

Does Your Dog Treat Do Enough?

Mass Produced Dog Treats May Actually Do More Harm Than Good: But Even “All-Natural” and “Organic” Treats Are Missing Out On Opportunities To Make A Difference!

Mass Produced Dog Treats Aren't Giving You – Or Your Dog – What You Need!

The #1 Reason to Say ‘No Thanks!’ to Mass Produced Dog Treats: Sometimes what you don't know can hurt you! This is definitely the case with the products that we buy – especially the ones we choose to feed ourselves and our loved ones. This includes your furry friends.

What you need more than anything, is information . . . We all try to make the right choices when we are shopping for the food that we feed our families. Sadly, when it comes to pet food and treats, the **Ingredient List and Nutrition Information Doesn't Tell the Whole Story.**

They simply don't do enough to let you know what goes into the treats that go into your dog. It's vital to know where those ingredients are sourced. Just in the last year or so, ingredients sourced from China have led to pet food recalls after dogs got seriously ill. At the same time, corn sourced right here in the USA contributed to a wave of skin allergies when storage practices allowed it to become infested with mites.

You never know what you're getting when you buy your furry friends cheap, mass-produced dog treats. Even if the ingredients seem okay – where they're sourced and how they're handled can introduce unnecessary risks to your dog's health.

But “All-Natural” and “Organic” Dog Treats Are Okay, Right?

Even when the label says “All-Natural” or “Organic” that doesn't mean that you're getting everything you paid for . . . or avoiding everything you need to: When we choose dog treats that are advertised as being “all-natural” or “organic”, we feel good because we assume that means we made a healthy choice. Unfortunately, the marketing and advertising folks who work for big corporations know that's how it works. They do whatever they have to – and nothing more – to get those labels on their products.

When a dog treat is labeled “all-natural” or “organic” it can still contain protein sources that passed through industrial feedlots and slaughterhouses. It can still contain plant-based ingredients that were shipped from who-knows-where or stored carelessly in mass quantities. These cost saving practices are points in the process where bad things can happen.

A dog treat with a farm-to-table philosophy gives you what you think you're getting when you choose “all-natural” or “organic” dog treats. Here's how . . .

- 1. When it comes to your dog's health . . . the details matter:** All dog treats combine proteins, starches, fiber, and nutrients. Mass-produced dog treats use the cheapest ingredients. They use chemicals to process and preserve them. They do the bare minimum allowed by law and offer it to you and your furry friend.

Even “all-natural” and “organic” labels don’t guarantee that you’re getting what you pay for. Factory farms do what they need to do to get certified as “all-natural” or “organic” but they’re still going to do everything they can to cut costs and cut corners . . . even when it comes at the expense of you and your pet.

A farm-to-table philosophy looks at the whole process – from how ingredients are grown, to how they are handled and transported, to the processing, packaging, and shipping. It’s a philosophy that delivers what you expect . . . and what you deserve!

- 2. You can’t put a price on Peace of Mind:** You love your dog and your dog loves treats . . . so giving your furry friend a reward makes them *and* you feel good. The treats you choose should never turn these happy moments into sad or angry memories.

When you choose mass-produced dog treats, you’re rolling the dice. You simply don’t have enough information about what is in them to feel confident that your treats aren’t doing your dog more harm than good. When you choose pricier, high-end dog treats with “all-natural” or “organic” on the label, you think that you’re getting the best of what’s around.

Only a farm-to-table philosophy puts the same care into making your dog’s treats that you would if you made them at home. It makes sure that every step in the process meets the same high standard so that you can relax and enjoy the time you spend with your furry friend. You’ll know that your treats aren’t just making your dog happy . . . they’re making them healthier too!

- 3. We’re judged by the company we keep:** Maybe you never thought about it this way before, but when you purchase a product, you’re giving that product and the company that makes it your endorsement. You’re saying that you’re okay with what they offer you, how they treat you, and how they treat everyone and everything else in the world.

When you do think about it that way . . . do you want to keep giving your money to big corporations that cut corners to maximize profits even when it comes at your expense? Do you want to support companies that hide the facts behind labels and slogans?

Choosing a farm-to-table philosophy means that you are choosing to support businesses that do it right . . . for the right reasons. Wouldn’t you rather spend your money on products that come from businesses that care about you, your family, and your furry friends? You shouldn’t expect anything less!

- 4. Benefits beyond your own back yard:** The big corporations behind mass-produced dog treats put profit first. If they can buy ingredients from half-way around the world and ship them in cheaper than they get them close by . . . they do. If their profit margins are better when they use less environmentally friendly production methods, product packaging, or shipping options . . . they do.

Only a farm-to-table philosophy cares as much about the planet that we all share as it does about the people it serves and the products it provides. Shouldn't the businesses you support care if you have clean air to breathe and water to drink? Should they care as much about a sustainable future as they do about your dollars today? We think they should . . . we do!

Finally! Farm-to-Table for Your Furry Friends!!

Furry Friends Natural Products Introduces the First Farm-To-Table Dog Treat

Puptastic Naturals: Farm-to-Fido Has Arrived

We call it Farm-to-Fido and we GUARANTEE that you and your pet will feel fantastic!

Try a 32 oz. Box of Any Flavor and We'll Throw in A 20 oz. Sampler so You Can Try All Five Flavors FREE!

It's a Fantastic Feeling

Farm-to-Table is a pretty simple idea that started out in restaurants. But it has been spreading out into different areas and growing in popularity – for good reason.

Imagine how great you'll feel knowing that your best friend's shiny coat, bright eyes, and increased energy are all benefits of a dog treat that is better for the environment and better for small and mid-sized farms. You'll feel even better knowing that these treats are from a company that goes the extra mile to ensure that its ingredients are:

- **Locally sourced** . . . We know all of our suppliers on a first name basis!
- **Human-grade** . . . The ingredients that go in these treats are the same quality that goes on our table!
- **Contaminant-Free** . . . We're in touch with the whole supply chain *from the seeds going into the ground to the treat that goes into your hound!*
- **Chemical Free** . . . We never use chemical preservatives, additives, or dyes!

All of the ingredients for Puptastic Naturals Dog Treats exceed the standards set by the FDA and AAFCO.

Did we mention that there are five fabulous flavors that will turn your dog into a furry fanatic? Oh, and because they ship directly to you, they will cost you much less than other all-natural and organic dog treats on the market. But the best part is that you'll get all of these benefits while you're helping out family farms and caring for the planet!

For Training and Reward – These Treats Do Double Duty

It's important to think about why we like to give our dogs treats and how a treat can give us multiple benefits every time that we do. Whether you're using Puptastic Naturals for Training and Behavior Control or just to Reward and Pamper your pooch – We were thinking about people, dogs, and the planet while we worked out the details.

Training and Behavior Control:

The idea goes back at least as far as Pavlov – if you want to train your dog to obey a command or perform a certain task, give them a reward each time they do so successfully until they have learned the behavior.

A more recent experiment not only backs up Pavlov’s findings but goes further to say that “opportunities to solve problems, make decisions, and exercise cognitive skills are important to an animal’s emotional experiences and ultimately, its welfare” (McGowan et al).

So, using treats in training is effective *and* training can actually lead to a happier and healthier hound. That should be enough to make any dog lover happy . . .

But we’re dog lovers too, so we took it one step further because we know that the little things can make a big difference.

Puptastic Naturals dog treats are easy to portion for any size dog. The best part is, they’re easy to break into quarters so you can get a perfect training size portion and avoid overdoing it while your wooper is doing work.

We also made sure that Puptastic Naturals won’t make your hands or clothes smelly and that they don’t leave a sticky residue or crumble to dust in your pockets.

Just grab and handful and go – you’re ready for training.

Rewards and Pampering:

Sure, we all like to sneak a sugary snack every now and then as a reward . . . but doesn’t it feel better when the tasty treats that we choose are actually good for us too?

Why shouldn’t the same logic apply to selecting your dog’s go-to snack? Vets recommend dog treats that are both low in calories and nutrient dense. Think of it as getting more bang for your buck!

Puptastic Naturals don’t just help you watch your furry friends’ waistlines. They make sure that you’re rewarding them with snacks that give them essential vitamins and minerals so they stay happy and healthy.

If you don’t believe us, just ask a vet:

I’m very impressed with the integrity of your business and I recommend Puptastic Naturals to all my clients looking for healthy treats for training or just anytime. We’re proud to be one of the first veterinary clinics to carry your products, especially since we offer holistic and alternative pet care in addition to traditional medicine. We endorse only the healthiest, safest products, and Puptastic Naturals are at the top of our list of recommended treats . . . S. Karovski, DVM

We’ve worked really hard to make sure that Puptastic Naturals check all of the boxes when it comes to being the best Dog Treat on the market.

“Bentley just goes bonkers for your lamb treats! . . . It’s such a comfort to know I’m giving Bentley a healthy treat every time he sits patiently or comes when called . . . They certainly seem to help with Bentley’s training. A great incentive and reward”

- J. Jefferson
- Customer

“I’m very impressed with the integrity of your business . . . We’re proud to be one of the first veterinary clinics to carry your products, especially since we offer holistic and alternative pet care”.

- S. Karovski, DVM

They're tasty, healthy, and perfectly portioned to keep your furry friend happy whether they are learning, working, or just getting pampered. They are user-friendly for humans too, taking the hard work out of portioning and making sure that you don't end up stinky, sticky or with a pocket full of crumbs.

The best part is that even while you're enjoying all the good things that Puptastic Naturals bring into your lives, you'll know that you're helping to make sure that quality farm-raised food will continue to be available and that the air you breathe and water you drink will be a little cleaner for you and your pooch.

All because of the treats you chose!

The best of the best and completely guilt free!

Why Farm-to-Fido is Better

Where did the Farm-to-Table idea get its start – and what is it exactly? Well, you've probably heard the phrase “Think Globally, Act Locally”. That's a pretty good place to start when explaining why Farm-to-Table is beneficial and how you can incorporate it into your purchasing decisions.

As this idea has spread and gained attention, it has come to influence school cafeterias and family dinner tables as well as independent restaurants. Now it has found its way into Vitamins and Supplements, Herbs and Spices, and Sustainable Clothing.

Until now, nobody has been able to offer you a dog treat with the farm-to-table philosophy. We thought it was high time that somebody did!

How is Farm-to-Fido SO MUCH better for my dog's health?

There are two ways to approach this question. The first is by talking about all of the bad things you want to avoid and how Furry Friends Natural Products makes sure they never make it into Puptastic Naturals. The second is by talking about all of the good things that you want in your dog's treats and how we cram Puptastic Naturals full of them.

Just think of all of the food contamination scares that we've seen in recent memory. Now take a minute to think about the fact that the FDA has higher standards for human food than it does for pet products. How else could major pet food suppliers end up getting protein and vegetable ingredients sourced from China, that were contaminated with phorate and glycol?

But even beyond the germs and contaminants that find their way into the batches produced at mass production facilities, there are numerous causes for concern. Factory farmed animals are often treated with growth hormones, antibiotics and other chemicals that remain in the meat only to find their way into the products that are produced from it.

Mass produced grains, especially corn, are particularly susceptible to mold, mildew, and mite infestations. When these threats go undetected, they can find their way into your dog's treats and lead to allergies and skin ailments.

"There is so much confusion about natural dog treats that I'm grateful to have found your treats. Your ingredients are the real deal and I respect that you work with local farms that you inspect yourself. Our dogs are truly our best friends, and we won't feed them anything less than human-grade ingredients. This includes treats. Thank you so much for producing a quality product.

- C. Dale
- Customer

Choosing Farm-to-Fido treats eliminates the risk of any of these threats. It also introduces a number of benefits.

All of our proteins are sourced from cruelty-free farms that raise their stock without hormones or antibiotics. All of our fruits and veggies are allowed to ripen fully before being harvested.

Let's look more closely at one example of how Farm-to-Fido introduces benefits even as it eliminates harmful additives.

Many mass-produced dog foods and treats use one or more of the three most common preservatives: Citric Acid, BHT and BHA. Puptastic Naturals supplements the protein in our dog treats with a blend of all-natural and organic vegetables that introduce vitamins E and C, which are powerful antioxidants that act as natural preservatives.

How will Farm-to-Fido increase my Peace of Mind?

There are several reasons that Puptastic Naturals should make you feel at ease about your choice of dog treats: they range from the benefits you'll see right in front of your eyes to the things around the world that you won't have to worry about.

The best evidence that you've made the right choice will be wagging its tail every time you come through the door. Your furry friend will have a shinier coat, cleaner teeth, clearer eyes and an extra hop in their step. Our healthy, vitamin-packed treats will make a noticeable difference and we're so sure that you'll agree that we have no problem offering a money back guarantee.

Because we care so much about all of our furry friends, we also work with the ASPCA. And when you choose Puptastic Naturals, we make it easy for you to get involved.

You'll feel even better knowing that you'll never find our treats on a recall list. You should never have to worry that when you give your best pal a reward, you might end up at the vet's.

Because we are in touch with the whole supply chain from the seeds going into the ground to the treat that goes into your hound – you'll never have to worry about impurities or contaminants like mites, molds or mildew. We guarantee it!

AND, you'll know that you're spending your hard-earned dollars on a treat for your dog that helps to support sustainable farming and reduce greenhouse gas emissions.

We're in touch with the whole supply chain from the seeds going into the ground to the treat that goes into your hound

- Jacob Miller, President
- Furry Friends Natural Products

How does Farm-to-Fido Help Small and Mid-Sized Farms?

Here at Furry Friends Natural Products, Inc., we know all of our suppliers by name. We don't purchase ingredients from anyone that we can't stop in to see a couple times over the course of a growing season.

They know at the beginning of each season that they have a buyer for their all-natural and organic proteins, fruits, and veggies. Which means, at the end of the day, that they know there is a future for them in choosing to use sustainable farming methods that yield fresh, healthy, and fantastic tasting crops.

We don't stop there either. To make sure that this way of doing things stays around, we work with great partners to support family farms in our area and around the country.

How is Farm-to-Fido Better for the Environment?

We're always looking for ways to be more environmentally friendly at Furry Friends Natural Products. We only work with partners who take this commitment seriously. Whether it is in the raising, harvesting, shipping, processing, or packaging of our treats . . . there's always more that we can do. We're committed to getting better . . . not resting on our laurels!

The U.S.D.A. estimates that factory-farmed fruits and veggies are transported an average of 1,500 miles to reach consumers. That means a lot of diesel fuel burned in tractor trailers. That also means that business is booming for factory farms that put profits above sustainability.

It just makes sense to choose Farm-to-Fido when you look at it like that!

So . . . Which Puptastic Naturals Flavor Should You Choose?

Try Puptastic Naturals

We Guarantee that Your Hound Will Flip for the Flavor!

We asked our in-house taste-tester Max which flavor he would recommend. He gave all five flavors two paws up and a tail-wag for good measure!

Still, you can't go wrong by starting out with a flavor that you know your furry friend already likes . . .

But that's the best part! You can't go wrong because when you purchase any flavor in a 32 oz. box today, we will send you a coupon for a **Free Trial Sampler** of all five flavors.

Organic Chicken 32oz. \$16.99	Organic Turkey 32oz. \$16.99	All-Natural Lamb 32oz. \$16.99	All-Natural Liver 32oz. \$16.99	Organic Beef 32 oz. \$16.99
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Try Puptastic Naturals

We Guarantee That You'll Love the Farm-To-Fido Philosophy or We'll Refund Your Money

My wife Laurie and I started Furry Friends Natural Products in 1990. That means that we've been sharing the best pet products you can find anywhere with our customers for nearly three decades. We don't do this because it's the easiest way.

We do it because we care about our customers and their furry friends; just like we care about sustaining quality foods for the future and sustaining the planet that we all share.

We're so sure that you'll love Puptastic Naturals that we've never thought twice about offering a 100% money back guarantee – just like we do on all of our products. But still, if you have any questions or concerns once you've given Puptastic Naturals a try, we want you to call our Customer Service Staff (they're available Mon.-Fri. from 9 a.m. to 6 p.m. EST).

Taking orders and taking compliments from our customers keeps them pretty busy. But if you are any less than completely satisfied with our products, you'll be put through immediately. You might even get Laurie or me on the other end of the phone. If somebody's unhappy about one of our products, we want to be the first to know.

Our Promise:

Try a 32 oz. box of Puptastic Naturals Dog Treats today. Because we ship them directly to you, we keep our costs low. This means that you'll get them at a much better value when compared to other all-natural and organic dog treats on the market.

When we ship your order, we'll include a coupon for you to use to get a **Free Trial Sampler** of all five flavors. By the time you've figured out which flavor is your furry friends' favorite, you'll already be seeing and feeling the benefits.

Your dog's coat will be shinier, their teeth will be cleaner, their eyes will be clearer and they'll have more energy. You'll feel good about what you're doing for them, you'll appreciate the convenience and value, and you'll be proud of what your purchasing power is doing to help out farmers and the planet.

If not, just let us know . . . If you aren't 100% satisfied with Puptastic Naturals Dog Treats, we'll refund your money – no questions asked.

But Wait . . . There's More!

We'll Put Our Money Where Our Mouths Are – In More Ways Than One:

You already know that when you choose Puptastic Naturals, you'll never have to worry again about your dog treats showing up on a recall list or about chemical additives harming your dog's health over the long run.

You already know that if you try them and your dog doesn't flip for one of the five fabulous flavors then you can just let us know and we'll refund your money.

We do business this way to show our appreciation for the trust you place in us when you choose Furry Friends Natural Products.

But we want to lead by example when it comes to thinking globally and acting locally. When you place your order for a 32 oz. box of any flavor of Puptastic Naturals, we'll donate 5% of the profits to whichever of our partner charities that you tell us to.

Are You Ready to Join Us?

We've made it easy to order your first box of Puptastic Naturals Dog Treats. Whether you prefer mail or online ordering, we've got you covered.

- **Option 1.** Simply fill out the form at the bottom of this page and send it into us. Make sure to let us know which flavor of Puptastic Naturals you want to try first! Pay by check, money order, or credit card and your 32 oz. box in the flavor of your choice will arrive at your door.
- **Option 2.** Visit our website: www.puptasticnaturals.com. There you'll be able to select a flavor and place an order for your first box. As a bonus to our online customers, we'll get your **Free Trial Sampler** on its way immediately. You can also use the website to select which of our four charity partners you would like to donate 5% to!

Welcome to our Community:

We started out as a family operation. We've always worked with the farmers in our community to make sure that we're getting the best ingredients and giving something back. By choosing to give our Puptastic Naturals Dog Treats a try, you've become a part of our community.

We think that it is important to take care of the people and pets who brighten our days. We also think it's important to do everything we can to make sure that things in the future are better than they are today.

We're very glad to have you as a part of our community and look forward to taking care of you for as long as we can.

Thanks!

Jacob Wilson

Co-Owner

Furry Friends Natural Products, Inc.

Yes! I would like to receive a 32 oz. box of Puptastic Naturals Dog Treats: I want to feel and see all the great benefits of the Farm-to-Fido Philosophy for myself . . .

Please send:

_____ : Organic Chicken, _____ : Organic Turkey, _____ : All-Natural Lamb,
_____ : All-Natural Liver, _____ : Organic Beef

To: _____ (Name)

_____ (Address)

I have Included a Check or Money Order for \$19.99 (\$16.99 + \$3.00 S/H). I understand that when I receive my first box of Puptastic Naturals, it will include a coupon for a **Free Trial Sampler** of all five flavors!