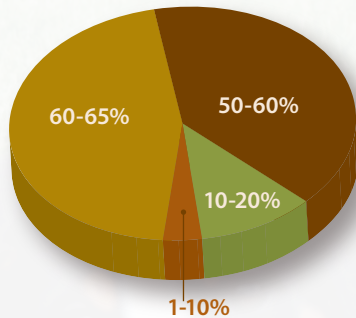


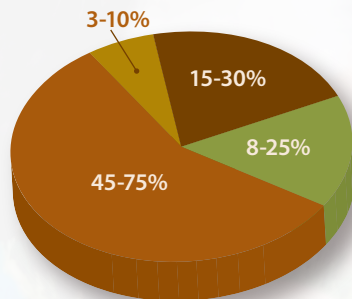
## doggone raw! Difference

- ▶ Doggone Raw meals consist of all-natural high quality meat protein
- ▶ Doggone Raw has the ideal percentage of fat content
- ▶ Doggone Raw provides dietary moisture your dog needs
- ▶ Doggone Raw contains a fraction of the carbohydrates of dry dog food

### Doggone Raw Food



### Dry Dog Food



## doggone raw! Mission

We believe the nutritionally complete raw diet is **ideal** for our companion animals and leads to **optimal health** and **well-being**.

Our **mission** is to create the most **awesome** raw and **nutritionally complete** dog food for your **beloved** pets so they may live a **long, happy** and **healthy** life.

We **promise** to adhere to only the **highest** industry **standards** and nutritional guidelines. Doggone Raw uses USDA approved **100% human-grade** meats, fruits and vegetables.

Doggone Raw is gluten-free, created without grain, starchy carbs, by-products, additives, nitrates, salt, fillers, artificial flavoring, coloring, preservatives or synthetic vitamins and minerals. Nutrition is provided by **real food**.

## Contact Us



Donna & Gregory Rollins

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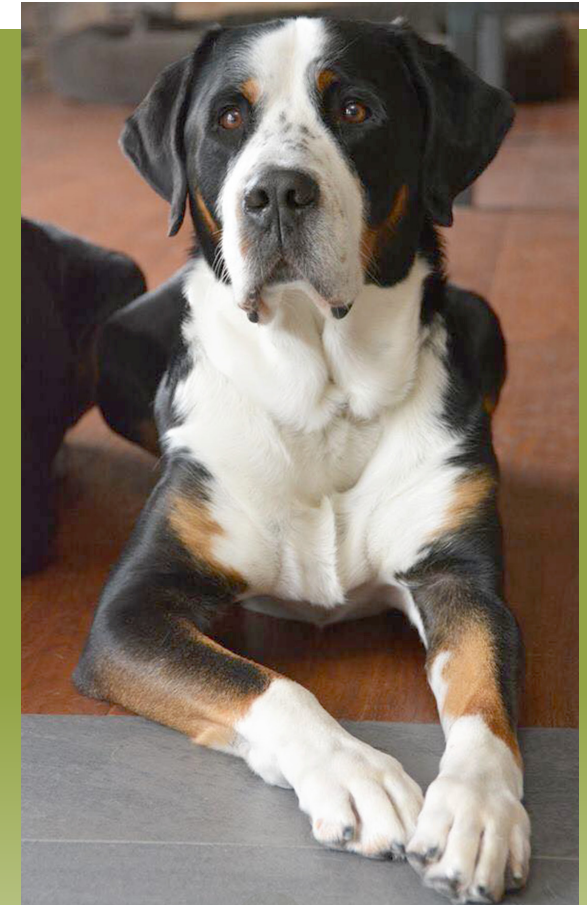


Find us on

**doggone raw!**  
Wellness. Longevity. Love.

[www.doggoneraw.dog](http://www.doggoneraw.dog)

**doggone raw!**  
Wellness. Longevity. Love.



We believe the *nutritionally complete* raw diet is *ideal* for our *companion* animals and leads to their *optimal health*, *well-being*, and *longevity*.

## doggone raw!® What?

Doggone Raw is **100% USDA** approved, human-grade whole-muscle meats, organs and bone. Feeding **raw meat protein** to dogs provides the most **bioavailable protein**. Meat is the best way to provide **amino acids** like taurine, to our dogs, **natural carnivores**. The manufacturing process is minimal: **grinding and freezing**.

Doggone Raw recipes add low-starch **fruit, veggies and organic Atlantic sea kelp** and are formulated to provide all **13 essential vitamins and minerals** that dogs require, in addition to beneficial antioxidants and **omega fatty acids**. Our **in-house lab** tests each batch for **quality assurance** before being distributed.

**Nutrient analysis** of Doggone Raw products is performed by multiple independent food laboratories to **assure nutrient quantities**.

Doggone Raw is made from **100% USA** produced ingredients and is manufactured in the **USA**.

## Doggone Worth a Try

Dogs are **carnivores**. Most commercial foods use **carbs** or legumes (*beans*) as their **primary source** of **protein**. That is **not** a good source of **protein** for dogs because they lack the **amino acids**, leaving them nutritionally deficient.

Doggone Raw is an **instinctive, species-specific diet** for your dog, like their natural **ancestral menu** of hunting prey animals.

Switching to Doggone Raw is worth a try for the **health, wellness, and longevity** of your furry family member.

## Doggone Better

This species appropriate diet that Doggone Raw provides is what **all dogs need**. If they are **healthy** now, it will help them remain healthy as they age. If they suffer from itchy skin, a rough dry coat, or worse; Type II diabetes, or even kidney (renal) disease, **your dog can benefit from eating the right food**.

Read our customer's testimonials at **doggoneraw.dog** about the **great results** they have had. **Benefits** include:

- ▶ **Improved** digestion, less gas, **better** weight management, **higher** energy
- ▶ Smaller, less smelly and firmer stools Without fillers, food is absorbed meaning **less poop to scoop**
- ▶ Reduced allergy symptoms Relief from the **grain/starch** culprit
- ▶ **Better** teeth and breath From **beneficial** enzymes and amino acids
- ▶ Healthier skin and coat From **naturally occurring** essential fatty acids

## doggone raw!® People

After making the **raw diet** switch for their own dogs and seeing tremendous **results** Doggone Raw was conceived by the **Rollins', Gregory**, a professional food scientist and **Donna**, an accountant with a **passion** for raising the **finest Greater Swiss Mountain Dog** puppies and **educating people** about the **benefits** of a **raw diet**.



## Doggone Getting Started!

**PUPPIES 2 to 6 months** feed 2-3% of their projected adult body weight **OR** 5-6% of their current weight **3 times a day**.

**DOGS 6 months** and up, feed 2-3% of adult body weight **twice a day**. Divide the **daily total** by the number of feedings per day.

Switching to a **raw diet** is **easy!** Your dog can be switched **directly** to raw; a gradual switch (*like you do with kibble*) is unnecessary. A **fresh raw** diet awakens the **gut flora** and **good** bacteria in your dog. You may notice a change in stool for the first day or two.

Most dogs take to raw **right away**. If yours does not, try **warming** it in the microwave for 10-20 seconds .

### Doggone Raw Daily\* Feeding Guidelines

Dog Weight (pounds)	Quantity Per Day (ounces)	Quantity Per Day (volume)	Percent of Dog's Body Weight**
5	1.5 - 2.50	2 Tbsp - 1/4 cup (c)	2 - 3%
10	3.25 - 4.75	1/3 c - 1/2 c	2 - 3%
20	6.50 - 9.50	2/3 c - 1 c	2 - 3%
40	12.75 - 19.25	1-1/2 c - 2-1/3 c	2 - 3%
60	16.50 - 24	2-1/4 - 3 c	1.75 - 2.5%
100	28 - 40	3-1/2 c - 4-1/2 c	1.75 - 2.5%

Doggone Raw	
Volume	Weight (ounces)
1 tbsp	3/4 oz
1/4 c	2 oz
1/2 c	4 oz
1 c	8 oz
2 c	16 oz/1 lb

\*Divide the daily amount by 2 if feeding twice a day

\*\*Feeding amounts are based on your dog's ideal/desired weight.

NOTE: These are guidelines only. Feeding amount may vary based on your dog's activity level, metabolism, and age.