

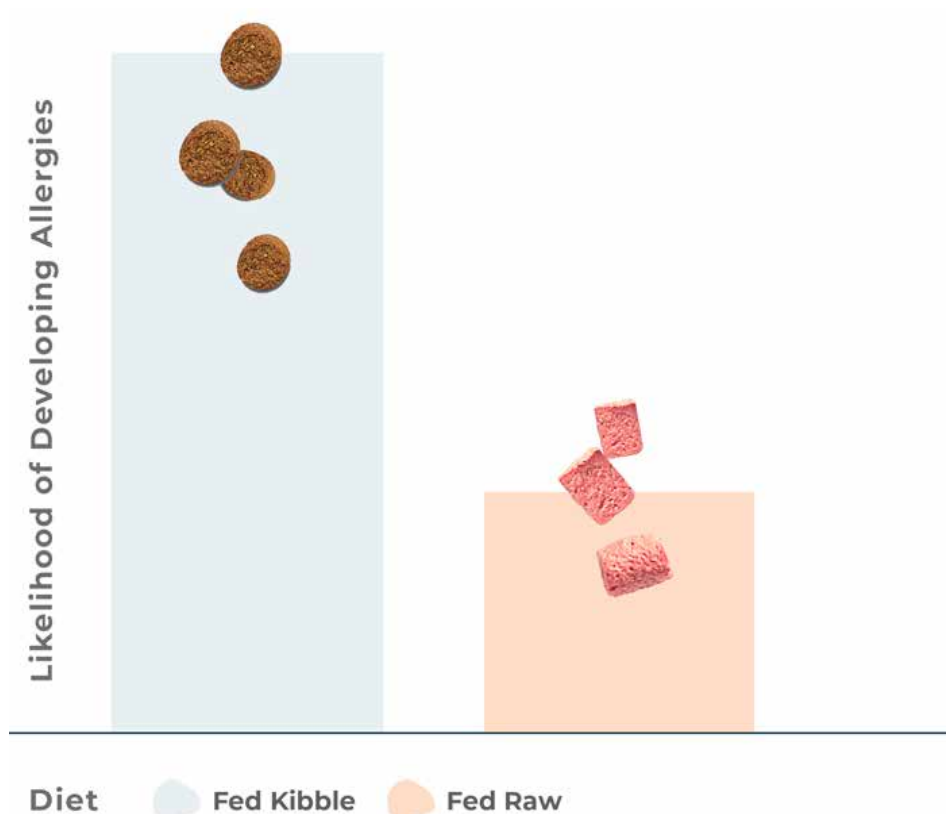


THE SCIENCE OF RAW

Our first raw recipes were developed in partnership with the University of Nebraska and PhD-level nutritionists. Today, our team of experts have over 50 years of combined experience in pet food and nutrition. We also partnered with the University of Helsinki's DogRisk research program, which is studying the impact of raw pet food on dogs' health. Keep scrolling to learn more!

PUPPIES FED RAW HAVE FEWER ENVIRONMENTAL ALLERGIES AS ADULTS THAN PUPPIES FED KIBBLE*.

LIKELIHOOD OF DEVELOPING ALLERGIES BY DIET



In comparison, puppies fed KIBBLE are 182% more likely to have environmental allergies as adults*

*Statistically significant; puppies 1-2 months of age.



PUPPIES FED RAW HAVE A REDUCED RISK OF DEVELOPING IBD LATER IN LIFE COMPARED TO PUPPIES FED KIBBLE**

IBD appears to be an abnormal immune response to, or because of, an abnormal gut microbiome on a background of genetic predisposition. Symptoms include chronic vomiting, diarrhea, weight loss, or any combination of these symptoms.

**Statistically significant; puppies 1-6 months of age

EFFECT OF PRENATAL DIET PRACTICES ON DEVELOPMENT OF INFLAMMATORY BOWEL DISEASE

VARIABLE	TIME PERIOD	% MORE LIKELY TO DEVELOP IBD***
RAW DIET	Fed to mother during gestation	8.6%
	Fed to mother during lactation	8.7%
	Fed to puppy up to 8 weeks	9.6%
	Fed to puppy 2-6 months	20.9%
DRY KIBBLE	Fed to mother during gestation	91.4%
	Fed to mother during lactation	91.3%
	Fed to puppy up to 8 weeks	90.4%
	Fed to Puppy 2-6 months	79.1%

*** % more likely for puppies who's moms were fed raw when pregnant