



Meat & Bones Email Campaign

1. 3 reasons your dog's stomach prefers raw

Your dog's tail might start wagging every time you fill their bowl with kibble, but their stomach may tell you different.

Your dog's digestive system has barely changed in the last 30,000 years. It's still biologically designed for eating the raw food its ancestors ate in the wild. A mere 100 years of dry kibble isn't going to change that.

Here are three reasons why your dog's stomach prefers raw food:

1. **Their stomach's are designed to digest food fast** - A dog's digestive tract is very short - just 3-4m compared to the 8-9m of intestine coiled in our own bodies. It simply isn't supposed to hold food for the 8-12 hours it takes to break down a bowl of processed, preservative packed kibble.
2. **They're stomach's are designed to digest raw food** - A dog's stomach is incredibly acidic. This is to make sure it can kill off any bacteria found in the raw food it ate in the wild and digest it in just mere 4-6 hours, half the time it takes to digest kibble.
3. **They can't properly digest carbs** - Most importantly, dogs don't have enzymes in their saliva for digesting carbohydrates. Instead, their small intestine has to do all the work - a job for which it was never designed to do.

Feeding dogs food that's loaded with carbs, which they can't properly process, is reason enough to be worried. Add on the other reasons why it's stomach isn't designed for eating kibble and you can see why poor dental health, diabetes, heart failure and a long list of health problems are affecting thousands more dogs every year.

Stay subscribed to find out why kibble may be harming your dog's health in the next email.

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2. Why dogs are getting sick from kibble

Every year millions of dogs eat kibble. And thousands of them get sick or die from illness and diseases.

- 85% of dogs suffer from periodontal disease by age 3
- Joint disease now affects 1 in 5 dogs
- 1 in 10 dogs have heart disease

Rates of diabetes are also going through the roof. One study by the Banfield Pet Hospital in 2011 found that diabetes had rocketed 46% in a mere 6 years.

The number of dogs with health problems from poor dental health is equally shocking. For too long we've been told that 'dog breath' is normal. But how can it be normal for so many dogs to suffer from heart disease, kidney problems, weak joints and bad fur due to the bacteria swarming in their gums?

You don't hear about animals in the wild suffering from such a rapid rise in health problems in such a short space of time. So why isn't more being done to find out why our pets are getting sick?

The pet industry is happy for us to spend hundreds, if not thousands, of dollars every year on 'special dental' formula dog food, weight management formula dog food, special protein packs and all the other products that didn't exist a mere few decades ago.

Let's face facts - our beloved pets are getting sick and it's their diets to blame. They aren't getting the nutrition their bodies need to stay fit and healthy.

Switching to raw food can provide your pet with the natural vitamins and minerals their bodies crave. Stay subscribed to find out why.

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3. What's in kibble may shock you

Do you know what's in a bag of kibble? It may have labels that say it offers a 'complete and balanced diet'. But how do you really know? Checking the ingredients on the bag doesn't help. If anything, the long list of weird sounding additives should make you more concerned.

The fact is that commercial dog food often contains substances a human would never eat. And I'm not just talking about all the preservatives, grains and glutes that strain a dog's stomach with every bite.

Kibble includes:

1. **Meat byproducts** - Also known as 'animal extract', dog food typically contains all the throwaway pieces of meat from rendering plants that aren't even fit for hot dogs. What's more, this could be meat from cows, cats and even other dogs. What makes it worse is that this substance, barely worthy of being called meat, is heated to incredible temperatures that kill off any lingering remains of protein. Instead, minerals are sprayed on afterwards. Not exactly how nature intended.
2. **Cheap filler** - To give it a bit more substance, pet food manufacturers will often add the cheapest bulking out product they can find. This is often in some form of carbohydrate. Dog's digestive systems simply aren't designed to process the high concentration of carbs found in kibble.
3. **No enzymes** - Dogs don't have enzymes in their saliva for breaking down carbs and regulating their blood sugar levels like we do. They should get these enzymes naturally from the food they eat. Processed food typically doesn't contain any enzymes. Raw food does.

Do these ingredients sound alarming to you? Or have you always known what you're pouring into your dog's bowl? Switching to a raw diet is healthier and it ensures you know exactly what substances your pet is eating.

Many ingredients in dog food are banned from being fed to humans. So why do we happily feed them to our pets?

If you want to give your pet the food it was designed to eat and will make it fitter, happier and healthier then raw food is the natural option.

Join the thousands of dog owners now switching to raw and place your order today:

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