



# What to Look for in a Super-Premium Dog Food

ATTRIBUTE	THE BENEFITS	WHY IT COSTS MORE
<b>Natural</b>	No artificial colors, flavors or preservatives	More expensive ingredients
<b>Meat 1st</b>	More easily digested ingredients are absorbed more by your dog (with less waste for you). Your dog will thank you too! (it tastes better).	Higher protein contents cost more and animal protein sources are more expensive than plant-based proteins.
<b>Protein from animals- meat, fish, poultry, dairy, organ meat</b>	Same as above	Same as above
<b>Omega-6 and Omega-3 in balanced proportions</b>	A diet with fish, fish oil and flaxseed is ideal for adequate levels of Omega-3 fatty acids. Chicken fat has an essential Omega-6 fatty acid. Studies with dogs have shown that an Omega-6 to 3 ratio of 5.5 to 1 is beneficial. A diet rich in vegetable oils may exacerbate allergic & inflammatory conditions.	Animal sources of fats and oils (fish, fish oil,) are more expensive than plant-based (vegetable oils) ingredients.
<b>Functional nutrients (EPA, DHA, Chondroitin &amp; Glucosamine)</b>	Animal based nutrients such as fish and fish oil help reduce inflammation and aid neural and retinal development, especially in younger dogs. Chicken cartilage is a natural source of glucosamine and chondroitin for hip & joint.	These premium ingredients are not present in all foods at these levels.
<b>Variety of vegetables and fruits</b>	Vegetables & fruits provide multiple phyto-nutrients to help reduce inflammation, aid digestion, control blood pressure and reduce the risk of heart disease.	Real, no filler ingredients cost more.
<b>Legumes</b>	Garbanzo beans & peas provide fiber and protein and are rich in indispensable amino acids. Legume fibers are prebiotics and help maintain good stool quality. Legume starches are also digested more slowly for sustained energy (versus faster digesting starches like potato, tapioca & sweet potato) which avoids peaks and valleys of glucose release.	Real, no filler ingredients cost more.
<b>Grain free options</b>	Good for your dog with ingredient sensitivities.	Tuber starches such as Tapioca & sweet potato are more expensive.
<b>Whole grain diets</b>	Whole grains have 2-3x the vitamins and nutrients of refined grains. Full of fiber, they provide sustained energy because the starches are digested more slowly. Stool quality is also improved. Fiber helps reduce the risk of diabetes, cardiovascular disease and high blood pressure.	Whole grain ingredients (barley, oats, brown rice) cost more because they are available in more limited supplies.
<b>Chelated minerals</b>	Hard to digest essential minerals like iron & copper are more bio-available when they are chelated, or attached to, amino acids.	Chelated minerals are more expensive.
<b>Small batch made. Developed by a PhD. in Animal Nutrition</b>	High fresh meat products are made more slowly, and generally in smaller batches which is a more expensive way to produce.	Premium ingredients and customized diets deliver better, fresher product.
<b>Made in the USA</b>	Sourced and made in the USA for peace of mind	No ingredients from China.