be managed simply and with less cost with high quality nutrition. Conditions such as obesity/overweight, underweight, sensitive stomach, allergies, soft stools, poor digestion, itchy skin and flaking coat, and more are our specialty. So if your dog is on a vet food consult directly with us by calling (855) 834-3218. Ask to speak with Cindy or Roger about your special concerns. As our most experienced Pet Care Advisors with over 22 years of combined experience, they provide careful guidance and support. They will honestly guide you to a healthy solution – even if it is to stay with your prescription recipe.

So are you ready to take great care of your dog?

Then get started with their recommended recipe right now. And our Promise to You will be:

- 100% satisfaction guaranteed
- Free same day shipping (order before 2pm PST otherwise next business day)
- The best nutrition value
- A healthy dog and a happy dog lover

*Thanks so much!*

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The Pet Care Team at Nature Select Pet

Phone: (855) 834-3218
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Shop: http://NaturesSelectPet.com
Learn More: NaturesSelectUSA.com

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