



The leading not-for-profit trade association
serving the interests of pet product
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Industry Statistics & Trends

PET OWNERSHIP

- According to the 2007-2008 National Pet Owners Survey, 63% of U.S. households own a pet, which equates to 71.1 millions homes
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet as compared to 63% in 2006

Breakdown of pet ownership in the U.S. according to the 2007-2008 National Pet Owners Survey

Number of U.S. Households that Own a Pet (millions)

Bird	6.4
Cat	38.4
Dog	44.8
Equine	4.3
Freshwater Fish	14.2
Saltwater Fish	.8
Reptile	4.8
Small Animal	6.0

Total Number of Pets Owned in the U.S. (millions)

Bird	16
Cat	88.3
Dog	74.8
Equine	13.8
Freshwater Fish	142.0
Saltwater Fish	9.6
Reptile	13.4
Small Animal	24.3

* Ownership statistics are gathered from APPMA's 2007/2008 National Pet Owners Survey

SPENDING

Total U.S. Pet Industry Expenditures

Year	Billion
2007	\$40.8 Est.
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

Exhibit 11

Estimated 2007 Sales within the U.S. Market

For 2007, it estimated that \$40.8 billion will be spent on our pets in the U.S.

Breakdown:

Food	\$16.1billion
Vet Care	\$9.8billion
Supplies/OTC Medicine	\$9.9 billion
Live animal purchases	\$2.1 billion
Pet Services: grooming & boarding	\$2.9 billion

Actual Sales within the U.S. Market in 2006

In 2006, \$38.5 billion was spent on our pets in the U.S.

Breakdown:

Food	\$15.4 billion
Vet Care	\$9.2 billion
Supplies/OTC Medicine	\$9.3 billion
Live animal purchases	\$1.9 billion
Pet Services: grooming & boarding	\$2.7 billion

* Unless otherwise stated, spending statistics are gathered by APPMA from various market research sources and are not included in the organization's bi-annual National Pet Owners Survey.

- According to the **2007-2008 APPMA National Pet Owners Survey**, basic annual expenses for dog and cat owners in dollars include:

	Dogs	Cats
Surgical Vet Visits	453	363
Food	217	188
Kennel Boarding	225	149
Routine Vet	219	175
Groomer/Grooming Aids	127	18
Vitamins	77	31
Treats	66	40
Toys	41	26

****Note:** APPMA does not ask Survey Participants how much in total they spend on their dog or cats annually. The expenses listed above are not all inclusive and each category was asked separately of the survey participant.

2007 PET PRODUCTS TREND REPORT

We pamper them. We bring them wherever we go. We surprise them with something new on special occasions. They even get holiday presents. They are our pets!

From high-end items to high-tech items, products for our companion animals now extend beyond traditional necessities. The American Pet Product Manufacturers Association (APPMA) presents top pet product trends for 2007.

Going to the Dogs

More and more companies traditionally known for human products are going to the dogs, and cats, and reptiles. Big name companies including like Paul Mitchell, Omaha Steaks, Origins, Harley Davidson and Old Navy are now offering lines of pet products ranging from dog shampoo, pet attire, and name-brand toys to gourmet treats and food.

Pets Welcome

Many hotels across the country are adopting pet friendly policies. Several chains have announced new pet-friendly policies that include everything from oversized pet pillows, plush doggie robes, to

check-in gift packages that include a pet toy, dog treat, ID tag, bone and turn down treat. Some even have a licensed dog masseuse on staff.

Pet Products Sold Here

Shopping for pet products is becoming easier than ever with an increasing variety of retail outlets now selling pet products. Right along side fertilizer and shovels, shoppers can now find pet products such as doggie doors and yellow lawn spot removers sold at many lawn and garden stores, nurseries, and major home improvement stores including Home Depot.

The Lap of Luxury

High-end items to spoil companion animals are must-haves for pet owners that spare no expense to please their furry, feathered and finned best friends. Items include faux mink coats for cold weather outings, feathered French day beds for afternoon naps, designer bird cages, botanical fragrances and to top it all off, a rhinestone tiara!

Ultra-Clean...

Pet-owners take grooming one step beyond a haircut, a quick bath and a nail trim. Mouthwash and an electric toothbrush for canines are routine steps in a beauty session for some pooches. Birds receive daily pedicures with special cage perches, while others enjoy manicures complete with nail polish. Pet-owning homes stay cleaner with automatic, self-flushing litter boxes, cleaning cloths for muddy paws that mimic traditional baby wipes, and scented gel air fresheners to keep rooms free of pet odors.

Dinner is Served

Today's pet foods include complete and balanced diets that tantalize our pets' taste buds and satisfy their tummies. Formulas for puppies and kittens, specialized meals for reptiles, birds and fish and diets for senior pets ensure a long and healthy life for our beloved companions.

State-of-the-Art

High-tech products including computerized identification tags, digital aquarium kits, automatic doors and feeders, enhanced reptile terrarium lighting systems and touch-activated toys help pet-owners take care of companion animals with ease and precision.

Loosen Up

As pet owners meditate in yoga class, cats relieve stress by frolicking in a toy gym or relaxing in a feline spa before enjoying herbal catnip packaged in a tea bag. Dogs sip fresh water from flowing fountains after a soothing rub with a doggie massager.

Help Yourself!

Products designed with convenience in mind lead this trend. Programmable feeding and drinking systems, automatic and battery-operated toys, self-cleaning litter boxes and self-warming pet mats let pets virtually care for themselves!

Straight from the Catwalk

Faux mink coats, hipster lumberjack vests, designer plaid jackets, matching jeweled and leather collar and leash sets, Halloween costumes, and holiday outfits keep pets in fashion throughout the year. Upscale leather carriers complete with a cell phone and water bottle holder are the perfect accessories to keep the pet owner in style as well.

Keep on Truckin'

Whether it's a quick trip to the supermarket or a long ride to the beach, companion animals are now traveling animals too. Buckled up in a harness, seat belt system or a portable carrier, these pets stay safe and secure while on the road. Food and water along with safety supplies are on hand in all-in-one kits, waste disposal systems make for easy clean-up on quick stops and motion sickness aids are available too.

Hello, My Name Is...

From monogrammed sweaters and personalized food and water bowls to digitized collar tags and hand-made treats, owners embrace their pets as true members of the American family celebrating their fluffy, finned and feathered companions with their very own belongings.

HEALTH BENEFITS

- **Pets Help to Lower Blood Pressure** A recent study at the State University of New York at Buffalo found that people with hypertension who adopted a cat or dog had lower blood pressure readings in stressful situations than did those who did not own a pet. (Dr. Karen Allen, State University of New York at Buffalo)
- **Pets Help to Reduce Stress** Walking with a pet helps to sooth nerves and offers instant relaxation. Studies conducted worldwide have shown that the impact of a stressful situation is lesser on pet owners, especially males, than on those who do not own a pet. (Josephine M. Wills, Waltham Centre for Pet Nutrition, United Kingdom)
- **Pets Help to Prevent Heart Disease** Because pets provide people with faithful companionship, research shows they may also provide their owners with greater psychological stability, thus a measure of protection from heart disease. (National Institute of Health Technology Assessment Workshop: Health Benefits of Pets)
- **Pets Help to Lower Health Care Costs** People with pets actually make fewer doctor visits, especially for non-serious medical conditions. (National Institute of Health Technology Assessment Workshop: Health Benefits of Pets)
- **Pets Help to Fight Depression** Pets help fight depression and loneliness, promoting an interest in life. When seniors face adversity or trauma, affection from pets takes on great meaning. Their bonding behavior can foster a sense of security. (Between Pets and People: The Importance of Animal Companionship)

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U.S. Pet Ownership Statistics

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The following statistics were compiled from the American Pet Products Manufacturers Association (APPMA) 2005-2006 National Pet Owners Survey.

Dogs

- There are approximately 73 million owned dogs in the United States
- Thirty-nine percent of U.S. households own at least one dog
- Most owners (60 percent) own one dog
- Twenty-five percent of owners own two dogs
- Fourteen percent of owners own three or more dogs
- On average, owners have almost two dogs (1.7)
- The proportion of male to female dogs is about even
- Sixteen percent of owned dogs were adopted from an animal shelter
- On average, dog owners spent \$211 on veterinary visits (vaccine, well visits) annually
- More than seventy percent of owned dogs are spayed or neutered



Cats

- There are approximately 90 million owned cats in the United States
- Thirty-four percent of U.S. households (or 37.7 million) own at least one cat
- Fifty percent of owners own more than one cat
- On average, owners have two cats (2.4)
- Slightly more female cats are owned than male cats (66 percent vs. 64 percent respectively)
- Fifteen percent of owned cats were adopted from an animal shelter
- Cat owners spent an average of \$179 on routine veterinary visits
- Eighty-four percent of owned cats are spayed or neutered

For additional information on pet ownership statistics, contact the APPMA at 255 Glenville Rd., Greenwich, CT 06831, 800-452-1225, or visit their website at www.appma.org.

Updated Jan. 5, 2007.

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[American Pet Products Manufacturers Association \(APPMA\)](#)



Pet Food in the U.S.: Riding the Premium Wave

Sep 1, 2006

426 Pages - Pub ID: LA1190796

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[Abstract](#) [Table of Contents](#) [Search Inside Report](#) [Buy By the Section](#) [Related Reports](#)

The U.S. pet food market is experiencing healthy growth as marketers continue to convert pet owners to better quality, higher priced, more upscale fare. Premium pet foods cover all bases—natural/organic, fortified/functional, weight control, lifestage, breed-/size-specific, gourmet, etc.—and are increasingly being positioned not just as human style but as human grade. As a result, much of the growth is occurring at the upper-income tier of the pet owner spectrum, with U.S. households earning \$70,000 or more now accounting for an impressive 44% of the aggregate pet food expenditure—up from just 15% in 1994.

Top marketers including Nestlé Purina, Mars, Iams, Hill's, Nutro, and S&M NuTec clearly have their fingers on the emotional pulse of American pet owners, as well as some very big advertising guns. During 2005, they spent nearly \$300 million on national advertising for pet food, virtually all of it encouraging the deep attachment Americans feel for their pets, while also launching the biggest surge of new products in the history of the market. The high level of interest in all things pet has also spurred a number of high-profile acquisitions, including Mars' recent purchase of S&M NuTec (Greenies) and private-label producer Doane, Del Monte's purchase of Milk-Bone and Meow Mix, Bain Capital's purchase of Nutro, and Central Garden & Pet's purchase of Breeder's Choice.

Bringing to bear more than 20 years of experience in analyzing this market and drawing on Packaged Facts' broad cross-category expertise, Pet Food in the U.S. pinpoints strategic directions for current and prospective marketers, with a particular focus on high-growth product segments such as functional treats. Covering products for all type of companion animals, the report is organized into four main chapters—Dog Food, Cat Food, and Other Pet Food (birds, small animal, fish, and reptiles), plus an in-depth overview chapter covering cross-market trends.

Pegging 2005 sales at \$14.5 billion and projecting healthy growth through 2010, the report provides market size estimates for the overall retail universe, while quantifying mass-market sales to the marketer/brand share level using data from Information Resources, Inc. The report fully documents marketing, new product, and retail trends, as well as trends in pet food purchaser demographics, based on Simmons Market Research Bureau data as well as data from the American Pet Products Manufacturers Association's 2005-2006 National Pet Owners Survey.

Packaged Facts' Pet Products and Services Collection

Packaged Facts is the leading source of market intelligence for pet products and services. No other market research publisher offers the breadth and depth of coverage in this lucrative, fast-growing industry. Other titles include Oral Care Products for Pets, Pet Products in Nontraditional Outlets, The U.S. Pet Insurance Market, Market Trends: Pet Supplements and Nutraceuticals, Market Trends: Natural, Organic and Eco-Friendly Pet Products, and Pet Care Services in the U.S.

Report Methodology

The information contained in this report was obtained from both primary and secondary research. Primary research entailed attendance at industry trade shows; informal interviews with members of the trade; and an on-site examination of the retail milieu, including mass-market outlets, pet specialty shops, and veterinary clinics. Secondary research included extensive Internet canvassing and research- and data-gathering from relevant trade, business, and government sources; company reports including annual reports, 10Ks, and other financial releases from public companies; company profiles in trade and consumer publications; and other reports by Packaged Facts, which has been reporting on pet-related markets for nearly two decades.

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Our market size estimates are based on Information Resources, Inc. (IRI) data for tracked mass-market retailers (supermarkets, drugstores, and mass merchandisers other than Wal-Mart), independent pet store sales-tracking surveys, reported revenues of marketers and retailers, and figures appearing in the trade press. Information on new product introductions is derived from reports in the trade press and online, as well as detailed Productscan data from Datamonitor. Our analysis of consumer demographics derives primarily from the Simmons Market Research Bureau (New York, New York) fall 2005 consumer survey, which is based on approximately 28,000 respondents

What You'll Get in this Report

Pet Food in the U.S. offers unique perspective on this burgeoning market. No other market research report provides the analysis and trends coverage that this report offers. Plus, you'll benefit from extensive data, presented in easy-to-read and practical charts, tables and graphs.

Related Reports:

[Global Pet Food Industry Outlook](#)

Apr 1, 2007 - LA1391933 - \$3,900.00

[All Things Convenient: Product, Packaging and Consumer Trends in the Pet Food, Supplies and Travel Markets](#)

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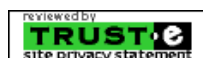
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American Pet Association

Changing the way America cares about its Pets

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These are basic fun facts about the cats and dogs. All statistics are as of March, 2006 unless noted. This page will be updated again in late 2007. See note at bottom of page regarding updates

There are 44,892,454 dog owners in the United States, who own a total of 62,995,801 million dogs, and there are 76,954,111 million cats for a total of 139,949,912 pets.

Of the 106.4 million households in the U.S., 33.6 million have at least one cat as a pet.

The following statistics exemplify pet owners feelings towards their pets.

31,507,457 dog owners purchase Christmas gifts for their dogs.

39,754,847 cats receive Christmas gifts from their owners.

13,498,254 cats have their birthdays celebrated.

9,849,021 dog owners celebrate their dogs' birthdays in the following ways;

Give dog a special treat	4,567,598
Make dog a special meal	1,978,636
Give dog a cake	1,850,665
Give dog a new toy	1,801,445
Give dog ice cream	1,102,524

Give dog a new bone	964,708
Sing or wish dog happy birthday	698,921
Give dog a party with other dogs or pets	659,545
Take dog to favorite place	393,758
Take Photographs	216,567

More than half of American dog owners are more attached to their pets than to at least one other human being. The following numbers represent those who say they are as attached to their dogs as to the following persons;

A) Best Friend 16,213,555

B) Children 8,321,566

C) Spouse 5,421,959

39% of America's pet owners display their pet's picture in their home.

16% of America's pet owners keep a picture of their pet in their wallet or purse.

American dogs sleep in the following places;

On Top Of The Bed	10,100,000
In a Dog House	8,635,500
On The Floor	7,524,500
In a Dog Bed	7,322,500
Outside In The Garage :(6,413,500
In Their Owner's Bed	1,262,500

67% of America's cats are allowed to sleep on their owner's bed or anywhere they want.

More than half of America's dogs can perform at least one trick (25,300,500).

America's dog and cat owners say they acquired their pets for the following reasons;

Reason for Ownership	Dogs	Cats
Someone To Play With	90%	93%
Companionship	83%	84%
Help Children Learn	82%	78%
Someone To Communicate With	57%	62%
Security	79%	51%

NOTE: These numbers add up to more than 100% showing that people must have a pet for more than one reason.

Pet Safety:

Cause of Death	Lifetime Odds of Dying*
Car crash	1 in 242
Drowning	1 in 1,028

Plane crash	1 in 4,608
Lightning strike	1 in 71,501
Bitten by dog	1 in 137,694
Venomous spider bite	1 in 716,010
*for someone born in 2000	
Source: National Safety Council	

Source: 1998-2006 American Pet Association Polls

Poll taken of 19,211 pet owners in February 2005 Error +- 3%



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**Economist.com****BUSINESS****The pet industry****A dog's dinner**

Mar 31st 2007

From Economist.com

A recall of contaminated pet-food in North America

Hamish



THE grief cycle describes a common pattern of emotional responses to death, starting with denial, changing to anger and then depression, and ending with acceptance. Pet-owners in North America are adding another stage to the process—litigation. In mid-March Menu Foods, a Canadian contract manufacturer, pulled 95 brands of dog and cat food from shelves in America, Canada and Mexico. The recall came after reports from consumers of contaminated food were confirmed by the company's own "taste" tests, in which nine cats died. Further tests by American government officials identified aminopterin, a type of rat poison, in the food.

Menu Foods has confirmed 16 animal deaths so far but that number will rise. Michael Dillon, a pet industry consultant, conservatively estimates a final death toll in the thousands. Local newspapers issue sombre reports on victims such as TJ, a Yorkshire terrier in Missouri who enjoyed the smell of roses. Enter the lawyers. Distressed owners have filed class-action lawsuits against Menu Foods, as well as against a retailer who stocked the items and a manufacturer who used the Canadian firm to make its products.

The depth of response may baffle the petless but comes as no surprise to industry insiders, who identify "humanisation" as a principal feature of the sector. Many owners think of their pets as children—childless consumers accounted for 60% of pet-related expenditure in America in 2005—and treat them more like people than animals. Trends in human food are quickly replicated in pet products, says Bob Vetere, president of the American Pet Products Manufacturers Association.

The recalled pet foods were "cuts and gravy", which are designed to mimic the food people eat (wheat gluten, the probable source of the contamination, is used to thicken the gravy). Health foods are fast spreading from dinner tables to doggie bowls: Wal-Mart and Target, America's two biggest retailers, both introduced natural pet-food lines last year. The recall is likely to reinforce this trend.

Doting owners don't only spend big money on food. Overall, pet-related sales are forecast to hit \$40.8 billion in America this year, 6% more than in 2006. Absurdities such as diamond-studded Cartier dog collars and Goyard travelling bowls are out of the reach of most owners but the better-off are happy to splash out on branded carriers and clothing. Pet services are booming too. Speciality retailers already boost sales by offering grooming and boarding. Mr Dillon expects to see "human" retailers such as Wal-Mart branching into pet services over the next couple of years.

The pet-food recall highlights two risks faced by firms using contract manufacturers. One is reputational. Many pet owners have expressed surprise that premium brands were being made with common ingredients and at the same facility as a host of cheaper, own-label brands. Why pay more for branded goods, they ask? The criticism may be unfair—differences between products lie largely in the varying proportions of ingredients used—but the perception of reduced value will be hard to shift.

The second risk relates to extended supply chains. The pet-food industry is more lightly policed than the human-food one and testing procedures were in the hands of Menu Foods. Aminopterin is banned in America but the wheat gluten at the centre of the contamination investigation was imported from China, where the poison is used. There are mutterings about how quickly Menu Foods reacted to reports of pet deaths. Things can go wrong at companies' own facilities too but Mr Vetere predicts that the recall will prompt tougher provisions in agreements with contract manufacturers.

Just as owners come to resemble their dogs so too the human and pet markets are converging. Picky customers and growth in premium products are already familiar features of many consumer landscapes. But pet owners turning to the courts for redress over the loss of a loved one will notice that people and animals are still different in law. Pets are treated as property not as people, severely crimping the opportunity for bumper payouts to the bereft that Americans have become used to.

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Exhibit 16



OUR PRODUCTS • OUR MISSION • WHAT'S INSIDE • GREAT PROMOTIONS • SEND YOUR PHOTO

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pet-loving people like you.

We don't believe people are pet owners. People own TVs, cars and vacation homes. But they don't own pets. They have a relationship with their pets. They enjoy bonds that are sometimes stronger than family. So it's not surprising that people want to provide their pets with the healthiest and best tasting food. That's where The Goodlife Recipe™ pet food comes in. We use the best ingredients in the right balance to create great food and snacks for cats and dogs. Because we believe, pets that eat well are pets that live well. And when your pet is living well, you're living well.



"My dad created this website!"
Malcolm & Chestnut



"I'm the girl who helped
make the TV commercial"
Susannah & Emily



"I put the 'good' in
every package."
Kevin & Chumley



"We helped create
this website too!"
Heather & Keta

Exhibit 17



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A healthy, balanced diet your four-legged friends will love!

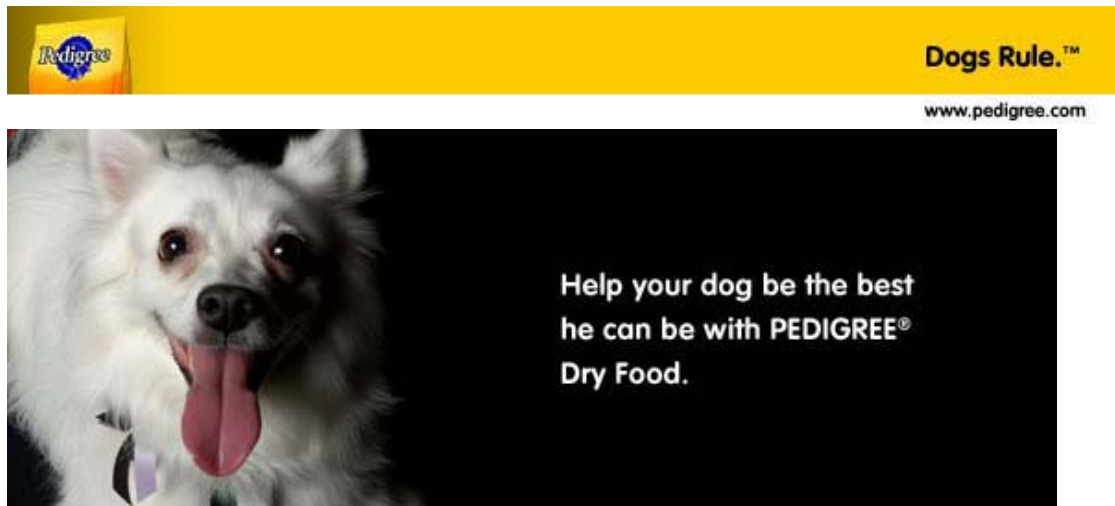
Every bag of The Goodlife Recipe™ food for cats or dogs is a perfect blend of six tasty ingredient groups like real chicken, beef or salmon, healthy vegetables and hearty whole grains - created with our nutritionally balanced "pet food pyramid" as a guide. It's our way of giving your pets all the enjoyable taste and essential nutrients they need without any of the artificial additives they don't. And who wouldn't love that?

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Exhibit 18



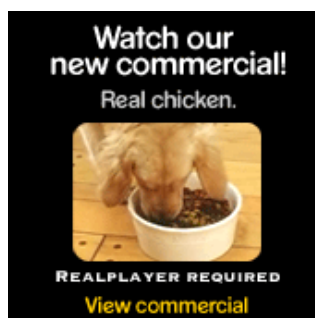
Feature product



PEDIGREE Healthy Maturity® has an easier-to-crunch kibble because dogs over six often have more sensitive teeth and gums. It provides essential nutrients such as antioxidants, key minerals, and Omega Fatty Acids to promote healthy joints and keep older dogs healthy and active.

DID YOU KNOW ?

Obesity can lead to joint damage, respiratory difficulties, heat and exercise intolerance, diabetes mellitus and circulatory problems.



DRY

Not only does PEDIGREE® Brand Dry Food For Dogs provide your dog with a balanced diet of vitamins, minerals, essential fatty acids, fiber and protein, it's a delicious foundation to your dog's overall diet. It's also helpful in preventing the accumulation of dental tartar and plaque. And dry food has the added benefit of being very convenient for you.

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LAMB & RICE
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WEIGHT LOSS
WEIGHT MAINTENANCE

For Senior Dogs
PEDIGREE HEALTHY MATURITY®

For Overweight Dogs
WEIGHT LOSS
WEIGHT MAINTENANCE



Exhibit 19



Dry Nutrition for Adult Dogs



PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs - Dry

New, improved PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs (formerly PEDIGREE COMPLETE NUTRITION® Meaty Chunks With Rice & Vegetables) offers a way for dogs to get the healthy benefits of real vegetables and real chicken in a tasty balanced meal owners can feel good about feeding every day. It's made up of five different components to offer a variety of flavors and textures that dogs love.

- PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs now contains a new and improved patented PEDIGREE HEALTHY NUGGETS™ with Meaty Centers kibble. Improvements include a golden yellow shell, 25% more cream fill and meaty center.
- Made with real chicken, a high quality protein source
- Made with healthy real vegetables that dogs love
- Higher guaranteed levels of protein than BENEFUL® Original (Based on guaranteed analysis: PEDIGREE WITH CHICKEN RICE & VEGETABLES™: 26% protein, BENEFUL® Original: 25% protein)
- Nutritionally complete and balanced for both **puppies** and adult dogs
- Contains patented HEALTHY NUGGETS™ pocket kibbles that have a dual texture- crispy outside with a soft, creamy inner
- Contains the Advanced Antioxidant Recipe with guaranteed levels of vitamins E & C
- Highly digestible ingredients so nutrients are easily absorbed
- Improved taste that dogs love
- Select sizes available with the SLIDE RITE® Zipper for easy opening and resealing between feedings
- No artificial flavors or fillers

Overall health

Balanced protein and fat levels to help older dogs stay fit and lean

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

Nutrition Statement:

PEDIGREE WITH CHICKEN RICE & VEGETABLES™ Food For Dogs is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for growth and maintenance.

INGREDIENTS

Ground Whole Corn, Meat and Bone Meal, Corn Gluten Meal, Chicken By-product Meal, Animal Fat (preserved with BHA/BHT), Natural Poultry Flavor, Wheat Flour, Chicken, Rice, Dried Whole Peas, Wheat Mill Run, Dried Beet Pulp, Wheat Gluten, Salt, Carrot

Exhibit 20

High quality proteins which provide amino acids for strong, healthy muscles

Healthy digestion
Highly digestible ingredients so nutrients are easily absorbed

RECOMMENDED DAILY FEEDING GUIDE FOR ADULT DOGS*

WEIGHT OF DOG CUPS PER DAY+

Up To 10 lbs.	1/3 to 1
10 to 25 lbs.	1 to 2 ^{1/4}
25 to 50 lbs.	2 ^{1/4} to 3 ^{1/2}
50 to 75 lbs.	3 ^{1/2} to 4 ^{3/4}
75 to 150 lbs.	4 ^{3/4} to 8

1 cup = 8 oz. measuring cup, 1 can = 13.2 oz, 1 pouch = 5.3 oz.

An individual dog's requirements may differ from this guide. Puppies can be fed up to 1-1/2 times the highest amount listed in their category.

MIXING WITH CANNED?

Replace 1-1/4 cups for each can of PEDIGREE® TRADITIONAL GROUND DINNER® Food For Adult Dogs.

MIXING WITH POUCHES?

Replace 1/3 cup for each pouch of PEDIGREE® LITTLE CHAMPIONS® Food For Adult Dogs.

Moisture max.	12.0%
Linoleic Acid, min.	1.7%
Calcium, min.	1.0%
Phosphorus, min.	0.8%
Vitamin E, min.	225 IU/kg
Vitamin C, min.	70 mg/kg

TYPICAL ANALYSIS

Moisture	%	8.15
Protein	%	27.55
Fat	%	14.14
Crude Fiber	%	2.08
Linoleic Acid	%	2.09
Calcium	%	1.80
Phosphorus	%	1.21
Vitamin E	IU/kg	272.00
Vitamin C	mg/kg	82.40

TYPICAL ANALYSIS:

Nutrients	Per 100g "As Is"	Typical Nutrient Analysis per 1000 kcal
Crude Protein, g	27.3	77.36
Crude Fat, g	14.3	40.52
Crude Fiber, g	1.9	5.38
Ash, g	10.5	29.75
Minerals		
Calcium, g	1.56	4.43
Copper, mg	1.46	4.14
Magnesium, g	0.12	.035
Phosphorus, g	1.38	3.92
Potassium, g	0.79	2.23
Sodium, g	0.61	1.72
Zinc, mg	20.80	58.94

Vitamins

Vitamin A, IU	822	2329
Vitamin E, IU	27.4	77.64



NEW! PEDIGREE 2-STEP WEIGHT PROGRAM™

PRODUCT INFO • WEIGHT TRACKER • ASK THE EXPERT • FAQ • HEALTH TEST

PRODUCT INFO

PEDIGREE 2-STEP WEIGHT PROGRAM™ is designed to help dogs lose weight and keep it off!

PEDIGREE introduces a unique approach to weight loss for dogs with the new PEDIGREE 2-STEP WEIGHT PROGRAM™. This program consists of two different formulas:

Step 1: PEDIGREE WEIGHT LOSS™ and
Step 2: PEDIGREE WEIGHT MAINTENANCE™.

Step 1: PEDIGREE WEIGHT LOSS™ for Overweight Adult Dogs is a unique high protein diet designed to help dogs safely lose up to 10% excess body weight in only 12 weeks.

- Contains more than twice the protein of PEDIGREE COMPLETE NUTRITION™ Dry Food and is designed to help dogs burn more calories.
- Intended for overweight but otherwise healthy dogs
- Once the 12-week program is completed, gradually transition to Step 2: PEDIGREE WEIGHT MAINTENANCE™

Guaranteed Analysis:

Crude Protein (Min.) 50.0%
Crude Fat (Min.) 8.0%
Crude Fiber (Max.) 3.0%
Moisture (Max.) 12.0%
Vitamin E (Min.) 225 IU/kg
Vitamin C* (Min.) 70 mg/kg

Ingredients: CHICKEN BY-PRODUCT MEAL, SOY PROTEIN CONCENTRATE, GROUND YELLOW CORN, CORN GLUTEN MEAL, NATURAL POULTRY FLAVOR, CARAMEL COLOR, POTASSIUM CHLORIDE, METHYL ESTER OF VEGETABLE OIL FATTY ACID, VEGETABLE OIL (SOURCE OF LINOLEIC ACID), VITAMINS (DL-ALPHA TOCOPHEROL, ACETATE [SOURCE OF VITAMIN E], CHOLINE CHLORIDE, L-ASCORBYL-2 POLYPHOSPHATE [SOURCE OF VITAMIN C*] VITAMIN A, ACETATE, THIAMINE MONONITRATE [VITAMIN B], BIOTIN, D-CALCIUM PANTOTHENATE, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], VITAMIN D3 SUPPLEMENT, VITAMIN B12 SUPPLEMENT), TRACE MINERALS (ZINC SULFATE, COPPER SULFATE, POTASSIUM IODIDE), BHA / BHT (A PRESERVATIVE)

*NOT RECOGNIZED AS AN ESSENTIAL NUTRIENT BY THE AAFCO DOG FOOD NUTRIENT PROFILES.

Step 2: PEDIGREE WEIGHT MAINTENANCE™ for Overweight or Less Active Dogs is designed to help promote lean muscle mass while keeping off fat. It combines meat protein, rice, vitamin-rich vegetables, and HEALTH NUGGETS™ in a savory meal that dogs love.

- Highly digestible ingredients so nutrients are easily absorbed
- Balanced protein and fat levels to help dogs stay fit and lean
- Contains the ADVANCE ANTIOXIDANT RECIPE™ Blend (including Vitamins C&E) to help protect every cell in your dog's body
- The right balance of calcium and phosphorus for strong teeth and bones
- Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat
- High quality proteins which provide amino acids for strong, healthy muscles



[View the Commercial](#)

Watch the [TV commercial](#) for the new PEDIGREE 2-STEP WEIGHT PROGRAM™.

[Need some extra support?](#)

Our [Weight Matters Discussion Forum](#) allows you to share your experience with other dog owners using PEDIGREE 2-STEP WEIGHT PROGRAM™.

Guaranteed Analysis

Crude Protein (Min.) 25.0%
 Crude Fat (Min.) 7.0%
 Crude Fat (Max.) 9.0%
 Crude Fiber (Max.) 3.0%
 Moisture (Max.) 12.0%
 Vitamin E (Min.) 225 IU/kg
 Vitamin C* (Min.) 70 mg/kg

Ingredients: GROUND YELLOW CORN, CORN GLUTEN MEAL, MEAT AND BONE MEAL, CHICKEN BY-PRODUCT MEAL, DRIED PEAS, WHEAT MILL RUN, NATURAL POULTRY FLAVOR, ANIMAL FAT (PRESERVED WITH BHA / BHT) POTASSIUM CHLORIDE, CARROT POWDER, WHEAT FLOUR, SALT, CARAMEL COLOR, ALFALFA PROTEIN CONCENTRATE, VEGETABLE OIL (SOURCE OF LINOLEIC ACID), VITAMINS (DL-ALPHA TOCOPHEROL, ACETATE [SOURCE OF VITAME E], CHOLINE CHLORIDE, L-ASCORBYL-2 POLYPHOSPHATE [SOURCE OF VIAMIN C*] VITAMIN A, ACETATE, THIAMINE MONONITRATE [VITAMIN B], BIOTIN, D-CALCIUM PANTOTHENATE, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], VITAMIN D3 SUPPLEMENT, VITAMIN B12 SUPPLEMENT), TRACE MINERALS (ZINC SULFATE, COPPER SULFATE, POTASSIUM IODIDE), BHA / BHT (A PRESERVATIVE)

*NOT RECOGNIZED AS AN ESSENTIAL NUTRIENT BY THE AAFCO DOG FOOD NUTRIENT PROFILES.



www.pedigree.com

For dogs, variety is
not the spice of life.
Unless you're talking
about snacks & treats!

Feature product



PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food for Dogs

Dogs don't know what's good for them, but you do. That's why you'll both be incredibly satisfied with the wholesome ingredients, advanced antioxidants, and great taste our [PEDIGREE WITH CHICKEN, RICE & VEGETABLES™](#) product offers.

We feed more dogs than anyone around the world

As the leader in [pet](#) nutrition, we have the right product for all of your dog's life stages so he can live a longer, healthier and happier life. PEDIGREE contains the complete nutrition your dog needs to keep him healthy from puppy-hood right through to his senior years. And with so many products to choose from, you can be sure that your dog's needs are always satisfied.

[Canned](#)

[Pouch](#)

[Dry](#)

[Snacks & treats](#)

[For Puppies](#)

[For Adult Dogs](#)

[For Senior Dogs](#)

[For Overweight Dogs](#)



DID YOU KNOW ?

Obesity can lead to joint damage, respiratory difficulties, heat and exercise intolerance, diabetes mellitus and circulatory problems.

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Dry Nutrition for Adult Dogs



PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs - Dry

New, improved PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs (formerly PEDIGREE COMPLETE NUTRITION® Meaty Chunks With Rice & Vegetables) offers a way for dogs to get the healthy benefits of real vegetables and real chicken in a tasty balanced meal owners can feel good about feeding every day. It's made up of five different components to offer a variety of flavors and textures that dogs love.

- PEDIGREE WITH CHICKEN, RICE & VEGETABLES™ Food For Dogs now contains a new and improved patented PEDIGREE HEALTHY NUGGETS™ with Meaty Centers kibble. Improvements include a golden yellow shell, 25% more cream fill and meaty center.
- Made with real chicken, a high quality protein source
- Made with healthy real vegetables that dogs love
- Higher guaranteed levels of protein than BENEFUL® Original (Based on guaranteed analysis: PEDIGREE WITH CHICKEN RICE & VEGETABLES™: 26% protein, BENEFUL® Original: 25% protein)
- Nutritionally complete and balanced for both **puppies** and adult dogs
- Contains patented HEALTHY NUGGETS™ pocket kibbles that have a dual texture- crispy outside with a soft, creamy inner
- Contains the Advanced Antioxidant Recipe with guaranteed levels of vitamins E & C
- Highly digestible ingredients so nutrients are easily absorbed
- Improved taste that dogs love
- Select sizes available with the SLIDE RITE® Zipper for easy opening and resealing between feedings
- No artificial flavors or fillers

Nutrition Statement:

PEDIGREE WITH CHICKEN RICE & VEGETABLES™ Food For Dogs is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for growth and maintenance.

INGREDIENTS

Ground Whole Corn, Meat and Bone Meal, Corn Gluten Meal, Chicken By-product Meal, Animal Fat (preserved with BHA/BHT), Natural Poultry Flavor, Wheat Flour, Chicken, Rice, Dried Whole Peas, Wheat Mill Run, Dried Beet Pulp, Wheat Gluten, Salt, Carrot

Overall health

Balanced protein and fat levels to help older dogs stay fit and lean

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

High quality proteins which provide amino acids for strong, healthy muscles

Healthy digestion
Highly digestible ingredients so nutrients are easily absorbed

RECOMMENDED DAILY FEEDING GUIDE FOR ADULT DOGS*

WEIGHT OF DOG CUPS PER DAY+

Up To 10 lbs.	1/3 to 1
10 to 25 lbs.	1 to 2 ^{1/4}
25 to 50 lbs.	2 ^{1/4} to 3 ^{1/2}
50 to 75 lbs.	3 ^{1/2} to 4 ^{3/4}
75 to 150 lbs.	4 ^{3/4} to 8

1 cup = 8 oz. measuring cup, 1 can = 13.2 oz, 1 pouch = 5.3 oz.

An individual dog's requirements may differ from this guide. Puppies can be fed up to 1-1/2 times the highest amount listed in their category.

MIXING WITH CANNED?

Replace 1-1/4 cups for each can of PEDIGREE® TRADITIONAL GROUND DINNER® Food For Adult Dogs.

MIXING WITH POUCHES?

Replace 1/3 cup for each pouch of PEDIGREE® LITTLE CHAMPIONS® Food For Adult Dogs.

Moisture max.	12.0%
Linoleic Acid, min.	1.7%
Calcium, min.	1.0%
Phosphorus, min.	0.8%
Vitamin E, min.	225 IU/kg
Vitamin C, min.	70 mg/kg

TYPICAL ANALYSIS

Moisture	%	8.15
Protein	%	27.55
Fat	%	14.14
Crude Fiber	%	2.08
Linoleic Acid	%	2.09
Calcium	%	1.80
Phosphorus	%	1.21
Vitamin E	IU/kg	272.00
Vitamin C	mg/kg	82.40

TYPICAL ANALYSIS:

Nutrients	Per 100g "As Is"	Typical Nutrient Analysis per 1000 kcal
Crude Protein, g	27.3	77.36
Crude Fat, g	14.3	40.52
Crude Fiber, g	1.9	5.38
Ash, g	10.5	29.75
Minerals		
Calcium, g	1.56	4.43
Copper, mg	1.46	4.14
Magnesium, g	0.12	.035
Phosphorus, g	1.38	3.92
Potassium, g	0.79	2.23
Sodium, g	0.61	1.72
Zinc, mg	20.80	58.94

Vitamins

Vitamin A, IU	822	2329
Vitamin E, IU	27.4	77.64



Dry Nutrition for Adult Dogs



PEDIGREE LARGE BREED™ Food for Adult Dogs

PEDIGREE LARGE BREED™ Food for Dogs (formerly PEDIGREE COMPLETE NUTRITION™ Large Crunchy Bites food for adult dogs) has twice as much chicken protein and rice* for healthy digestion. It is a 100% complete and balanced meal that contains the ADVANCED ANTIOXIDANT RECIPE® blend and essential nutrition for bone and joint health.

- PEDIGREE LARGE BREED™ Food for Dogs now contains a new and improved patented PEDIGREE HEALTHY NUGGETS™ with Meaty Centers kibble. Improvements include a golden yellow shell, 25% more cream fill and meaty center.
- Easy to digest so your dog absorbs more of the nutrient essential to his health
- Contains the ADVANCED ANTIOXIDANT RECIPE® Blend to promote healthy cells
- Contains Omega fatty acids plus essential nutrition for the healthiest skin and shiniest coat
- The right balance of calcium and phosphorus, essential for building strong bones and joints, plus antioxidants to keep joints healthy

Select another flavor

Overall health

Contains the ADVANCED ANTIOXIDANT RECIPE™ blend (including vitamins C & E) to help protect every cell in your dog's body

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

High quality proteins which provide amino acids for strong, healthy muscles

Healthy digestion

Highly digestible ingredients so nutrients are easily absorbed

Nutrition Statement:

PEDIGREE LARGE BREED™ Food For Dogs is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for all life stages.

INGREDIENTS

Ground Whole Corn, Meat and Bone Meal (Natural Source of Calcium), Chicken By-Product Meal (Natural Source of Glucosamine), Corn Gluten Meal, Rice, Animal Fat (preserved with BHA/BHT), Natural Poultry Flavor, Dried Beet Pulp, Wheat Flour, Salt, Potassium Chloride, Wheat Mill Run, Carmel Color, Vegetable Oil (Source of Linoleic Acid), Wheat Gluten, Vitamins (Choline Chloride, dl-Alpha Tocopherol Acetate [Source of Vitamin E], L-Ascorbyl-2-Polyphosphate [Source of Vitamin C*], Vitamin A Supplement, Thiamine Mononitrate [Vitamin B1], Biotin, d-Calcium Pantothenate, Riboflavin Supplement [Vitamin B2], Vitamin B3 Supplement

DAILY FEEDING GUIDE FOR ADULT DOGS*

WEIGHT OF
DOG**

CUPS PER DAY +

55 to 75 lbs

4 to 5 cups

SERVE AT ROOM TEMPERATURE.
REFRIGERATE UNUSED PORTION.
KEEP FRESH WATER AVAILABLE.

AVAILABLE SIZES:

20 lbs, 32 lbs, 40 lbs

RECOMMENDED FOR:

Maintenance of Adult Dogs

Crude Fiber (Max.) 4.0%
Moisture (Max.) 12%
Calcium (Min.) 1%
Phosphorus (Min.) 0.8%
Glucosamine, 350
(Min.) mg/kg
Vitamin E (Min.) 225 IU/Kg
Vitamin C, (Min.) 70 mg/kg

TYPICAL ANALYSIS

Moisture	%	7.30
Protein	%	23.00
Fat	%	11.88
Crude Fiber	%	1.90
Calcium	%	1.42
Phosphorus	%	0.99
Vitamin E	IU/kg	250.00
Vitamin C	mg/kg	72.26
Glucosamine	mg/kg	1089.00



Dry Nutrition for Adult Dogs



PEDIGREE SMALL BREED™ Food for Adult Dogs

About 30% of dogs in the US are less than 25 lbs., yet there are few dry food choices that are specifically designed to meet their needs. PEDIGREE SMALL BREED™ dry food is specifically designed for the needs of small breed dogs. It has small, easy to crunch kibbles for the little teeth and jaws. It also outperforms the competition in taste and enjoyment, and has excellent digestibility and stool quality.

- PEDIGREE SMALL BREED™ now contains a new and improved patented PEDIGREE HEALTHY NUGGETS™ with Meaty Centers kibble. Improvements include a golden yellow shell, 25% more cream fill and meaty center.
- Nutritionally complete and balanced and designed for the specific needs of small breed dogs
- Contains the ADVANCED ANTIOXIDANT RECIPE® Blend to promote healthy cells
- Highly digestible ingredients so nutrients are easily absorbed.
- No artificial flavors or fillers
- 2x Easier to Crunch™ than PEDIGREE COMPLETE NUTRITION™ Small Crunchy Bites Original Flavor

Nutrition Statement:

PEDIGREE SMALL BREED™ Food For Dogs is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for all life stages.

INGREDIENTS

Ground Whole Corn, Chicken By-Product Meal, Rice, Corn Gluten Meal, Animal Fat (preserved with BHA/BHT), Meat and Bone Meal, Natural Poultry Flavor, Wheat Mill Run, Potassium Chloride, Wheat Flour, Salt, Carmel Color, Vegetable Oil (Source of Linoleic Acid), Vitamins (Choline Chloride, dl-Alpha Tocopherol Acetate [Source of Vitamin E], L-Ascorbyl-2-Polyphosphate [Source of Vitamin C*], Vitamin A Supplement, Thiamine Mononitrate [Vitamin B1], Biotin, d-Calcium Pantothenate, Riboflavin Supplement [Vitamin B2], Vitamin D3 Supplement, Vitamin B12 Supplement), Minerals (Zinc Sulfate, Copper

Select another flavor

Overall health

Contains the ADVANCED ANTIOXIDANT RECIPE™ blend (including vitamins C & E) to help protect every cell in your dog's body

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

High quality proteins which provide amino acids for strong, healthy muscles

Healthy digestion

Highly digestible ingredients so nutrients are easily absorbed

DAILY FEEDING GUIDE FOR ADULT DOGS

WEIGHT OF DOG	CUPS PER DAY
---------------	--------------

AVAILABLE SIZES:

4.4 lbs, 15.9 lbs

RECOMMENDED FOR:

Maintenance of Adult Dogs

Moisture	%	7.40
Protein	%	22.70
Fat	%	11.70
Crude Fiber	%	1.60
Vitamin E	IU/kg	332.00
Vitamin C	mg/kg	111.00



Dry Nutrition for **Puppies**



PEDIGREE WEIGHT LOSS FORMULA™

Now available in new PEDIGREE® Slide-Rite® Zipper bag

- Unique, high-protein formula that has more than twice the protein of PEDIGREE COMPLETE NUTRITION™ Small Crunchy Bites and is designed to help dogs burn more calories
- The highest protein, lowest carbohydrate dry dog food on the market
- Designed to help dogs safely lose up to 10% excess body weight in just 12 weeks
- Made with high-quality proteins and a taste that dogs love
- Tasty HEALTHY NUGGETS™ Kibble and the ADVANCED ANTIOXIDANT RECIPE® Blend (including Vitamins C & E) to help promote healthy cells and support the immune system to help your dog live a long, healthy life

INGREDIENTS

CHICKEN BY-PRODUCT MEAL, SOY PROTEIN CONCENTRATE, GROUND YELLOW CORN, CORN GLUTEN MEAL, NATURAL POULTRY FLAVOR, CARAMEL COLOR, POTASSIUM CHLORIDE, METHYL ESTER OF VEGETABLE OIL FATTY ACID, VEGETABLE OIL (SOURCE OF LINOLEIC ACID), VITAMINS (DL-ALPHA TOCOPHEROL ACETATE [SOURCE OF VITAMIN E], CHOLINE CHLORIDE, L-ASCORBYL-2-POLYPHOSPHATE [SOURCE OF VITAMIN C*], VITAMIN A ACETATE, THIAMINE MONONITRATE [VITAMIN B1], BIOTIN, D-CALCIUM PANTOTHENATE, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], VITAMIN D3 SUPPLEMENT, VITAMIN B12 SUPPLEMENT), MINERALS (ZINC SULFATE, COPPER SULFATE, POTASSIUM IODIDE), BHA/BHT (A PRESERVATIVE).

*NOT RECOGNIZED AS AN ESSENTIAL NUTRIENT BY THE AAFCO DOG FOOD NUTRIENT PROFILES.

METABOLIZABLE ENERGY:

3,355 kcal/kg, 246 kcal/cup

DAILY FEEDING GUIDE FOR ADULT DOGS*

WEIGHT OF DOG	CUPS (8 oz.) PER DAY+
6 to 10 lbs.	3/4 to 1
10 to 25 lbs.	1 - 2 1/4
25 to 40 lbs.	2 1/4 to 3
40 to 55 lbs.	3 to 4
55 to 70 lbs.	4 to 4 3/4
70 to 85 lbs.	4 3/4 to 5 1/2
85 to 100 lbs.	5 1/2 to 6 1/4
Over 100 lbs.	6 1/4 cups + 1/2 cup for each additional 10 lbs. > 100 lbs.

* An individual dog's requirements may differ from this guide. Adjust quantities appropriately for your dog.

** The PEDIGREE WEIGHT LOSS™ feeding guide provides approximately 20% less energy than the PEDIGREE COMPLETE NUTRITION™ Small Crunchy Bites Original Beef Flavor feeding guide.

+ Not intended for puppies, pregnant dogs, and nursing dogs.

MIXING CANS OF PEDIGREE LEAN™?

Replace 1 cup of PEDIGREE WEIGHT MAINTENANCE™ Food For Dogs for each can of PEDIGREE LEAN™ Food For Adult Dogs. After feeding 12 weeks of PEDIGREE

AVAILABLE SIZES:

8 lbs, 15 lbs

RECOMMENDED FOR:

Overweight or Less Active Adult Dogs

1 cup = 8 oz measuring cup

KEEP FRESH WATER AVAILABLE.



www.pedigree.com

Pouch Nutrition for **Puppies** 

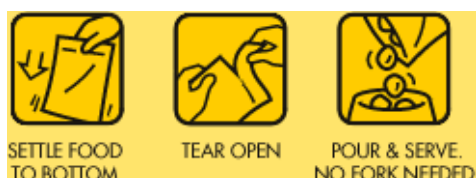


**PEDIGREE® LITTLE CHAMPIONS®
 COMPLETE NUTRITION in the FLAVOR-
 LOCK™ POUCH
 Healthy Start for Puppies Morsels in
 Sauce with Lamb**

- Nourishing morsels in a delicious gravy
- The ADVANCED ANTIOXIDANT RECIPE® Blend (including Vitamins C & E) plus taurine, proven to help promote healthy cell development and support the immune system to help your dog live a long, healthy life
- Higher protein and fat levels to provide the energy your growing puppy needs
- Highly digestible ingredients so nutrients are easily absorbed

Select another flavor

The FLAVOR-LOCK™ pouch seals in mouthwatering flavor and is easy to open and serve.



Available Sizes: MORSELS IN SAUCE™ With Chicken (5.3 oz), MORSELS IN SAUCE™ With Lamb (5.3 oz)

Recommended For: Puppy Growth, Pregnant/Nursing Dogs, or as a Dry Food Topper for All Breeds

**Daily Feeding Guide for Puppies*
 PEDIGREE® LITTLE CHAMPIONS® Puppy Food
 For Puppies MORSELS IN SAUCE™ With Chicken
 (5.3 oz)**

WEIGHT OF PUPPY +	Pouches Per Day*
Up to 7 lbs.	1/2 to 2
7 to 16 lbs.	1 1/4 to 4
16 to 35 lbs.	2 1/3 to 7

* This daily amount can be spread out over 2 or more feedings. An individual puppy's requirements may differ from this guide.

+ Pregnant and nursing dogs can be fed up to 50% more than the highest amount listed in their weight category.

1 pouch = 5.3 oz
 1 cup = 8 oz measuring cup

Mixing With / Serve:

MIXING WITH DRY? Replace 1/3 cup of PEDIGREE PUPPY® Food For Puppies with 1 pouch. **SERVE AT ROOM TEMPERATURE. REFRIGERATE UNUSED PORTION. KEEP FRESH WATER AVAILABLE**

INGREDIENTS

Sufficient Water For Processing, Poultry, Meat By-Products, Lamb, Dried Egg Product, Wheat Gluten, Sodium Tripolyphosphate, Starch, Wheat Flour, Dried Tomato Pomace, Salt, Dried Chicory Pulp (Source Of Soluble Fiber), Taurine, Caramel Coloring, Minerals (Potassium Chloride, Zinc Sulfate, Copper Sulfate, Potassium Iodide), Sodium Alginate, Guar Gum, Vitamins (L-Ascorbyl-2-Polyphosphate [Source Of Vitamin C], dl-Alpha Tocopherol Acetate [Source Of Vitamin E], d-Calcium Pantothenate, Thiamine Mononitrate [Vitamin B1], Vitamin A & D Supplements, Biotin), Marigold Meal, Bay Leaves, Iron Oxide, Natural Flavor Blend.

**METABOLIZABLE
 ENERGY:**

123 kcal/150g pouch

**GUARANTEED
 ANALYSIS**

Crude Protein Min.	9.0%
Crude Fat Min.	4.0%
Crude Fiber Max.	1.5%
Moisture Max.	82.0%
Calcium Min.	0.28%
Phosphorus Min.	0.17%
Vitamin E Min.	100 IU/kg



www.pedigree.com

Dry Nutrition for Adult Dogs



PEDIGREE PERFORMANCE for Adult Dogs Original Beef Flavor

More protein and fat for the added energy active or high performing dogs need. Appropriate for all breed sizes.

- ADVANCED ANTIOXIDANT RECIPE™ blend to promote healthy cells
- Omega Fatty Acids plus essential nutrition for the healthiest skin & shiniest coat
- High-quality proteins for strong, healthy muscles

Overall health

Contains the ADVANCED ANTIOXIDANT RECIPE™ blend (including vitamins C & E) to help protect every cell in your dog's body

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

High quality proteins which provide amino acids for strong, healthy muscles

Healthy digestion

Highly digestible ingredients so nutrients are easily absorbed

RECOMMENDED DAILY FEEDING GUIDE FOR ADULT DOGS*

WEIGHT OF ADULT DOG	CUPS PER DAY +
Up To 10 lbs.	1/3 to 1 1/4
10 - 25 lbs.	1 1/4 to 2 1/2
25 to 50 lbs.	2 1/2 to 4 1/4
50 to 75 lbs.	4 1/4 to 5 3/4
Over 75 lbs.	5 3/4 to 9 3/4

This feeding guide provides approximately 25% more energy than the PEDIGREE COMPLETE NUTRITION™ Food For Adult Dogs Small Crunchy Bites Original Beef Flavor feeding guide.

*An individual dog's requirements may differ from this guide.

+ **Puppies** can be fed up to 1 1/4 times the highest amount listed in their category.

Pregnant and nursing dogs can be fed up to 2 1/3 times the amount listed.

INGREDIENTS

GROUND YELLOW CORN, CHICKEN BY-PRODUCT MEAL, MEAT AND BONE MEAL, CORN GLUTEN MEAL, ANIMAL FAT (PRESERVED WITH BHA/BHT), RICE, NATURAL POULTRY FLAVOR, POTASSIUM CHLORIDE, DICALCIUM PHOSPHATE, SALT, WHEAT FLOUR, VEGETABLE OIL, WHEAT GLUTEN, CARAMEL COLOR, CALCIUM CARBONATE, TAURINE*, VITAMINS (DL-ALPHA TOCOPHEROL ACETATE [SOURCE OF VITAMIN E], CHOLINE CHLORIDE, L-ASCORBYL-2-POLYPHOSPHATE [SOURCE OF VITAMIN C*], VITAMIN A ACETATE, THIAMINE MONONITRATE [VITAMIN B1], D-CALCIUM PANTOTHENATE, VITAMIN D3 SUPPLEMENT, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], BIOTIN, VITAMIN B12 SUPPLEMENT), MARIGOLD MEAL (SOURCE OF LUTEIN*), TRACE MINERALS (ZINC SULFATE, COPPER SULFATE, POTASSIUM IODIDE).

*NOT RECOGNIZED AS AN ESSENTIAL NUTRIENT BY THE AAFCO DOG FOOD NUTRIENT PROFILES.

GUARANTEED ANALYSIS

Crude Protein (Min.)	27.0%
Crude Fat (Min.)	15.0%
Crude Fiber (Max.)	3.0%
Moisture (Max.)	12%
Vitamin E (Min.)	225 IU/Kg
Vitamin C* (Min.)	70 IU/Kg

KEEP FRESH WATER AVAILABLE.



Dry Nutrition for Adult Dogs



PEDIGREE COMPLETE NUTRITION™ for Adult Dogs - Small Crunchy Bites Original Beef Flavor

PEDIGREE COMPLETE NUTRITION™ Small Crunchy Bites Original Flavor provides all the nutrition and taste your dog deserves. PEDIGREE COMPLETE NUTRITION™ has the HEALTHY NUGGETS™ with Meaty Centers kibble, a delicious way for your dog to enjoy nutrition. The HEALTHY NUGGETS™ with Meaty Centers kibble are the first dual texture kibble in dry dog food. With it's crunchy outside and soft meaty center, the HEALTHY NUGGETS™ with Meaty Centers kibble is an innovative way to balance both nutrition and enjoyment. The crunchy outside is packed with essential nutrients along with our ADVANCED ANTIOXIDANT RECIPE® Blend. The soft, savory inside is a blend of meaty flavors that entice your dog. Together this balance of nutrition and taste creates a healthy eating experience that your dog will enjoy.

- PEDIGREE COMPLETE NUTRITION™ Small Crunchy Bites Original Flavor now contains a new and improved patented PEDIGREE HEALTHY NUGGETS™ with Meaty Centers kibble. Improvements include a golden yellow shell, 25% more cream fill and meaty center.
- Nutritionally complete and balanced for all life stages
- Contains the ADVANCED ANTIOXIDANT RECIPE® Blend with Guaranteed levels of vitamins E & C
- Highly digestible ingredients so nutrients are easily absorbed
- No artificial flavors or fillers
- Contains Omega fatty acids plus essential nutrition for the healthiest skin and shiniest coat
- Contains quality protein for strong, healthy muscles
- Appropriate for all breed sizes

Healthy cell development

Contains antioxidants (including taurine, and Vitamins C & E) proven to promote the development of healthy cells

Strong teeth & bones

The right balance of calcium and phosphorus for strong teeth and bones

Healthy skin & coat

Omega Fatty Acids and all the essential nutrition required for the healthiest skin and shiniest coat

Strong muscles

High quality proteins which provide amino

Nutrition Statement:

PEDIGREE COMPLETE NUTRITION™ Food For Dogs Small Crunchy Bites Original Flavor is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for all life stages.

INGREDIENTS

Ground Whole Corn, Meat and Bone Meal, Corn Gluten Meal, Animal Fat (preserved with BHA/BHT), Wheat Mill Run, Ground Wheat, Natural Poultry Flavor, Wheat Flour, Salt, Potassium Chloride, Carmel Color, Vegetable Oil (Source of

acids for strong, healthy muscles

Healthy digestion
Highly digestible ingredients so nutrients
are easily absorbed

Daily Feeding Guide for Adult Dogs*
PEDIGREE® COMPLETE NUTRITION™ Small
Crunch Bites

WEIGHT OF DOG	CUPS PER DAY +
Up To 10 lbs.	$\frac{1}{3}$ to $1\frac{1}{4}$
10 - 25 lbs.	$1\frac{1}{4}$ to $2\frac{1}{3}$
25 to 50 lbs.	$2\frac{1}{3}$ to 4
50 to 75 lbs.	4 to $5\frac{1}{3}$
75 to 150 lbs.	$5\frac{1}{3}$ to 9

An individual dog's requirements may differ from this guide. **Puppies** can be fed up to 1-1/2 times the highest amount listed in their category. Pregnant and nursing dogs can be fed 3 times the amount listed.

1 cup = 8 oz measuring cup, 1 can = 13.2 oz, 1 pouch = 5.3 oz

MIXING WITH CANNED?

Replace 1½ cups for each can of PEDIGREE® TRADITIONAL GROUND DINNER® Food For Adult Dogs Chopped or Chunky varieties.

MIXING WITH POUCHES?

Replace 1/3 cup for each pouch of PEDIGREE® LITTLE CHAMPIONS® Food For Adult Dogs. KEEP FRESH WATER AVAILABLE.

AVAILABLE SIZES: 4.4 lbs, 8.8 lbs, 22 lbs, 35.3 lbs, 44.1 lbs, 52 lbs

RECOMMENDED FOR: Maintenance of Adult Dogs, Puppy Growth, Pregnant/Nursing Dogs

Vitamin E, Min. 225 IU/Kg
Vitamin C, min. 70 mg/kg

TYPICAL ANALYSIS

Moisture	%	9.25
Protein	%	22.85
Fat	%	12.09
Crude Fiber	%	1.84
Linoleic Acid	%	2.05
Calcium	%	2.20
Phosphorus	%	1.36
Vitamin E	IU/kg	299.00
Vitamin C	mg/kg	85.00

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porterhouse steak flavor in meaty juices

Considered to be the finest cut of beef, the exquisitely tender and flavorful porterhouse is the inspiration for Cesar® Canine Cuisine Porterhouse Steak Flavor in Meaty Juices.

[NUTRITIONAL INFORMATION](#) | [INGREDIENTS](#)



- MEAT SELECTIONS

porterhouse steak

- filet mignon
- beef
- braised beef & garden vegetables
- top sirloin
- lamb
- pork tenderloin

+ POULTRY SELECTIONS

+ PUPPY MENU



[fine dining reviews](#)

See what other small-dog lovers are saying about cesar® canine cuisine. [Read more](#)

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<



OUR PRODUCTS • OUR MISSION • WHAT'S INSIDE • GREAT PROMOTIONS • SEND YOUR PHOTO
FOOD FOR DOGS • FOOD FOR CATS

*A healthy, balanced diet your
four-legged friends will love!*

**THE GOODLIFE RECIPE™ Food For Cats With Real
Salmon, Brown Rice & Garden Greens**

GUARANTEED ANALYSIS:

CRUDE PROTEIN	MIN. 34.0%	CALCIUM	MIN. 1.0%
CRUDE FAT	MIN. 13.0%	PHOSPHORUS	MIN. 0.8%
CRUDE FIBER	MAX. 4.5%	VITAMIN A	MIN. 11,000 IU/kg
MOISTURE	MAX. 12.0%	VITAMIN E	MIN. 225 IU/kg
LINOLEIC ACID	MIN. 1.4%	TAURINE	MIN. 0.15%

INGREDIENTS:

GROUND CORN, CHICKEN-BY-PRODUCT MEAL, CORN GLUTEN MEAL, ANIMAL FAT, SALMON, WHOLE GRAIN BROWN RICE, NATURAL POULTRY FLAVOR, DRIED PEAS, DRIED BEET PULP, WHEAT FLOUR, RICE, BREWERS DRIED YEAST, SALT, POTASSIUM CHLORIDE, WHEAT GLUTEN, CHOLINE CHLORIDE, IRON OXIDE, TITANIUM DIOXIDE, CALCIUM CARBONATE, DRIED SPINACH, DRIED TOMATOES, DRIED CARROTS, SKIM MILK POWDER, DICALCIUM PHOSPHATE, TAURINE, dl-METHIONINE, MINERALS (ZINC SULFATE, COPPER SULFATE, MANGANESE SULFATE, POTASSIUM IODIDE), VITAMINS (dl-ALPHA TOCOPHEROL ACETATE [SOURCE OF VITAMIN E], FOLIC ACID, VITAMIN A ACETATE, L-ASCORBYL-2-POLYPHOSPHATE [SOURCE OF VITAMIN C], VITAMIN B12 SUPPLEMENT, NIACIN, RIBOFLAVIN SUPPLEMENT [VITAMIN B2], d-CALCIUM PANTOTHENATE, THIAMINE MONONITRATE [VITAMIN B1], VITAMIN D3 SUPPLEMENT, BIOTIN, PYRIDOXINE HYDROCHLORIDE [VITAMIN B6]), VEGETABLE OIL (SOURCE OF LINOLEIC ACID), CHLOROPHYLL, NATURALLY PRESERVED WITH MIXED TOCOPHEROLS, MARIGOLD MEAL.

The Goodlife Recipe™ Food For Cats With Real Salmon, Brown Rice & Garden Greens is formulated to meet the nutritional levels established by the AAFCO Cat food Nutrient Profiles for all life stages.

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FOOD FOR DOGS FOOD FOR CATS

SNACKS & TREATS

WHERE TO BUY

Variety makes The Goodlife Recipe™ brand food even better for dogs

You care about your dog. We care about your dog. That's why The Goodlife Recipe™ products contain high-quality natural ingredients like real beef or chicken, nutrient-rich vegetables and healthy whole grains. And we didn't forget that it has to taste great, too - so we made sure every bag of The Goodlife Recipe™ food is filled with the flavors dogs absolutely love.



The Goodlife Recipe™ Food for Dogs is available in two varieties and four sizes:

- **With Real Beef, Brown Rice & Vegetables:**
4-pound, 7-pound, 15.5-pound and 31.1-pound bags
[Ingredients and Nutritional Information](#)
- **With Real Chicken, Brown Rice & Vegetables:** 4-pound, 7-pound and 15.5-pound bags
[Ingredients and Nutritional Information](#)

Our dog food isn't just good.
It's the best you can buy.

Compare the The Goodlife Recipe™ brand with other brands and see for yourself.

DRY DOG FOOD	Complete Nutrition Formula By Nature	Secretful Original By Nature	IAMS® Chunks By Nature	ONE True Nutrition Chicken & Rice Formula	NATURAL CHOICE Complete Care By Nature	The Goodlife Recipe
Real Meat/Chicken/Fish	X	✓	✓	✓	X	✓
Min % Protein	21%	25%	26%	26%	21%	26%
With Real Vegetables	X	✓	X	X	X	✓
Whole Grain Brown Rice	X	X	X	X	X	✓
No Artificial Preservatives	✓	X	✓	✓	✓	✓
No FD&C Dyes	X	X	✓	✓	✓	✓
No Soy	X	X	✓	✓	✓	✓
Great Taste	The Goodlife Recipe™ Taste Guarantee -- Your Dog Will Love It.					✓

More Nutritional Information

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[FOOD FOR DOGS](#) [FOOD FOR CATS](#)



Nutritional Information >

Nutritional value. Unbeatable taste. That's The Goodlife Recipe™ pet food

The Goodlife Recipe™ Pet Care Company believes that natural is always best. That's why The Goodlife Recipe™ products are made up of real food, without any artificial flavors, preservatives or fillers. You know, more of the things your pets need and love, and less of the things they don't.



THE GOODLIFE RECIPE™
FOOD FOR DOGS



THE GOODLIFE RECIPE™
FOOD FOR CATS

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A healthy, balanced diet your four-legged friends will love!

Every bag of The Goodlife Recipe™ food for cats or dogs is a perfect blend of six tasty ingredient groups like real chicken, beef or salmon, healthy vegetables and hearty whole grains - created with our nutritionally balanced "pet food pyramid" as a guide. It's our way of giving your pets all the enjoyable taste and essential nutrients they need without any of the artificial additives they don't. And who wouldn't love that?

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PHILOSOPHY CUISINE PORTRAYALS COMPLIMENTARY ENTRÉE

POULTRY: CAT CUISINE CAREFULLY PREPARED BY HAND.

NEW SHEBA® PREMIUM CUTS™ POULTRY DINNERS ARE A NEW FELINE EATING EXPERIENCE — MADE FROM THE THINGS THAT CATS REALLY LOVE. SIMPLE YET SUCCULENT INGREDIENTS LIKE FILETS OF CHICKEN AND DUCK THAT ARE NEVER SULLIED BY THE ADDITION OF ARTIFICIAL FLAVORS OR BY-PRODUCTS. CONTAINING ONLY THE HIGHEST-QUALITY PROTEIN FROM REAL MEAT, SHEBA® IS CUISINE TRULY WORTHY OF YOUR CAT.

- CHICKEN & TUNA DINNER WITH SAUCE
- CHICKEN BREAST DINNER WITH SAUCE
- CHICKEN & DUCK DINNER WITH SAUCE



[PHILOSOPHY](#)[CUISINE](#)[PORTRAYALS](#)[COMPLIMENTARY ENTRÉE](#)

PREMIUM CUTS™ TUNA & PRAWN DINNER WITH ASPIC

CATS DESERVE NOTHING LESS THAN THE BEST. WE MIXED SUCCULENT CHUNKS OF PREMIUM TUNA FILETS WITH SWEET, HAND-PLACED PRAWNS TO CREATE A DELECTABLE ENTRÉE THAT'S TRULY WORTHY OF YOUR CAT.

INGREDIENTS: Water, Tuna, Prawns, Potassium Chloride, Carrageenan, Carob Gum. GUARANTEED ANALYSIS: Crude Protein, Min 13.0%, Crude Fiber, Max 0.4%, Crude Fat, Min 0.3%, Moisture, Max 85.0%

back → *next*

FEEDING GUIDE: SHEBA® PREMIUM CUTS™ Tuna & Prawn Dinner with Aspic is intended for intermittent or supplemental feeding only. The perfect complement to a complete diet.



Actual product shown.

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WHISKAS® MEATY SELECTIONS™

NEW PURRfectLY FISH

WHISKAS DRY FOOD

WHISKAS POUCH FOOD

SNACK FOOD



MEAL TIME

- Purrfectly Fish
- ▶ Dry Food
- Pouch Food
- Snacks
- Product FAQs
- Testimonials



ALL ABOUT CATS



MY CAT



OFFERS & COUPONS



WHISKAS® MEATY SELECTIONS™ cat food is specially prepared to give your cat great taste and 100% complete and balanced nutrition for all his life stages. We've crafted a perfect mix of chicken and turkey flavored kibbles, double-basted and with a light and crunchy texture. To pique your cat's interest and appetite, we blend in our unique CRUNCHY MEATY NUGGETS™. Cats can't resist emptying their bowls to get to these tasty bits with crunchy outer shells and soft, flavor-rich centers.

Crude Protein: Min 30.0%, Crude Fat: Min 12.0%, Crude Fiber: Max 4.5%, Moisture: Max 12.0%, Calcium: Min 1.0%, Phosphorus: Min 0.8%, Taurine: Min 0.1%

321 kcals per 8-oz. cup (367 kcals per 100 g)

[View Ingredients](#)
Ingredients

Ground Yellow Corn, Chicken By-product Meal, Corn Gluten Meal, Animal Fat (Preserved with BHA/BHT), Natural Poultry Flavor, Wheat Flour, Rice, Brewers Dried Yeast, Salt, Potassium Chloride, Choline Chloride, Turkey By-product Meal, Caramel Color, Calcium Carbonate, dl-Methionine, Taurine, Trace Minerals (Zinc Sulfate, Copper Sulfate, Manganese Sulfate, Potassium Iodide), White Fish Meal, Vitamins (dl-Alpha Tocopherol)

See These Other Foods Your Cat May Also Like
[Seafood Selections](#)


WHISKAS®
TEMPTATIONS®
Tantalizing Turkey Flavor



CHOICE CUTS® Seafood
Menu Multi-Pack (12-pack)

He always goes
for PURRfectLY™ Fish

The scrumptious seafood
your cat can't resist.

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WHISKAS® POUCH FOOD

NEW PURRFECTION FISH

WHISKAS DRY FOOD

WHISKAS POUCH FOOD

SNACK FOOD



MEAL TIME

- Purrfectly Fish
- Dry Food
- Pouch Food
- Snacks
- Product FAQs
- Testimonials



ALL ABOUT CATS



MY CAT



OFFERS & COUPONS



**WHISKAS® POUCH FOODS ARE MADE WITH REAL FISH AND MEAT.
SO MY CAT REGIS COMES RUNNING WHEN IT'S TIME TO EAT.**

Your cat can't resist tasty WHISKAS® foods in a pouch. With two mouth-watering textures and a variety of flavors, WHISKAS® pouch foods will satisfy even the most finicky of eaters. Made with real meat, poultry and fish, slow-cooked in natural juices, these meals will delight your cat. And for your convenience, the new FLAVOR-LOCK™ pouch makes serving quick and easy.



tuna and salmon
to sam are delish



The scrumptious seafood
your cat can't resist.

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WHISKAS® CHOICE CUTS® WITH POACHED SALMON IN SAUCE

NEW PURRFECTLY FISH

WHISKAS DRY FOOD

WHISKAS POUCH FOOD

SNACK FOOD



MEAL TIME

- Purrfectly Fish
- Dry Food
- Pouch Food
- Snacks
- Product FAQs
- Testimonials



ALL ABOUT CATS



MY CAT



OFFERS & COUPONS



Even though she hates the water, your cat would swim upstream to catch this slow-cooked dinner. Hearty chunks of salmon and poultry smothered in a mouth-watering gravy make this a popular choice among the fish-loving cat crowd.

WHISKAS® CHOICE CUTS® are blends of delicious, meaty chunks marinated in rich, succulent sauces and slow cooked for a mouth-watering, homemade taste your cat will love. The special FLAVOR-LOCK™ pouch seals in the slow-cooked flavor and natural juices so the homemade taste your cat wants stays fresh and delicious. For cat lovers' convenience, the new FLAVOR-LOCK™ pouch makes serving quick and easy.

Crude Protein: Min 8.0%, Crude Fat: Min 3.0%, Crude Fiber: Max 1.0%, Moisture: Max 82.0%, Ash: Max 3.0%, Taurine: Min 0.05%

Approximately 50-60 kcals per 3.0-oz. (85 g) pouch

[View Ingredients](#)**Ingredients**

Sufficient Water For Processing, Chicken, Meat By-Products, Wheat Flour, Salmon, Wheat Gluten, Starch, Salt, Natural Flavors, Sodium Tripolyphosphate, Caramel Coloring, Guar Gum, Potassium Chloride, Choline Chloride, Taurine, DL-Methionine, Vitamin E & D3 Supplements, Iron Oxide, Thiamine Mononitrate (Vitamin B1), Zinc Sulfate, Ferrous Sulfate, Manganese Sulfate, Folic Acid, Pyridoxine Hydrochloride (Vitamin B6), Menadione Sodium Bisulfite Complex (Source Of Vitamin K Activity).

See These Other Foods Your Cat May Also Like

[CHOICE CUTS® With Cod
& Shrimp in Sauce](#)



[TENDER BITES® With
Beef in Juices](#)



[TENDER BITES® Chicken
Dinner in Juices](#)



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CATS

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Kitten

Adult

Mature/Senior

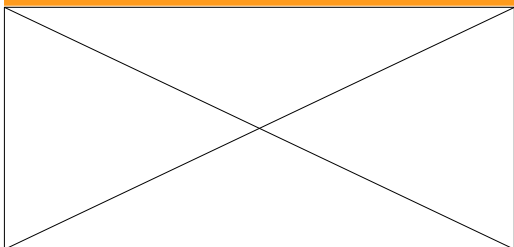
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Fit Tips



IAMS Newsletter

Get info tailored to your cat's needs, news and valuable tips to help you enjoy more healthy years with your best friend.

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Adult Cat

Friends forever: How to enhance your cat's health.

She's your dearest friend—your confidante. Giving her the best of everything has always been your priority, and it's ours, too. Here, we've found the keys to helping your cat live well and be happy, with nutrition designed to promote her optimal health and vitality.

Helpful Links

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IAMS Pet Poll

Do you buy special treats for your pet?

☐ Yes ☐ No

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HEALTH & NUTRITION

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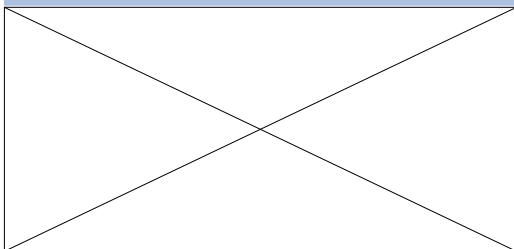
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Fit Tips



IAMS Newsletter

Get info tailored to your pet's needs, news and valuable tips to help you enjoy more healthy years with your best friend.

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Health & Nutrition

Ingredients for a healthier pet.

Our mission, just like yours, is to help your pet live a long and healthy life. When you feed IAMS premium nutrition, you're nourishing your dog or cat with natural ingredients and added vitamins and minerals. There are IAMS formulas made to support your pet during every life stage, for any lifestyle and for every activity level. We also can help you address other needs your pet may have, like weight management through diet and exercise, mature nutrition and hairball control.



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Simply click below and you're on your way to keeping your pet healthy and active for a lifetime.

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Do you buy special treats for your pet?

☐ **Yes** ☐ **No**

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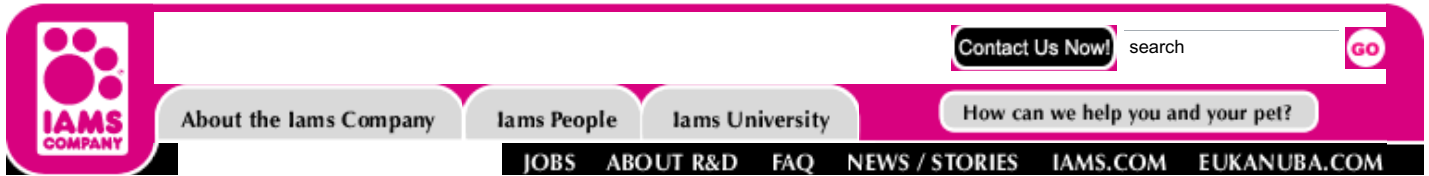
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About the Iams Company



A message from the dog and cat lovers at Iams

Welcome to Iams on the Web. If you currently feed your dog or cat Eukanuba® and Iams® products, we hope you find this web site useful for product updates, literature and general information regarding your pet's health and nutrition. If you are not yet familiar with The Iams Company but are interested in our products, this site will explain how we can help your dog or cat live a long, healthy life.

Our Mission...
Is to enhance the well-being of dogs and cats by providing world-class quality foods and pet care products that delight the consumer and strengthen the human-pet bond.



[Help keep your cat healthy. Check out the lineup of Eukanuba nutrition products.](#)



[Eukanuba has veterinarian-prescribed pet food formulas for dogs and cats.](#)



[Find out the benefits of our Iams dog food products.](#)



[Want to learn more about our Eukanuba dog food products?](#)

Our History

Our Mission

Our Beliefs

Our History - Quick Facts About The Iams Company

* Animal nutritionist Paul Iams founded The Iams Company in 1946 in a small feed mill near Dayton, Ohio. Clay Mathile joined Iams in 1970 and purchased the company in 1982. Paul Iams established the company's nutritional foundation, and Clay Mathile provided the vision to enable The Iams Company to become a world leader in dog and cat nutrition.

* The Procter & Gamble Company (P&G) acquired Iams in September 1999. Iams joined P&G's Health Care global business unit.

* Paul Iams wanted an unusual, memorable name for his superior product. He called it Eukanuba (you can noo' bah), an expression used in the 1940s to mean "the best." Jazz musician Hoagy Carmichael made the expression popular.

* The Iams Company sells Eukanuba® and Iams® premium dog and cat foods (dry and canned) in 70 countries. Iams employs more than 2500 people.

* Iams makes dry dog and cat food at plants in Lewisburg, Ohio; Aurora, Neb.; Henderson, N.C.; Leipsic, Ohio; and Coevorden, The Netherlands. The Iams Heartland plant in North Sioux City, S.D., makes canned dog and cat food.

* Eukanuba Dog & Cat Foods are sold in pet specialty stores and veterinary offices and clinics. Iams Dog & Cat Foods are sold in pet specialty stores, veterinary offices and clinics, feed and grain stores, gourmet food stores, and pet boarding & grooming locations. Iams Dog & Cat Foods is also available in grocery stores, mass merchandisers and drug stores in North America. Eukanuba Veterinary Diets — therapeutic foods for dogs and cats — are available exclusively from veterinarians to help manage specific pet health disorders.

* The Paul F. Iams Technical Center is one of the premier companion animal facilities in the world. The Iams team of nutritionists, veterinarians and food scientists conducts controlled feeding studies to enhance the well being of dogs and cats.

* The Iams Pet Professionals offer information on proper pet care and nutrition through a toll-free answer line at 1-800-675-3849.

Exhibit 24

Our Mission

The mission of The Iams Company is to enhance the well-being of dogs and cats by providing world-class quality foods and pet care products that delight the consumer and strengthen the human-pet bond.

Iams Beliefs

This is the way we will conduct business:

* We operate with integrity in all aspects of our business.

* Quality is the cornerstone of our business and the number one responsibility of all our employees, suppliers and distributors.

* We are sensitive to the needs of our internal and external customers and we guarantee to fulfill the promises we make.

* Our employees are essential to our success and we will provide opportunities for job challenge, training and self-development.

* We work as a team to attain success and our team concept can only be achieved by recognizing our mutual inter-dependence and by maintaining open and honest communication free of third-party intervention. It is every team member's responsibility to:

1. Be honest.
2. Do your best.
3. Treat others with dignity and respect.

* We conduct ongoing research to continuously improve existing products and develop innovative, highly nutritious new products.

* We are committed to a safe work environment and safe work practices.

* We will be environmentally responsible.

* We will actively support community betterment for the mutual improvement of the communities where we operate and The Iams Company.

* We run our business to earn a reasonable return on investment.

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Cat Formulas

Eukanuba Veterinary Diets Cat Formulas can provide important nutritional benefits to cats with unique needs such as weight control, intestinal or urinary conditions and critical care. Consult your veterinarian about the best diet for your cat's condition.

Eukanuba
VETERINARY DIETS™



Allergy, Skin and Coat Conditions

[Response™ LB/Feline Canned Formula](#)

Intestinal Health

[Low-Residue™ Adult/Feline Dry Formula](#)

[Low-Residue™ Adult/Feline Canned Formula](#)

Weight Management

[Restricted-Calorie™/Feline Dry Formula](#)

[Restricted-Calorie™/Feline Canned Formula](#)

[Optimum Weight Control/Feline Dry Formula](#)

[Maximum-Calorie™/Canine & Feline Canned Formula](#)

Kidney Conditions

[Multi-Stage Renal™/Feline Dry Formula](#)

[Multi-Stage Renal™/Feline Canned Formula](#)

Urinary Conditions

[Low pH/S™/Feline Dry Formula](#)

[Low pH/S™/Feline Canned Formula](#)

[Moderate pH/O™/Feline Dry Formula](#)

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Restricted-Calorie™/Feline Dry Formula

[Product Information](#) | [Calories](#) | [Ingredients](#)
[Guaranteed Analysis](#) | [Product Availability](#)

Product Information

Restricted-Calorie formulas are high-quality foods that have been specially developed to help your pet lose excess pounds safely. You can feed a reasonable amount of the Formula and still control fat and calorie intake.

Restricted-Calorie formulas are low-calorie, low-fat diets with high-quality, animal-based proteins. This helps your pet lose fat and keep lean muscle. These protein sources also provide great taste. Instead of using excessive levels of inexpensive fiber, Restricted-Calorie contains normal fiber levels from beet pulp, an excellent source that promotes normal bowel function and small, firm stools. Restricted-Calorie formulas also have an appropriate balance of omega-6 and omega-3 fatty acids for healthy skin and coat.



Calories
3,564 kcal/kg, 277 kcal/cup, 2.68 oz/cup

Ingredients
Chicken By-Product Meal, Corn Grits, Corn Meal, Ground Whole Grain Sorghum, Dried Beet Pulp (sugar removed), Fish Meal (source of fish oil), Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols, a source of vitamin E, and Citric Acid), Natural Chicken Flavor, Potassium Chloride, Brewers Dried Yeast, DL-Methionine, Calcium Carbonate, Choline Chloride, Salt, Chromium Picolinate, Vitamin E Supplement, Vitamin A Acetate, Zinc Oxide, Manganese Sulfate, Niacin, Ascorbic Acid, L-Carnitine, Ethoxyquin (a preservative), Calcium Pantothenate, Biotin, Rosemary Extract, Thiamine Mononitrate (source of Vitamin B1), Copper Sulfate, Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (source of Vitamin B2), Vitamin D3 Supplement, Inositol, Folic Acid, Potassium Iodide, Cobalt Carbonate

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	32.0%
Crude Fat not less than	8.5%
Crude Fat not more than	10.5%
Crude Fiber not more than	3.0%
Moisture not more than	10.0%
Ash not more than	7.0%
Magnesium not more than	0.11%
Taurine not less than	0.12%
Vitamin A not less than	75,000 IU/kg
L-Carnitine not less than	80 mg/kg*
Omega-6 Fatty Acids not less than	0.90%*
Omega-3 Fatty Acids not less than	0.18%*

Exhibit 26

* Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

Feeding Guidelines

Weight (lbs.)	Maintenance (cups/day)	Weight Loss (cups/day)
4 to 8	1/3 to 1	1/4 to 2/3
8 to 12	1 to 1 1/3	2/3 to 3/4
12 to 16	1 1/3 to 1 3/4	3/4 to 1 1/4
16 to 22	1 3/4 to 2 1/2	1 1/4 to 1 2/3

Dry/Canned Mix: For each 1/3 cup of dry food you may substitute 1/2 of a can.

These guideline amounts are a starting point and your cat may need more food depending on age, activity, and temperament. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your cat per day to get the actual portion size per feeding. Consult your Iams Representative for detailed feeding instructions or call 1-800-535-VETS (8387).

Product Availability

4.5 lbs Bag

11 lbs Bag

20 lbs Bag

IAMS Pet Poll

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☐ Yes ☐ No

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CERTIFIED MAIL RETURN RECEIPT REQUESTED

In Reply refer to # CVM-06002V

Mr. Gerald G. May Director, Government and Trade Affairs Product Safety and Regulatory Affairs
The Iams Company
6571 State Route 503 North
P. O. Box 189

Lewisburg, Ohio 45338-0189

WARNING LETTER

Dear Mr. May:

The Center for Veterinary Medicine (CVM) reviewed The Iams Company website with respect to several Eukanuba brand products containing chromium tripicolinate. Chromium tripicolinate when added to food is a food additive as defined in section 201(s) of the Federal Food, Drug, and Cosmetic Act (the Act) [Title 21 United States Cod (U.S.C.) Section 321(s)(21 U.S.C. 321 (s))]. The Iams Company stated in a letter dated January 6, 2006, and on The Iams Company website as recently as November 17, 2006, that Eukanuba Veterinary Diets Optimum Weight Control/Canine dry, Optimum Weight Control/Feline dry, Restricted-Calorie/Canine dry and canned, and Restricted-Calorie/Feline dry an canned contain chromium tripicolinate. Because the food additive chromium tripicolinate is not the subject of a regulation prescribing the conditions under which it maybe safely used, it is unsafe under section 409 [21 U.S.C. 348] of the Act. Foods, including animal feed and the products listed above, that contain food additives that are unsafe within the meaning of section 409 [21 U.S.C.348] of the Act are adulterated under section 402(a)(2)(C)(i) [21 U.S.C. 342(a)(2)(C)(i)] of the Act. The introduction or delivery for introduction into interstate commerce of an adulterated food is a prohibited act as specified in section 301(a) [21 U.S.C. 331(a)] of the Act.

On January 11, 1996, CVM indicated it was not likely to take enforcement action with respect to the inclusion of chromium tripicolinate as a source of supplemental chromium in diets for swine at levels of 0.2 ppm (200 parts per billion (ppb)) or less, however, we did not make this statement with respect to the use of chromium tripicolinate in any other animal feed. In a July 9, 2004 letter, CVM denied The Iams Company's request to extend the exercise of its enforcement discretion to the use of chromium tripicolinate in dog food at amounts up to 150 ppb and in cat food at amounts up to 200 ppb. In a January 6, 2006 letter to CVM, The Iams Company submitted data purporting to demonstrate that chromium tripicolinate is non-genotoxic. CVM responded in an April 25, 2006, letter, informing The Iams Company that the data it submitted are inconclusive and not sufficient to address CVM 's target animal safety concerns. CVM reminded The Iams Company that we did not intend to exercise enforcement discretion with respect to the use of chromium tripicolinate in any animal feed products other than diets for swine.

This letter is not intended to be an all-inclusive review of the products The Iams Company manufactures and markets. It is The Iams Company's responsibility to ensure that its over all operation and the products it manufactures and markets are in compliance with the Act.

The Iams Company should take prompt action to correct the above cited violations, and should establish procedures whereby such violations do not recur. Failure to do so may result in regulatory action without further notice, including seizure and/or injunction.

Please notify this office in writing within fifteen (15) working days of receipt of this letter of the specific steps The Iams Company has taken to correct the noted violations. Include an explanation of each step being taken to identify and to correct any underlying problems necessary to assure similar violations will not recur. You should include in your response copies of documents that support your corrective actions. If corrective action cannot be completed within fifteen (15) working days, state the reason for delay and the time within which the corrections will be completed.

Your written response should be sent to Mr. Kim Young, Deputy Director, Acting Director, Division of Compliance, HFV 230, FDA-Center for Veterinary Medicine, 7519 Standish Place, Rockville, Maryland 20855. If you have any questions about this letter, please contact Dr. Cathie Marshall by telephone at 240-276-9217 or by email at cathie.marshall@fda.hhs.gov.

Sincerely,

/S/

Kim R. Young
Deputy Director Division of Compliance
HFV-230 Center for Veterinary Medicine

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Multi-Stage Renal™/Feline Dry Formula

[Product Information](#) | [Calories](#) | [Ingredients](#)
[Guaranteed Analysis](#) | [Feeding Guidelines](#) | [Product Availability](#)

Product Information
How can the Renal Management System help? Nutritional Kidney Formula Multi-Stage Renal is designed to address the nutritional needs of your cat once kidney failure has been identified by your veterinarian. It provides appropriate amounts of protein to help your cat maintain overall condition, plus special ingredients to help minimize the buildup of wastes in the bloodstream.

Calories
4,400 kcal/kg, 535 kcal/cup, 4.28 oz./cup



Ingredients
Corn Grits, Chicken, Corn Gluten Meal, Chicken Fat (preserved with mixed Tocopherols, a source of vitamin E, and Citric Acid), Soy Protein Isolate, Dried Beet Pulp (sugar removed), Gum Arabic, Fish Oil (preserved with Ethoxyquin), Natural Chicken Flavor, Fructooligosaccharides, Calcium Carbonate, Potassium Citrate, Potassium Chloride, DL-Methionine, Choline Chloride, Salt, Taurine, L-Tryptphan, Vitamin E Supplement, Zinc Oxide, Manganese Sulfate, Ethoxyquin (a preservative), Niacin, Ascorbic Acid, Copper Sulfate, Vitamin A Acetate, Calcium Pantothenate, Biotin, Rosemary Extract, Thiamine Mononitrate (source of Vitamin B1), Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (source of Vitamin B2), Vitamin D3 Supplement, Inositol, Folic Acid, Potassium Iodide, Cobalt Carbonate

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	27.5%
Crude Fat not less than	22.0%
Crude Fiber not more than	4.0%
Moisture not more than	10.0%
Ash not more than	6.5%
Magnesium not more than	0.090%
Taurine not less than	0.15%
Omega-6 Fatty Acids not less than	3.30%*
Omega-3 Fatty Acids not less than	0.65%*

* Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

Feeding Guidelines	
Weight (lbs.)	Maintenance (cup/day)
4 to 8	1/8 to 1/2
8 to 12	1/2 to 2/3
12 to 16	2/3 to 1

Exhibit 28

16 to 20	1 to 1 1/4
20 to 24	1 1/4 to 1 1/3

These guideline amounts are a starting point and your cat may need more food depending upon age, activity, and temperament. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your cat per day to get the actual portion size per feeding.

Product Availability

5.5 lbs Bag

IAMS Pet Poll

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Restricted-Calorie™/Feline Dry Formula

[Product Information](#) | [Calories](#) | [Ingredients](#)
[Guaranteed Analysis](#) | [Feeding Guidelines](#) | [Product Availability](#)

Product Information
Restricted-Calorie formulas are high-quality foods that have been specially developed to help your pet lose excess pounds safely. You can feed a reasonable amount of the Formula and still control fat and calorie intake.



Restricted-Calorie formulas are low-calorie, low-fat diets with high-quality, animal-based proteins. This helps your pet lose fat and keep lean muscle. These protein sources also provide great taste. Instead of using excessive levels of inexpensive fiber, Restricted-Calorie contains normal fiber levels from beet pulp, an excellent source that promotes normal bowel function and small, firm stools. Restricted-Calorie formulas also have an appropriate balance of omega-6 and omega-3 fatty acids for healthy skin and coat.

Calories
3,564 kcal/kg, 277 kcal/cup, 2.68 oz/cup

Ingredients
Chicken By-Product Meal, Corn Grits, Corn Meal, Ground Whole Grain Sorghum, Dried Beet Pulp (sugar removed), Fish Meal (source of fish oil), Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols, a source of vitamin E, and Citric Acid), Natural Chicken Flavor, Potassium Chloride, Brewers Dried Yeast, DL-Methionine, Calcium Carbonate, Choline Chloride, Salt, Chromium Picolinate, Vitamin E Supplement, Vitamin A Acetate, Zinc Oxide, Manganese Sulfate, Niacin, Ascorbic Acid, L-Carnitine, Ethoxyquin (a preservative), Calcium Pantothenate, Biotin, Rosemary Extract, Thiamine Mononitrate (source of Vitamin B1), Copper Sulfate, Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (source of Vitamin B2), Vitamin D3 Supplement, Inositol, Folic Acid, Potassium Iodide, Cobalt Carbonate

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	32.0%
Crude Fat not less than	8.5%
Crude Fat not more than	10.5%
Crude Fiber not more than	3.0%
Moisture not more than	10.0%
Ash not more than	7.0%
Magnesium not more than	0.11%
Taurine not less than	0.12%
Vitamin A not less than	75,000 IU/kg
L-Carnitine not less than	80 mg/kg*
Chromium not less than	500 ug/kg*
Omega-6 Fatty Acids not less than	0.90%*

Omega-3 Fatty Acids not less than	0.18%*
-----------------------------------	--------

* Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

Feeding Guidelines

Weight (lbs.)	Maintenance (cups/day)	Weight Loss (cups/day)
4 to 8	1/3 to 1	1/4 to 2/3
8 to 12	1 to 1 1/3	2/3 to 3/4
12 to 16	1 1/3 to 1 3/4	3/4 to 1 1/4
16 to 22	1 3/4 to 2 1/2	1 1/4 to 1 2/3

Dry/Canned Mix: For each 1/3 cup of dry food you may substitute 1/2 of a can.

These guideline amounts are a starting point and your cat may need more food depending on age, activity, and temperament. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your cat per day to get the actual portion size per feeding. Consult your Iams Representative for detailed feeding instructions or call 1-800-535-VETS (8387).

Product Availability

4.5 lbs Bag
11 lbs Bag
20 lbs Bag

IAMS Pet Poll

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Low pH/S™/Feline Dry Formula

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Product Information

The Urinary Management System offers two specific formulas for the nutritional management of struvite-associated and calcium oxalate-associated crystals.

The two diets nutritionally manage urine acidity (or pH). For example, there is less chance of struvite crystals forming in urine that is more acidic. So feeding your cat Nutritional Urinary Formula Low pH/S, which delivers a more acidic urine, helps create an environment unfavorable to struvite formation. On the other hand, there is less chance of calcium oxalate crystals forming in urine that is less acidic. Therefore, feeding your cat Nutritional Urinary Formula Moderate pH/O, which delivers a less acidic urine, helps create an environment unfavorable to calcium oxalate formation.



Your veterinarian will discuss with you which formula may be best for your cat's individual needs.

Calories

4,286 kcal/kg, 441 kcal/cup, 3.62 oz./cup

Ingredients

Corn Grits, Chicken Liver, Chicken By-Product Meal, Chicken, Dried Egg Product, Fish Meal (source of Fish Oil), Brewers Rice, Chicken By-Products, Dried Beet Pulp (sugar removed), Chicken Fat (preserved with mixed Tocopherols, a source of Vitamin E, and Citric Acid), Natural Chicken Flavor, Potassium Chloride, Calcium Carbonate, Brewers Dried Yeast, DL-Methionine, Choline Chloride, Salt, Zinc Oxide, Vitamin E Supplement, Manganese Sulfate, Niacin, Ascorbic Acid, Copper Sulfate, Vitamin A Acetate, Calcium Pantothenate, Biotin, Rosemary Extract, Thiamine Mononitrate (source of Vitamin B1), Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (source of Vitamin B2), Vitamin D3 Supplement, Inositol, Potassium Iodide, Folic Acid, Cobalt Carbonate

Guaranteed Analysis

Nutrient	(percent)
Crude Protein not less than	32.0%
Crude Fat not less than	15.5%
Crude Fiber not more than	2.5%
Moisture not more than	10.0%
Ash not more than	7.2%
Magnesium not more than	0.099%
Taurine not less than	0.15%
Omega-6 Fatty Acids not less than	1.40%*
Omega-3 Fatty Acids not less than	0.28%*

* Not recognized as an essential nutrient by the AAFCO Cat Food

Nutrient Profiles.

Feeding Guidelines

Weight (lbs.)	Dry (cups/day)
4 to 8	1/8 to 1/2
8 to 12	1/2 to 3/4
12 to 16	3/4 to 1 1/4
16 to 20	1 1/4 to 1 1/2
20 to 24	1 1/2 to 1 3/4

These guideline amounts are a starting point and your cat may need more food depending upon age, activity, and temperament. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your cat per day to get the actual portion size per feeding.

Product Availability

5.5 lbs Bag
20 lbs Bag

IAMS Pet Poll

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Response™ FP/Canine Dry Formula

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[Guaranteed Analysis](#) | [Feeding Guidelines](#) | [Product Availability](#)

Product Information
How can Nutritional Skin & Coat Formulas help? Response Formula is designed to aid in the nutritional management of skin and coat problems in several ways. First is through fatty acids. Specific types, called omega-6 and omega-3 fatty acids, are important. Response Formula has an optimal balance of these two fatty acid types. Second, Response Formula includes alternate protein and carbohydrate sources which can be important if your veterinarian suspects that your pet's skin condition may have a food allergy component. Response FP, for example, contains protein from fish and carbohydrates from potatoes.



Calories
4,082 kcal/kg, 301 kcal/cup, 2.60 oz./cup

Ingredients
Potato, Herring Meal (source of fish oil), Catfish, Animal Fat (preserved with mixed Tocopherols, a source of Vitamin E, and Citric Acid), Dried Beet Pulp (sugar removed), Fish Digest, Calcium Carbonate, Dicalcium Phosphate, Sodium Hexametaphosphate, Choline Chloride, Potassium Chloride, DL-Methionine, Ferrous Sulfate, Vitamin E Supplement, Zinc Oxide, Ascorbic Acid, Ethoxyquin (a preservative), Manganese Sulfate, Copper Sulfate, Manganous Oxide, Vitamin A Acetate, Calcium Pantothenate, Biotin, Rosemary Extract, Thiamine Mononitrate (source of vitamin B1), Vitamin B12 Supplement, Niacin, Riboflavin Supplement (source of Vitamin B2), Inositol, Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin D3 Supplement, Potassium Iodide, Folic Acid, Cobalt Carbonate

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	22.0%
Crude Fat not less than	12.0%
Crude Fiber not more than	4.0%
Moisture not more than	10.0%
Omega-6 Fatty Acids not less than	1.20%*
Omega-3 Fatty Acids not less than	0.24%*

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

Feeding Guidelines		
Weight (lbs.)	Dry (cups/day)	Dry/Canned Mixed (per day)
3 to 10	1/3 to 1	1/3 - 2/3 cup dry + 1/8 can
10 to 20	1 to 1 1/2	2/3 - 1 cup dry + 1/8 - 1/4 can
20 to 30	1 1/2 to 2	1 1/2 - 2 cups dry + 1/4 - 1/3 can

30 to 40	2 to 2 1/4	1 1/2 - 1 3/4 cups dry + 1/3 can
40 to 60	2 1/4 to 3	1 3/4 - 2 1/4 cups dry + 1/3 - 1/2 can
60 to 80	3 to 3 2/3	2 1/4 - 2 3/4 cups dry + 1/2 can
80 to 100	3 2/3 to 4 1/4	2 3/4 - 3 1/4 cups dry + 1/2 - 2/3 can

Your dog may eat more or less depending on age, temperament, and activity. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your dog per day to get the actual portion size per feeding.

Product Availability

6 lbs Bag

15 lbs Bag

30 lbs Bag

IAMS Pet Poll

Do you buy special treats for your pet?

☐ **Yes** ☐ **No**

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Adult Plus™/Canine Dry Formula

[Product Information](#) | [Calories](#) | [Ingredients](#)
[Guaranteed Analysis](#) | [Feeding Guidelines](#) | [Product Availability](#)

Product Information
Joint health issues affect more than 11 million dogs in the U.S.A.* - dogs of every size, age, and breed. The good news is, your veterinarian can recommend measures that can help delay the aging progression of such joint issues. Nutrition is one vital component of that regimen. Eukanuba Veterinary Diets Adult Plus™ is specially formulated to help keep your dog active for longer. Ask your veterinarian how Eukanuba Veterinary Diets Adult Plus™ can help keep a spring in your dog's step.
**Veterinary Medicine, February 2002*



Calories
3,913 kcal/kg, 379 kcal/cup, 3.41 oz./cup

Ingredients
Chicken, Corn Meal, Ground Whole Grain Sorghum, Ground Whole Grain Barley, Chicken By-Product Meal, Fish Meal (source of fish oil), Natural Chicken Flavor, Dried Beet Pulp (sugar removed), Chicken Fat (preserved with mixed tocopherols, a source of vitamin E, and Citric Acid), Dried Egg Product, Brewers Dried Yeast, Calcium Carbonate, Potassium Chloride, Salt, Sodium Hexametaphosphate, Flax Meal, Choline Chloride, Dicalcium Phosphate, DL-Methionine, Ferrous Sulfate, Glucosamine Hydrochloride, Vitamin E Supplement, Zinc Oxide, Ascorbic Acid, Manganese Sulfate, Copper Sulfate, L-Carnitine, Beta-Carotene, Chondroitin Sulfate, Manganous Oxide, Vitamin A Acetate, Calcium Pantothenate, Biotin, Rosemary Extract, Vitamin B12 Supplement, Thiamine Mononitrate (source of vitamin B1), Niacin, Riboflavin Supplement (source of vitamin B2), Inositol, Pyridoxine Hydrochloride (source of vitamin B6), Vitamin D3 Supplement, Potassium Iodide, Folic Acid, Cobalt Carbonate

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	23.0%
Crude Fat not less than	13.0%
Crude Fat not more than	16.0%
Crude Fiber not more than	5.0%
Moisture not more than	10.0%
Vitamin E not less than	200.00 IU/kg
L-Carnitine not less than	40.00 ppm*
Omega-6 Fatty Acids not less than	1.50%*
Omega-3 Fatty Acids not less than	0.30%*
Glucosamine not less than	475.00 mg/kg*
Chondroitin Sulfate not less than	45.00 mg/kg*

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Manufactured under U.S. Patent No. 5,616,569, 6,093,418, 5,932,258,
and 6,238,708; other U.S. and foreign patents pending

Feeding Guidelines

Weight (lbs.)	Maintenance (cups/day)
3 to 10	1/3 to 3/4
10 to 20	3/4 to 1 1/4
20 to 30	1 1/4 to 1 1/2
30 to 40	1 1/2 to 1 3/4
40 to 60	1 3/4 to 2 1/3
60 to 80	2 1/3 to 3
80 to 100	3 to 3 1/3

These guideline amounts are a starting point and your dog may need more food depending upon age, activity, and temperament. In order to reach an optimal body condition, you may need to adjust food intake. This chart represents the total recommended volume of food per day. You should divide the total recommended volume by the number of times you feed your dog per day to get the actual portion size per feeding.

When deemed age appropriate by the veterinarian, patients fed Adult Plus™ should be transitioned to Senior Plus™.

Product Availability

6 lbs Bag
15 lbs Bag
30 lbs Bag

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Iams Hairball Care™

[Recommended For](#) | [Product Information](#) | [Calories](#) | [Ingredients](#)
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Recommended For
Adult cats - 1 year and older; hairball control.

Product Information
Formulated to Nutritionally Control Hairballs

Iams Hairball Care helps reduce the risk of hairball formation with a patent-pending fiber system that gently moves hair through the digestive tract. Like all Iams formulas, it helps maintain healthy digestion and colon health. Enhanced with vitamin-rich fish oils for overall health, Iams Hairball Care promotes a healthy skin and coat to help control hairball formation. Our patented carbohydrate system helps supply energy for a healthy level of activity throughout the day.



Iams Daily Dental Care.
As your cat chews, Iams Daily Dental Care helps slow tartar build-up by up to 40%.

Calories
Nutrient per 8 oz cup: 442.5 kcal

Ingredients
Chicken, Chicken By-Product Meal, Corn Meal, Dried Beet Pulp (Sugar Removed), Powdered Cellulose, Chicken Fat (Preserved with mixed Tocopherols, a source of Vitamin E), Natural Chicken Flavor, Corn Grits, Dried Egg Product, Sodium Bisulfate, Fish Oil (Preserved with mixed Tocopherols, a source of Vitamin E), Potassium Chloride, DL-Methionine, Brewers Dried Yeast, Choline Chloride, Calcium Carbonate, Vitamins (Vitamin E Supplement, Niacin, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Thiamine Mononitrate (Source of Vitamin B1), Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (Source of Vitamin B2), Inositol, Vitamin D3 Supplement, Folic Acid), Minerals (Zinc Oxide, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Cobalt Carbonate), Salt, Rosemary Extract

"I just wanted to let you know that your Iams Hairball formula cat food has rejuvenated our 15-year-old cat, Mitzy, and probably saved her life. Last year, she had been getting terribly bound by hairballs, even though she is a short-haired cat, and also, she walked with a hesitation, like someone with arthritis. Well, the vet recommended Iams Hairball formula, and our geriatric cat is now chasing our Sheltie around the house and pouncing on us from doorways. She no longer walks arthritically, and looks younger. We thought she was at the end of her life, but apparently, she is at the beginning of another one. - Pat, Williamsburg, VA "

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Nutrient	(percent)
Crude Protein not less than	32.0%
Crude Fat not less than	21.0%
Crude Fiber not more than	8.5%
Moisture not more than	10.0%
Ash not more than	7.0%
Magnesium not more than	0.10%
Taurine not less than	0.15%
Omega-6 Fatty Acids not less than	2.30%*
Omega-3 Fatty Acids not less than	0.23%*

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profile

Iams Hairball Care™ Formula Cat Food is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for Maintenance.

Manufactured under U.S. Patent No. 5,616,569, 6,093,418 and 6,383,529; other U.S. and foreign patents pending.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups/day)
4	1/4
8	1/3 - 1/2
12	2/3 - 3/4
16	3/4 - 1 1/4
22	1 1/4 - 1 1/2

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

4 lbs Bag
8 lbs Bag
20 lbs Bag

IAMS Pet Poll

Do you buy special treats for your pet?

☐ Yes ☐ No

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[Recommended For](#) | [Product Information](#) | [Calories](#) | [Ingredients](#)
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Recommended For

Adult cats - 7 years and older; hairball control.

Product Information**Boost Immune System Health and Help****Avoid Hairball Formation** Just like Iams

Active Maturity™, Iams Indoor Hairball Care contains vitamin E to help strengthen your older cat's immune system, plus it contains a patent-pending fiber system that helps provide hairball relief. Indoor Hairball Care is also enhanced with vitamin-rich fish oils for overall health. Wholesome protein provides essential amino acids to help maintain healthy muscle tone and promote a shiny skin and coat, and naturally provides taurine for clear eyes and a strong heart.

**Iams Daily Dental Care.**

As your cat chews, Iams Daily Dental Care helps slow tartar build-up by up to 40%.

Calories

Nutrient per 8 oz cup: 364.34 kcal

Ingredients

Chicken By-Product Meal, Corn Grits, Dried Beet Pulp (Sugar Removed), Powdered Cellulose, Ground Whole Grain Sorghum, Corn Meal, Chicken, Chicken Fat (Preserved with mixed Tocopherols, a source of Vitamin E), Natural Chicken Flavor, Dried Egg Product, Potassium Chloride, Fish Oil (Preserved with mixed Tocopherols, a source of Vitamin E), DL-Methionine, Brewers Dried Yeast, Vitamins (Vitamin E Supplement, Vitamin A Acetate, Niacin, Ascorbic Acid, Calcium Pantothenate, Biotin, Thiamine Mononitrate (Source of Vitamin B1), Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement (Source of Vitamin B2), Inositol, Folic Acid), Choline Chloride, Salt, Minerals (Zinc Oxide, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Cobalt Carbonate), Rosemary Extract

"I just wanted to tell you that we have a 15 year old cat, Belvin, who had lost a tremendous amount of weight, and had a problem with throwing up and diarrhea. The Veterinarians tested him for everything under the sun and they found nothing. The poor little guy was skin and bones. We were feeding him another cat food and meat baby food and it still wasn't helping. We could hardly stand watching him get worse and worse, month by month. Then one day while I was doing my grocery shopping, I noticed they had Iams and bought some. He loved it! He has been eating Iams for three weeks now, and has almost entirely put his weight back on. He had a terrible rash around his chin and nose, and that's gone too!! He's almost back to normal and in only 3 weeks. What's in that stuff - magic??. We can't thank you

enough. He's a sweet creature, and very dear to us and to see him feeling like his old self again means so much to us. Thank you, -Toni & Lou, Newfoundland, NJ"

NEXT

Guaranteed Analysis

Nutrient	(percent)
Crude Protein not less than	32.0%
Crude Fat not less than	14.0%
Crude Fat not more than	16.5%
Crude Fiber not more than	6.5%
Moisture not more than	10.0%
Ash not more than	7.0%
Magnesium not more than	0.10%
Vitamin E not less than	250 IU/kg
Taurine not less than	0.15%
Omega-6 Fatty Acids not less than	2.30%*
Omega-3 Fatty Acids not less than	0.23%*

* Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profile.

Iams Indoor Hairball Care™ Formula Cat Food is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for Maintenance.

Manufactured under U.S. Patent No. 5,616,569, 6,383,529, and 6,093,418; other US and foreign patents pending.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups/day)
4	1/4 - 1/3
8	1/2 - 2/3
12	3/4 - 1
16	1 - 1 1/3
22	1 1/3 - 2

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

- 24 oz Bag
- 4 lbs Bag
- 8 lbs Bag

IAMS Pet Poll

Do you buy special treats for your pet?

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Iams Multi-Cat with Chicken & Salmon

[Recommended For](#) | [Product Information](#) | [Calories](#) | [Ingredients](#)
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Recommended For
Multi-cat households with adult cats of varying sizes and weights - 1 year and older.

Product Information
Large or small, Iams Multi-Cat nourishes all your adult cats. Formulated specifically for multi-cat households, Iams Multi-Cat Formula helps all your adult cats maintain proper body condition, without compromising on meeting their individual nutritional needs. For larger cats that tend to gain weight, L-Carnitine is a proven fat burner, while the addition of Vitamin A can help lower the risk of gaining extra weight in the first place. We've also included high levels of protein to help both heavy and trim cats maintain leanmuscle mass and a healthy body condition. Plus, our patent-pending fiber system helps reduce the likelihood of hairball formation for smooth digestive function, and optimal colon health.



Calories
Nutrient per 8 oz cup: 344.48 kcal

Ingredients
Chicken By-Product Meal, Chicken, Corn Grits, Dried Beet Pulp (Sugar Removed), Powdered Cellulose, Salmon, Ground Whole Grain Sorghum, Chicken Fat (Preserved with mixed Tocopherols, a source of Vitamin E), Brewers Rice, Natural Chicken Flavor, Dried Egg Product, Sodium Bisulfate, Potassium Chloride, Fructooligosaccharides, Corn Meal, DL-Methionine, Vitamins (Vitamin E Supplement, Vitamin A Acetate, Niacin, Ascorbic Acid, Calcium Pantothenate, Biotin, Thiamine Mononitrate (Source of Vitamin B1), Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement (Source of Vitamin B2), Inositol, Folic Acid), Brewers Dried Yeast, Choline Chloride, Calcium Carbonate, Minerals (Zinc Oxide, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Cobalt Carbonate), Salt, L-Carnitine, Rosemary Extract

"I just wanted to compliment you on the Multicat formula. I cut the coupon out of the paper a few Sundays ago and finally got around to using it. My adult cat is overweight but it is next to impossible to put her on a special diet. This product seems to be a great answer. They ate it right away in fact the second feeding bowl has another kind of food in it and they are eating the Iams first. Cats are so finicky so it is very impressive that they are eating the Iams rather than the kind of food they have been used to. A great product and a new customer. - Gwen "

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Guaranteed Analysis	
Nutrient	(percent)
Protein not less than	35.0%
Crude Fat not less than	17.0%

Crude Fiber not more than	8.50%
Moisture not more than	10.0%
Ash not more than	7.90%
Magnesium not more than	0.10%
Vitamin A not less than	70,000 IU/kg
Taurine not less than	0.15%
L-Carnitine not less than	80 mg/kg*
Omega-6 Fatty Acids not less than	2.30%*
Omega-3 Fatty Acids not less than	0.23%*

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

Iams Multi-Cat with Salmon is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for Maintenance.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups)
4	1/4 - 1/3
8	1/2 - 3/4
12	3/4 - 1
16	1 - 1 1/2
22	1 1/2 - 2

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

8 lbs Bag
16.5 lbs Bag
20 lbs Bag

IAMS Pet Poll

Do you buy special treats for your pet?

☐ **Yes** ☐ **No**

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Iams Indoor Weight & Hairball Care™

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[Guaranteed Analysis](#) | [Product Availability](#)

Recommended For
Adult cats - 1 year and older.

Product Information
Formulated for Weight Management and Hairball Relief Iams Indoor Weight & Hairball Care helps your cat gradually lose weight and maintain a healthy weight, *plus* it helps reduce the likelihood of hairball formation. We've also added vitamin-rich fish oils for a lustrous coat and healthy skin that reflect your cat's vibrant overall health. Our patent-pending fiber system gently moves hair through the digestive tract and helps maintain colon health. All in one great-tasting formula.



Iams Daily Dental Care.
As your cat chews, Iams Daily Dental Care helps slow tartar build-up by up to 40%.

Calories
Nutrient per 8 oz cup: 303.02 kcal

Ingredients
Chicken By-Product Meal, Corn Grits, Corn Meal, Dried Beet Pulp (Sugar Removed), Powdered Cellulose, Ground Whole Grain Sorghum, Chicken, Dried Egg Product, Natural Chicken Flavor, Chicken Fat (Preserved with mixed Tocopherols, a source of Vitamin E), Sodium Bisulfate, Potassium Chloride, DL-Methionine, Fish Oil (Preserved with mixed Tocopherols, a source of Vitamin E), Brewers Dried Yeast, Choline Chloride, Salt, Dicalcium Phosphate, Calcium Carbonate, Vitamins (Vitamin E Supplement, Niacin, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Thiamine Mononitrate (Source of Vitamin B1), Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin B12 Supplement, Riboflavin Supplement (Source of Vitamin B2), Inositol, Vitamin D3 Supplement, Folic Acid), Minerals (Zinc Oxide, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Cobalt Carbonate), L-Carnitine, Rosemary Extract

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	28.0%
Crude Fat not less than	11.0%
Crude Fat not more than	13.5%
Crude Fiber not more than	6.5%
Moisture not more than	10.0%
Ash not more than	7.0%
Magnesium not more than	0.10%
L-Carnitine not less than	80 mg/kg*
Taurine not less than	0.13%
Omega-6 Fatty Acids not less than	2.00%*
Omega-3 Fatty Acids not less than	0.20%*

* Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profile.

Iams Indoor Weight & Hairball Care™ Formula Cat Food is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for Maintenance.

Manufactured under U.S. Patent No. 5,616,569 and 6,093,418; other US and foreign patents pending.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups/day)	Weight Loss (cups/day)
4	1/3	1/4
8	2/3 - 3/4	1/2
12	1 - 1 1/4	3/4
16	1 1/4 - 1 2/3	1
22	1 2/3 - 2 1/3	1 1/2

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

4 lbs Bag
8 lbs Bag
20 lbs Bag

IAMS Pet Poll

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4 out of 5 veterinarians recommend Iams to help pets live healthier, longer.*



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*In a recent veterinarians' survey, among the leading brands they recommend.

There are lots of great reasons for vets to recommend Iams. Here are just a few:

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At Iams, our scientists are constantly developing new and better formulas based on intensive and responsible research. Recent examples include the DHA we've integrated into our Smart Puppy™ food and the Daily Dental Care™ you'll find in our dry cat food.

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Iams® Adult Small and Toy Formula

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Recommended For
Small Breed Adult Dogs - 1 year and older

Product Information

Iams® Small & Toy Breeds formula provides concentrated nutrition for the unique needs of small breed dogs. Pound for pound, small breed dogs require more energy than larger breed dogs. Driven by their longer lifespan, small breeds tend to have unique health characteristics that make feeding high-quality premium nutrition even more important.



- Nutrient-dense kibble - ideal for small stomachs
- Up to 33% smaller kibble than Iams MiniChunks® (based on kibble volume)
- Unique kibble shape - ideal for small mouths
- Iams Daily Dental Care - as your dog chews, Iams Daily Dental Care helps reduce tartar build-up

Calories
Nutrient per 8 oz cup: 436.87 kcal

Ingredients

Chicken, Corn Meal, Chicken By-Product Meal, Ground Whole Grain Sorghum, Chicken Fat (preserved with mixed Tocopherols, a source of Vitamin E), Natural Chicken Flavor, Dried Beet Pulp (sugar removed), Fish Meal, Potassium Chloride, Dried Egg Product, Brewers Dried Yeast, Salt, Flax Meal, Sodium Hexametaphosphate, Fish Oil (preserved with mixed Tocopherols, a source of Vitamin E), Choline Chloride, Minerals (Ferrous Sulfate, Zinc Oxide, Manganese Sulfate, Copper Sulfate, Manganous Oxide, Potassium Iodide, Cobalt Carbonate), Calcium Carbonate, Vitamins (Vitamin E Supplement, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Thiamine Mononitrate (source of vitamin B1), Vitamin B12 Supplement, Niacin, Riboflavin Supplement (source of vitamin B2), Inositol, Pyridoxine Hydrochloride (source of vitamin B6), Vitamin D3 Supplement, Folic Acid), DL-Methionine, Rosemary Extract

Guaranteed Analysis

Nutrient	Percent
Crude Protein not less than	27.00 %
Crude Fat not less than	17.00 %
Crude Fiber not more than	4.00 %
Moisture not more than	10.00 %
Omega-6 Fatty Acids not less than	2.50 %*
Omega-3 Fatty Acids not less than	0.25 %*

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Iams Adult Small Breed Maintenance is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for Maintenance.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups/day)
3	1/4
5	1/3
10	2/3
15	3/4
20	1

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

7 lbs Bag

17.5 lbs Bag

IAMS Pet Poll

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☐ **Yes** ☐ **No**

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Iams Weight Control™

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Recommended For
Overweight, spayed or neutered dogs one year and older; also for dogs that receive less than 20 minutes of daily exercise.

Product Information
Iams Weight Control contains 30% less fat than Iams Chunks, but it doesn't deprive your dog of essential nutrients that support the immune system and help maintain good health. It contains L-carnitine to help burn fat and maintain muscle mass during weight loss. A patented fiber source helps maintain colon health and enhance your dog's ability to absorb nutrients. This formula also contains a patented blend of select, healthy grains that are a rich source of the carbohydrates that provide energy while nutritionally managing his weight. Iams Weight Control has a great taste.



Iams Daily Dental Care.
As your dog chews, Iams Daily Dental Care helps slow tartar build-up by up to 50%.

Calories
Nutrient per 8 oz cup: 337.03 kcal

Ingredients
Corn Meal, Chicken By-Product Meal, Ground Whole Grain Sorghum, Fish Meal, Chicken, Dried Beet Pulp (Sugar Removed), Chicken Fat (Preserved with mixed Tocopherols, a source of Vitamin E), Ground Whole Grain Barley, Natural Chicken Flavor, Dried Egg Product, Brewers Dried Yeast, Potassium Chloride, Calcium Carbonate, Salt, Flax Meal, Sodium Hexametaphosphate, Vitamins (Vitamin E Supplement, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Thiamine Mononitrate (Source of Vitamin B1), Vitamin B12 Supplement, Niacin, Riboflavin Supplement (Source of Vitamin B2), Inositol, Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin D3 Supplement, Folic Acid), DL-Methionine, Minerals (Ferrous Sulfate, Zinc Oxide, Manganese Sulfate, Copper Sulfate, Manganous Oxide, Potassium Iodide, Cobalt Carbonate), Fish Oil (Preserved with mixed Tocopherols, a source of Vitamin E), Choline Chloride, L-Carnitine, Rosemary Extract

"Your Iams food for overweight dogs is great. My dog Hannah is twelve years old and had become lethargic. After putting her on your product she lost weight and looks great. She hadn't been interested in playing for years, and now I had to buy her new toys to play with. Her fatty tumors have also shrunk. Thanks for giving me back my best friend. Sincerely, Kent Boise, ID"

NEXT

Guaranteed Analysis	
Nutrient	(percent)
Crude Protein not less than	20.0%
Crude Fat not less than	10.0%

Crude Fat not more than	12.5%
Crude Fiber not more than	5.0%
Moisture not more than	10.0%
L-Carnitine not less than	30 mg/kg*
Omega-6 Fatty Acids not less than	2.00%*
Omega-3 Fatty Acids not less than	0.20%*

* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profile.

Iams Weight Control™ Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for Maintenance.

Manufactured under U.S. Patent No. 5,616,569 and 5,932,258; other US and foreign patents pending.

Feeding Guidelines

Weight (lbs)	Weight Maintenance (cups/day)	Weight Loss (cups/day)
3	1/3	1/3
10	3/4	2/3
20	1 1/4	1 1/4
30	1 2/3	1 1/2
40	2	1 3/4
50	2 1/3	2

These guideline amounts are a starting point and your pet may need more food depending on age, activity and temperament. In order to reach optimal body condition, you may need to adjust food intake. This represents the total recommended volume of food per day. You should divide the total recommended feeding amount by the number of times you feed your pet per day to get the actual portion size per feeding.

Product Availability

4 lbs Bag
8 lbs Bag
20 lbs Bag
40 lbs Bag
44 lbs Bag
48 lbs Bag

IAMS Pet Poll

Do you buy special treats for your pet?

☐ Yes
☐ No

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Large Breed Weight Control

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Recommended For:
LARGE BREED - ADULT - 51 LBS. AND OVER 1+ YEARS

Product Description:

If your Large breed dog's weight is making him a little more than just large lately, Eukanuba Large Breed Adult Weight Control can help your dog achieve a healthier weight. This food has 31% less fat, compared to Eukanuba Large Breed Adult, and L-Carnitine, to help your dog naturally burn fat instead of storing it. Eukanuba Large Breed Adult Weight Control also has benefits similar to our regular Large Breed Adult food such as natural sources of Glucosamine and Chondroitin Sulfate to support healthy joints stressed by a large breed dogs greater weight, and an appropriate level of natural fiber to help aid digestion and promote appropriate stool volume for easier clean-up.

FEED THE BREED™ For your overweight dog we suggest Eukanuba Weight Loss, part of a full line-up of Custom Care foods including Sensitive Skin, Sensitive Stomach, Healthy Joints, and Weaning.

OUR HIGHEST QUALITY INGREDIENTS

- **31% Less Fat:** Made with 31% less fat than Eukanuba Large Breed Adult and L-Carnitine which helps your dog burn fat
- **Wholesome Grains:** Made with highly digestible barley and grain sorghum to help maintain healthy blood sugar and energy levels
- **No Unnecessary Extras:** No fillers, artificial preservatives, artificial flavors or colors added
- **JointFlex:** Natural sources of Glucosamine and Chondroitin Sulfate to help maintain joint and cartilage health
- **Natural Fish Oil:** Natural fish oil provides Omega-3 fatty acids for healthy skin and coat. These nutrients also help support the immune system and nervous system
- **Antioxidants:** Made with antioxidants such as Vitamin E to support your dog's immune system
- **Healthy Fiber:** Made with beet pulp fiber to help maintain a healthy digestive system
- **DentaDefense®:** Crunchy kibbles with a coating of micro-crystals scrub your dog's teeth with every bite, reducing plaque and tartar buildup that can lead to bad breath

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Recommended For:

MEDIUM BREED - ADULT - 21 - 50 LBS. 1+ YEARS

Product Description:

There's something nice about being in the middle; you're not too large, or too small. Medium breed dogs need balanced nutrition. Eukanuba recognizes this and designed Eukanuba Medium Breed Adult Small Bite to provide high-quality, complete & balanced nutrition specially formulated with moderate protein and fat levels to maintain their long-term nutritional health. This food has a smaller kibble than our regular Medium Breed Adult for dogs that prefer a smaller kibble. Eukanuba Medium Breed Adult Small Bite also contains an optimal ratio of Omega-6 and Omega-3 fatty acids to help your medium breed dog have healthy skin and a beautiful coat.

FEED THE BREED™

OUR HIGHEST QUALITY INGREDIENTS

- **Small Bite Kibble:** Ideal for medium breed dogs that prefer a smaller kibble
- **Chicken is the #1 Ingredient:** Real chicken as the #1 ingredient provides an excellent source of protein
- **No Unnecessary Extras:** No fillers, artificial preservatives, artificial flavors or colors added
- **Wholesome Grains:** Made with highly digestible barley and grain sorghum to help maintain healthy blood sugar and energy levels
- **Antioxidants:** Made with antioxidants such as Vitamin E, to support your dog's immune system
- **Natural Fish Oil:** A natural source of fish oil provides Omega-3 fatty acids for healthy skin and coat. These nutrients also help support the immune system and nervous system
- **Healthy Fiber:** Made with beet pulp fiber to help maintain a healthy digestive system
- **DentaDefense®:** Crunchy kibbles with a coating of micro-crystals scrub your dog's teeth with every bite, reducing plaque and tartar buildup that can lead to bad breath

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Medium Breed Weight Control Natural Lamb & Rice Formula

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Recommended For:
 MEDIUM BREED - ADULT - 21 - 50 LBS. 1+ YEARS

Product Description:
 Eukanuba® Medium Breed Adult Weight Control Natural Lamb & Rice Formula is made with 100% natural New Zealand lamb meat, not lamb meal, as a key ingredient and wholesome rice. It's formulated with 21% less fat, than Eukanuba Medium Breed Adult Natural Lamb & Rice Formula without sacrificing in optimal nutrition or flavor. It's the ideal choice for dogs that are prone to weight gain and love the taste of lamb meat. Eukanuba Medium Breed Adult Weight Control Natural Lamb & Rice Formula is unsurpassed nutrition, with all the nutrients your medium breed dog needs - without added artificial preservatives, colors or flavors.

FEED THE BREED™ For your overweight dog we suggest Eukanuba Weight Loss, part of a full line-up of Custom Care foods including Sensitive Skin, Sensitive Stomach, Healthy Joints, and Weaning.

OUR HIGHEST QUALITY INGREDIENTS

- **21% Less Fat:** Made with 21% less fat, than Eukanuba Medium Breed Adult Natural Lamb & Rice Formula, and L-Carnitine, which helps your dog burn fat
- **Real Lamb Meat is a key ingredient:** Real New Zealand lamb provides an excellent source of protein plus the great taste of lamb meat your dog will love
- **Wholesome Grains:** Made with highly digestible rice and other grains to help maintain healthy blood sugar and energy levels
- **Skin, Coat and Digestive Health:** Lamb provides an alternate protein source for dogs with sensitive skin and stomach.
- **No Unnecessary Extras:** No fillers, artificial preservatives, artificial flavors or colors added
- **Natural Fish Oil:** A natural source of fish oil provides Omega-3 fatty acids for healthy skin and coat. These nutrients also help support the immune system and nervous system
- **Antioxidants:** Made with antioxidants such as Vitamin E to support your dog's immune system.
- **Healthy Fiber:** Made with beet pulp fiber to help maintain a healthy digestive system
- **DentaDefense®:** Crunchy kibbles with a coating of micro-crystals scrub your dog's teeth with every bite, reducing plaque and tartar buildup that can lead to bad breath

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Large Breed Senior



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Recommended For:
 LARGE BREED - SENIOR - 51 LBS. AND OVER 5+ YEARS

Product Description:
 Large breed dogs become seniors sooner compared to their smaller-sized counterparts. By age 5, giant breed dogs are seniors; large breeds are seniors by age 6. They have special nutritional needs, owing to their size as well as life stage. Eukanuba recognizes this and has formulated Eukanuba Large Breed Senior Adult with L-Carnitine to help your dog naturally burn fat instead of storing it, to help control weight to minimize joint stress and natural sources of Glucosamine and Chondroitin Sulfate to support joint health. Eukanuba Large Breed Senior also contains two powerful antioxidants, Vitamin E and Beta-Carotene, to help support the strength of your senior dog's immune system. Eukanuba Large Breed Senior also contains our exclusive formulation of fiber, beet pulp and FOS (fructooligosaccharides), to support a healthy intestinal environment for the senior dog's digestive system.

FEED THE BREED™

OUR HIGHEST QUALITY INGREDIENTS

- **Antioxidants:** Made with antioxidants such as Vitamin E and Beta-Carotene to support your senior dog's immune system
- **Wholesome Grains:** Made with highly digestible barley and grain sorghum to help maintain healthy blood sugar and energy levels
- **No Unnecessary Extras:** No fillers, artificial preservatives, artificial flavors or colors added
- **Natural Fish Oil:** Natural fish oil provides Omega-3 fatty acids for healthy skin and coat. These nutrients also help support the immune system and nervous system
- **JointFlex:** Made with natural sources of Glucosamine and Chondroitin Sulfate to help maintain joint and cartilage health
- **DigestiCare Plus:** Made with beet pulp fiber and FOS that work with your dog's natural defenses to help maintain a healthy digestive tract
- **DentaDefense®:** Crunchy kibbles with a coating of micro-crystals scrub your dog's teeth with every bite, reducing plaque and tartar buildup that can lead to bad breath

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