



Guide to Our Products and Philosophy





Who We Are

4
3
3
4

What We Make

Aunt Jeni's Frozen Raw Diet	8-11
Supplements for Pets	12-15
Raw Meaty Bones	16-17
Dehydrated Pet Treats	18-19

How to Get Started

How Much to Feed	10
Transitioning to a New Food	10
What about Supplements?	10
Guaranteed Analysis	11
Ingredients in Detail	20-23



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Who is Aunt Jeni?

Affectionately known as Aunt Jeni to an evergrowing family of pets and their owners, Jennifer Boniface is perhaps the most qualified of a growing number of entrepreneurs in the world of Animal Nutrition. Jennifer's academic credentials set her apart from others venturing into the manufacture of natural diets, treats and supplements for pets.

Having obtained her Bachelor's degree in Animal Science (University of Maryland, 1985) she held a series of positions within the USDA. Eventually, Jennifer left the world of animal care and set out



into the business world. Returning to school, she pursued a career in accounting, passed the CPA exam and enjoyed a successful career as a Certified Public Accountant.

Always the love of animals was in her heart, and her home was filled with cherished pets. Years later, due to serious illness in one of her beloved dogs, Jennifer had occasion to visit a veterinary teaching hospital. This life-altering experience served as a catalyst by reminding her of the world of animal care she had left behind. The seed was planted in her mind and, nearly a year later, Jennifer left the world of accounting, returning once more to student life.

In graduate school, Jennifer was privileged to study an endangered South American species called the Maned Wolf. Her research was conducted through the National Zoo in Washington, DC. Through her efforts, a special diet was developed to address some genetic health conditions which she found to be responsive to her dietary management. For this work ("Dietary Control of Cystinuria in Maned Wolves"), Jennifer received her Master's degree in Animal Nutrition Science (University of Maryland, 1998).

Even before graduating, Jennifer was busy developing her own line of pet products, based on her firmly held belief that a holistic approach to pet care is highly effective. Why not try an alternative remedy or a dietary supplement that you know will not hurt your pet, before resorting to harsher drugs and chemicals with their unwanted side effects?



With one foot planted in the academic/ scientific community and the other exploring the world of holistic, alternative treatments, Jennifer found herself in a position to combine the best of both worlds into something special and different. Having created products that answer a real need for people who want the best for their pets, Jennifer named her company Aunt Jeni's Home Made, and launched her unique items on the market in 1999.

To reach Aunt Jeni, send email to info@auntjeni.com or visit www.auntjeni.com.

What's Wrong with Pet Food?

When I tell people what I do for a living, this is almost always the first question I am asked. The perception most people have is that only rich or wacky pet owners would splurge on feeding "gourmet" food, or mess around with making their own pet food. The diet I recommend is not gourmet; it is merely made up of real food, the same as you or I would eat. The fact is, you wouldn't be reading this article if you didn't care about your pets and want the best for them.

Perhaps the information here will give you a new perspective on what NOT to feed your pet for optimal health.

Dry foods are full of indigestible stuff, no matter how high the price tag is, how reputable the seller may be, or how "premium"

the ingredients sound. There is no such thing as a dry food that has "no fillers." By their very nature, kibbles (dry, processed dog and cat foods) are 60% or more grain. Have you ever tried to bake a cookie or muffin that contains no flour or oats? Grains lend cohesiveness to the formula and help the processed, cooked food hold to-

...no matter how wonderful the ingredient list...there is virtually nothing left in the way of useful nutrition.

gether in its cute little shapes. Grains are also very inexpensive, making pet food cheap to produce, with a large profit margin.

Grains are carbohydrates, for which carnivores (dogs and cats) have no need. Grains do not digest well, and they do not provide energy the way they do for us humans. Instead, dogs and cats obtain their energy primarily from fats. The term "energy" is not referring to how feisty your kitten is, or how much get-up-and-go old Rover has. Energy, to a nutritionist, means the substance

known as ATP (adenosine tri-phosphate), also known as the "currency" of cells. Every cell of the body, be it a human body or an animal one, operates on ATP, or "energy." Humans and pets go about converting the foods they eat into this energy in different manners. It just so happens that dogs and cats are much more efficient at converting fats into energy, than carbohydrates. For us humans, it works the other way around, which is unfortunate for those of us who enjoy those fatty foods!

Grains also metabolize directly into glucose, which feeds cancer cells, contributing to a condition known



What's Wrong with Pet Food?

as cachexia. Therefore, grains in the diet of a pet with cancer are deadly. This is why some people refer to a raw, grainless diet as a "cancer starving" diet. There is no such thing as an anticancer diet that is a kibble or a canned food. It has been shown that pets with cancer do best on a high-fat, high-protein diet, with the fats and proteins provided in the form of raw meat.

Dry foods are also full of preservatives. The three biggest names to avoid are BHA, BHT,



and Ethoxyquin. Don't be fooled by foods that claim to have no preservatives. They would have zero shelf life without preservation of some type. Check those "good through" dates on the bag, and think about it. How appealing is it that some of these foods will last 2 years on the shelf? There are at least some higher quality foods, which use "natural" preservatives, like vitamins. However, there is some controversy that high levels of these antioxidants used as preservatives can actually interfere with absorption of other nutrients.

Furthermore, no matter how wonderful the ingredient list, by the time those ingredients are processed into kibble form, there is virtually nothing left in the way of useful nutrition. Again, the processing necessary to convert the ingredients into kibble requires extremely high heat and days of cooking, followed by the extrusion process. All of this literally kills the enzymes, vitamins, and minerals that lend their "living" qualities to raw foods. This is why you see a lengthy list of chemical-sounding names on the ingredient panel of all dry and canned foods. The manufacturers must add back -- in synthetic form -- all the necessary vitamins and minerals which have been removed during the manufacturing processes. Synthetic versions of vitamins and minerals have been shown to be less effectively absorbed and utilized by the body than natural forms, found in real foods, in their raw state.

And finally, dry foods take 12-14 hours to pass through a pet's system. All of that time spent lingering in the digestive tract will many times lead to room-clearing clouds of gas (attributed to fermentation of indigestible grains in the gut), and is also thought to contribute to the formation of "allergies." The body sees these indigestible ingredients (grains, preservatives, denatured proteins, etc.) as foreign substances, to which it develops irritations, manifested as allergy symptoms. Translation: Spot and Fluffy are itchy, have gunky ears, and lick their paws a lot.

This is, in a nutshell, what is "wrong" with even the "best" pet foods. If your curiosity is sparked, and you would like to find out what you could feed instead of "pet food," please continue reading!

The Importance of Feeding a Natural Diet

There is a better way to

feed your pet that will bring

out the true beauty and

outer glow of inner good

What is a "Natural Diet," and why should The word you consider it for your pet? "natural" means different things to different people. It joins the list of buzz words along with other favorites of the pet food world, such as "healthy" and "organic." "Natural" might mean simply that the product contains no dyes or artificial preservatives. However. the "natural" as used by a certain group of pet nutritionists is accepted to mean a "species appropriate" diet. This means that we feel dogs and cats are carnivores, and should be fed as carnivores, rather than as forced-omnivores. The pet food industry has managed to convince many of us, most vets included, that dogs can exist well eating as omnivores. Well yes, they can exist that way alright,

but wouldn't it be much nicer to have them do more than exist? Don't we all strive for the healthiest. happiest pets we can possibly manage to have?

health. Manufacturers of pet food have a job to do: produce the cheapest possible product that will taste good enough for the Fidos and Fluffies of the world to gobble it up by the bag full. Despite their advertising claims, their main concern is not with the health of your pet, but with the sales of their product. How do they produce the cheapest possible product? By using "4D" meat (meat from diseased, down, dying, and dead animals) and then filling it up with a lot of grains, for which dogs and cats have no dietary requirement, and a limited ability to digest and utilize. Sounds unappetizing! Then why does your pet "love" his pet food so much? Easy: They add sugar, salt, cancer-causing chemicals and tasty preservatives to entice your pet to eat more. On top of all that, the whole mess is heat processed at extremely high temperatures, thereby destroying any remote nutritional good-

ness that may have been in there in the first place. The end result is a very artificial food that causes your dog to produce a lot of excess gas and other "output" that you must then clean up. Many dogs also suffer itchy/bumpy skin, dull hair coats, brittle nails, diarrhea, early-morning vomiting, and a host of other ailments. But there is a better way to feed your pet a truly healthy, wholesome, and "natural" diet that will bring out the true beauty and outer glow of inner good health.

When you choose to provide a speciesappropriate, natural diet, you certainly will be pleasantly surprised by the results it brings to the life of your pet. Dogs, cats, and ferrets (carnivores) are

designed to eat, digest, and utilize raw foods. Their systems are built handle raw meat and bones. and these foods contain the perfect balance of vitamins. minerals. and life-supporting

enzymes necessary to sustain the vibrancy of good health. Consider the wild wolf, direct ancestor of today's domesticated dog. These animals have for decades eaten prey, including hair, feathers, and bones. And they don't build camp fires to cook their kills! Even so, there are many myths associated with this method of feeding for our pets:

 Myth 1: My pet will get sick from E. coli or Salmonella contamination if I feed him raw meat. No. he won't. because a pet's digestive tract is different from a human's in some important ways that prevent this occurrence. Your pet's stomach contains very strong acid, equipped to digest meat and even bones. The acid is hydrochloric acid, or HCI, the same stuff that's in human stomachs, only a stronger concentration. This acid

The Importance of Feeding a Natural Diet

makes short work of any bacteria that might come its way. Also, the overall length of the gastrointestinal tract of your pet is much shorter in comparison to a human's. This means that food passes through the system much more quickly, in hours rather than days. Germs don't have a chance to get a foothold. Pets properly fed a good, fresh food diet do not become ill from meat parasites. This is not to imply that no pet can ever possibly contract E. coli or Salmonella poisoning. For those who remain nervous and uncertain, there are precautionary measures you can take to minimize the risk of feeding raw meat to your dog or cat.

- Myth 2: It is not good to feed animals "people food" or "table scraps." Why not?! A species appropriate diet for your pet is much more than mere table scraps. Pet food as we know it today has only been around for about sixty years, and some countries still don't have access to pet food. What did pets eat before pet food was invented? Ask your parents or grandparents what they remember and the answer will likely be, "Our dogs always ate whatever we ate." As long as your pet is eating a balanced diet to provide all the necessary nutrients he needs, occasional treats are no worse for your pet than they are for you.
- Myth 3: Pet food contains all the vitamins and minerals my pet needs. It is "complete and balanced." My cat will get sick if she doesn't get all the nutrition offered in pet food. A good way of looking at this Myth is to consider a box of Total cereal. A bowl of this cereal contains 100% of the USRDA of all nutrients for humans. How many humans would like to eat nothing but Total for every meal, day in and day out? We might stay alive, but would we be happy and would we thrive? We like variety in our diets, and over time the variety of items we consume tends to provide us with a balanced array of necessary nutrients. The same is true for your pets.

Myth 4: Never feed a dog real bones, especially not chicken or poultry bones! We've all heard this one before. The truth is, dogs and cats really can eat and digest bones of many types, as long as the bones are raw, not cooked. Cooked bones are brittle and prone to splintering. The splinters are the potentially dangerous part of feeding bones. Raw bones are soft, flexible, and very edible. They are also Nature's powerhouse store of minerals in perfect proportion for the needs of a carnivore. Remember that strong stomach acid? This is what it was made for!

Here is a list of some of the many benefits you may notice within a few weeks of switching your pet over to a fresh food diet:

- no more itching, scratching, licking
- shinier, more lustrous coat, with no bumps or dandruff flakes
- sparkling, white teeth—no more tartar, and improved breath
- higher energy
- greatly reduced flatulence (gas), and smaller, firmer, less smelly stools
- reduction or elimination of "allergies"
- boosted immune system, resulting in fewer illnesses with speedier recovery time
- more muscle tone, less flab

Food for thought, indeed!





How is our food better?

In the increasingly crowded pet food market, our food stands above its competition for several important reasons. We don't just claim to be "nutritionists," we have the experience, education and academic degrees to back up our claim. Aunt Jeni's

We U.S.P.

Home Made® is women owned and operated, with knowledgeable and caring staff equipped to provide the very best customer care. Our food is a standalone, complete and balanced meal for your pet, requiring no additional supplementation.

Best of all, the nutrients come entirely from the whole food ingredients in our recipe; we use nothing synthetic in our formulas. We take pride in making our products ourselves, under the roof of our very own FDA registered and inspected manufacturing facility. We love your pets as if they were our own, and it shows!

We Will Always:

•Use only the freshest, highest quality, whole-food ingredients from eco-friendly farms.

- •Use meats and poultries from animals that are freerange, grass-fed, humanely raised and killed, and contain no added growth hormones or antibiotics.
- •Use proper HACCP (safe food handling) techniques.
- Prepare our products with the same care and attention that you would.

We Will Never:

- •Use "4D" (not suitable for human consumption) meats.
- •"Denature" the food, for example by adding charcoal or other inactive, nutrient-robbing ingredients.
- "Water down" the nutritional content of our food by packing it full of grains that carnivores do not need and cannot fully utilize.
- Add anything synthetic or unnatural. Our products contain no chemicals, preservatives, colorings, dyes, additives, sugar, salt, yeast, soy or grain of any kind.



What's in Our food?

We personally control the entire production of every batch from start to finish. Nothing happens out of our sight; nothing is left to chance. Our emphasis is on organic, fresh, whole, raw meats and produce, USDA inspected, safe and suitable for human consumption. Only the best ingredients make it past our inspectors into our facility. We do not mix protein sources in our recipes; each recipe's meat, bones and organs are all from the same species. To provide maximum variety, our formulas are based on three different veggie combinations and five different protein sources. We use no ingredients from China in anything we make!

Our Recipes

CHICKEN: Chicken (Contains Chicken & Chicken Bones), Chicken Heart, Chicken Liver, Chicken Gizzard, Apples, Broccoli, Cabbage, Carrots, Sweet Potatoes, Whole Eggs, Organic Ground Flax Seeds, Parsley, Garlic, Organic Dried Kelp, Organic Alfalfa Meal, Organic Raw Apple Cider Vinegar, Organic Raw Honey.

LAMB: (dog only) Lamb (Contains Lamb Meat & Lamb Heart), Apples, Broccoli, Cabbage, Carrots, Sweet Potatoes, Lamb Liver, Lamb Bones, Whole Eggs, Organic Ground Flax Seeds, Parsley, Garlic, Organic Dried Kelp, Organic Alfalfa Meal, Organic Raw Apple Cider Vinegar, Organic Raw Honey.

BEEF: Beef (Contains Beef Meat & Beef Heart), Beef Liver, Apples, Celery, Whole Eggs, Collard Greens, Kale, Acorn Squash, Butternut Squash, Pumpkin, Yellow Squash, Zucchini, Organic Ground Flax Seeds, Parsley, Garlic, Organic Dried Kelp, Organic Alfalfa Meal, Organic Raw Apple Cider Vinegar, Organic Raw Honey.

TURKEY: Turkey (Contains Turkey & Turkey Bones), Turkey Liver, Turkey Heart, Turkey Gizzard, Mustard Greens, Turnip Greens, Green Beans, Organic Alfalfa Sprouts, Papayas, Cranberries, Organic Sunflower Seeds, Organic Almond Meal, Organic Walnut Meal.

GOAT: (dog only) Goat (Contains Goat Meat & Goat Heart), Goat Bones, Goat Liver, Mustard Greens, Turnip Greens, Green Beans, Organic Alfalfa Sprouts, Papayas, Cranberries, Organic Sunflower Seeds, Organic Almond Meal, Organic Walnut Meal.

Raw, Not Pasteurized!

What is HPP? Please read our online article entitled, "Is Your Pet's Food Safe?" for important information.

Ratios



<u>Dog Food:</u> Chicken, Lamb, and Beef varieties are made in a 65:35 ratio of meat, organs & bones to vegetables, eggs, & other ingredients. Turkey and Goat varieties are made in a 75:25 ratio.

<u>Cat Food:</u> Chicken and Beef varieties are made in an 85:15 ratio of meat, organs & bones to vegetables, eggs, & other ingredients. The Turkey variety is made in a 90:10 ratio.

Package Sizes

Available in convenient sizes for all pets: 1 lb or 5 lbs for dogs; 1 lb or 3 lbs for cats and ferrets

Storage Guidelines

Keep frozen; thaw as needed. We suggest thawing by placing the container in your refrigerator, overnight. If you should forget to thaw enough pet food ahead of feeding time, it may also be thawed by submerging the closed container in a bowl of hot water, or by defrosting in your microwave for several minutes. Our food will last 3-5 days in your refrigerator once it has been thawed. Repackage in single serving sizes if you wish, using plastic zip bags, ice cube trays, or any type of container that is convenient for you. Re-freezing will not compromise the nutritional integrity of our pet food; rather it will preserve the nutrients and enzymes.





How Much to Feed?

This chart is provided to give you a rough idea of a starting point when first using our food. Your pet is a unique individual, and you are the best judge of his needs. The exact amount of food required to maintain ideal body condition may need to be adjusted according to age, health, and activity level, among other factors. As you transition your pet to the new diet, and keep an eye on the changes you will see, you will know whether you need to adjust the feeding amounts.

Important! Young puppies and kittens require more food than the feeding chart indicates. They are busy growing and forming healthy bone structure, teeth, and a nice shiny coat. It is not unusual for a puppy to eat as much as the guideline states for his projected adult weight! Just keep an eye on your baby--do not let him become "roly poly"--a lean puppy is a healthy puppy. Similarly, if your pet is pregnant or lactating, she may need 1.5 to 2 times her normal amount, fed as smaller, more frequent meals.

Weight of Pet	Daily Food Requirement	One Month Supply		
5 pounds	1/8 pound, or 1/4 cup	3 pounds		
10 pounds	1/4 pound, or 1/2 cup	6 pounds		
25 pounds	1/2 pound, or 1 cup	15 pounds		
50 pounds	1 pound, or 2 cups	30 pounds		
75 pounds	1.5 pounds, or 3 cups	45 pounds		
100 pounds	2 pounds, or 4 cups	60 pounds		
125 pounds	2.5 pounds, or 5 cups	75 pounds		
150 pounds	3 pounds, or 6 cups	90 pounds		

Feeding Instructions

Simply thaw, scoop and serve! Some pets prefer their food warmed to room temperature; others enjoy it cold. Although feeding our food raw is highly recommended, it may also be fed lightly cooked. Any unused portions are easily stored by returning them to the refrigerator or freezer.

Transitioning Instructions

We recommend a gradual transition, phasing out the old diet while mixing in the new food. Use very tiny amounts of new food at the beginning. Take 5-7 days for a healthy pet; longer for an older or ill pet, or if you encounter digestive upsets. Cats and ferrets may require extra perseverance! Cooking the food may help convert finicky pets. We suggest gradually reducing the cooking time until the product is being fed raw.

Supplementation

When first starting your pet on a raw food diet, digestive enzymes and probiotics are recommended. These will assist your pet's system in adapting to raw foods and for many pets are helpful on an ongoing basis. We suggest our Digestive Aid. Our food is formulated to stand alone as a complete and balanced diet. No supplementation is required. For those who like to add a little someting extra, we suggest some high quality cold water fish body oil (not liver oil). The oil will provide omega-3 fatty acids to complement the omega-6 fatty acids that are plentiful in a raw food diet. We also offer our version of an all purpose vitamin/mineral supplement, called All Systems Go! Total Health Aid for Pets.

Be sure to check out our full line of supplements (p 12).

Recommended Supplements	Up to 30 lb	30 - 60 lb	60 - 90 lb		
Digestive Aid	1 capsule	2 capsules	3 - 4 capsules		
Fish Oil + Vitamin E	1/2 - 1 tsp	1 - 2 tsp	2 - 3 tsp		
All Systems Go! Total Health Aid	1/4 - 2 tsp	2 tsp	3 tsp		

For pets with a specific health condition or illness, it may be helpful to provide additional supplementation tailored to your individual situation. We are available to assist you, and we also encourage you to consult your own veterinarian.

Guaranteed Analysis of Our Frozen Raw Foods

We regularly submit random samples of our products to outside laboratories specializing in food analysis, to keep our guaranteed analysis information current. All "Nutrient" numbers (first section) are reported on an As Fed basis; vitamin and mineral analyses are shown on a Dry Matter basis. For a comparison to AAFCO Nutrient Profiles, visit us online.

Nutrient		DOG FOOD RECIPES			CAT FOOD RECIPES				
	Units	CHICKEN	TURKEY	LAMB	BEEF	GOAT		TURKEY	BEEF
Protein (min)	%	10.00	15.00	9.00	15.00	15.00	14.00		15.00
Fat (min)	%	10.00	4.00	19.00	5.00	4.00	10.00	3.00	6.00
Fiber (max)	%	2.00	1.00	1.00		1.00	1.00	1.00	1.00
Moisture (max)	%	71.00	75.00	65.00	75.00	77.00	71.00		76.00
Ash	%	2.30	2.80	2.93	1.30	3.10	2.20	2.38	2.92
Carbohydrate	%	7.00	5.00	6.00	4.00	3.00	4.00	4.00	2.00
Minerals (Presented on a Dry Matter Basis)									
Calcium (Ca)	%	1.07	1.60	1.07	1.75	2.39	1.51	1.49	3.91
Phosphorous (P)	%	0.85	0.80	0.82	0.88	1.60	0.88	1.24	2.46
Ca:P ratio		1.3:1	2:1	1.3:1	2:1	1.5:1	1.7:1	1.2:1	1.6:1
Potassium (K)	%	1.48	1.43	1.65	1.62	1.62	0.68	1.01	1.60
Sodium (Na)	%	0.38	0.36	0.38	0.37	0.30	0.66	0.26	0.32
Chloride (CI)	%	0.62	0.54	0.62	0.67	0.47	0.32	0.34	0.33
Magnesium (Mg)	%	0.06	0.09	0.07	0.13	0.12	0.09	0.10	0.19
Iron (Fe)	mg/kg	143.36	103.97	139.00	110.00	141.28	84.58	87.00	81.00
Copper (Cu)	mg/kg	17.10	17.60	13.00	34.00	18.08	5.19	5.30	8.00
Manganese (Mn)	mg/kg	6.20	5.12	5.00	5.00	5.22	7.60	7.90	8.08
Zinc (Zn)	mg/kg	166.33	189.24	144.00	129.00	129.78	84.16	102.0	80.80
lodine (I)	mg/kg	2.25	1.69	2.25	2.43	1.52	0.36	0.37	0.35
Selenium (Se)	mg/kg	0.14	0.12	0.14	0.16	0.13	0.11	0.12	0.13
Vitamins		(Preser	nted on	a Dry	Matter	Basis))	
Vitamin A	IU/kg	12,023	9,062	18,893	10,888	12,904	19,732	7,973	14,203
Vitamin D	IU/kg	546.41	517.31	546.41	590.12	517.31	766.22	775.0	842.39
Vitamin E	IU/kg	125.95	149.91	125.95	224.00	149.91	32.49	33.00	46.20
Vitamin B1 (thiamine)	mg/kg	1.11	1.62	1.10	1.80	1.36	6.34	5.60	7.40
Vitamin B2 (riboflavin)	mg/kg	5.04	3.02	5.03	2.90	6.65	5.26	4.30	6.67
Vitamin B3 (niacin)	mg/kg	40.65	14.18	16.33	31.40	18.62	80.76	84.80	67.95
Vitamin B5 (pantothenic acid)	mg/kg	14.12	13.38	14.48	16.00	11.08	6.67	14.62	7.84
Vitamin B6 (pyridoxine)	mg/kg	1.72	1.12	1.72	2.50	1.12	7.45	6.70	8.83
Vitamin B9 (Folic Acid)	mg/kg	0.77	0.24	0.20	0.49	0.50	0.80	0.88	0.86
Vitamin B12 (cyanocobalamin)	µg/kg	22.39	58.05	76.00	53.50	37.20	21.68		55.34
Choline	g/kg	2.90	2.20	2.90	2.10	2.70	2.67	2.56	3.42
Other									
Taurine	%						0.23	0.24	0.25
CALORIES/cup		328	236	496	247	245	336	217	251
Ratio Meat:Veg		65:35	75:25	65:35	65:35	75:25	85:15	90:10	85:15
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Each all-natural, human-grade component in our pet supplements has been carefully researched to provide maximum results while remaining safe, gentle and effective for your pet's system. None of our products contains any yeast, soy, milk, dairy, wheat, grain, corn, sugar or

salt. And, our supplements are veterinarian recommended. You can trust your one-of-a-kind pet to the caring experience of Aunt Jeni.

- * Digestive Enzymes
- *.. Probiotics & Prebiotics
- *.. With Soothing Herbs



An all-in-one combination of powerful digestive enzymes, highly active probiotic strains, prebiotics, and naturally effective herbal blends.

- Eases dietary transitions; reduces detoxification symptoms; maximizes efficiency of digestion.
- Establishes and maintains proper levels of "friendly" bacteria; replenishes "good" bacteria destroyed by antibiotic use.
- •Reduces digestive upset and flatulence; enhances assimilation of nutrients; combats yeast infections, prevents bloat.
- •Helpful for Pancreatitis and Colitis or Irritable/Inflammatory Bowel conditions.
- •Great for older pets or those under extra stress from showing, traveling, illness, anesthesia, or breeding.

Formula (per capsule):

Enzyme Blend 125 mg: Protease 5000 HUT, Amylase 150 DU, Glucoamylase 6.5 AGU, Cellulase 500 CU, Lipase 150 LU Pancreatin 125 mg

Probiotic Blend 123 mg/1billion CFU in total: Bifidobacterium bifidum, Bifidobacterium infantis, Lactobacillus acidophilus, Streptococcus thermophilus, Bacillus coagulans, Lactobacillus

Herbal Blend 65 mg: Marshmallow Root 25 mg, Slippery Elm 25 mg, Peppermint Leaf 15 mg

Prebiotic: Fructooligosaccharides 25 mg

Other ingredients: Microcrystalline Cellulose, Magnesium Stearate, Gelatin Capsule

> Dosage: Recommended to be given with food. One capsule per 30 lbs of body weight per meal. Bottle of 120 capsules. Easily opened and mixed into food, or given by mouth. Capsule contents may be divided among several meals or shared by multiple smaller pets.



ARTHRITIS/JOINT AID

- * Relieves Arthritis Pain
- * Improves Joint Mobility
- * Glucosamine & Chondroitin



Designed to increase mobility, decrease pain, and promote joint and tissue regeneration. Formulated with the highest quality Glucosamine and Chondroitin as well as a wide variety of other proven anti-inflammatory and regenerative ingredients. Especially good for

pets experiencing pain, stiffness, or discomfort from joint problems or other arthritic conditions including osteoarthritis, bursitis, osteochondrosis, degenerative joint disease, hip dysplasia, or just plain "old age." Many pet owners also use this product prophylactically with younger, healthier dogs, to help prevent or delay the onset of suspected genetic conditions or potential future arthritis and joint problems.

- •Our formula contains varied sources of chondroitin, making it more effective for more individuals.
- •Safe and effective for daily use in dogs or cats.
- •Palatable formula makes administration a breeze! (Flavored with desiccated liver.)

Formula (Per chewable tablet):
Glucosamine HCl 500 mg
Chondroitin Sulfate 400 mg
Green Lipped Mussel (*Perna canaliculus*) 100 mg
Hydrolyzed Gelatin 100 mg
Vitamin C (Ascorbic Acid) 100 mg
Citrus Bioflavonoids (lemon) 100 mg
Turmeric (curcumin) 35 mg
Boswellin 35 mg
Manganese 5 mg



Dosage: For maximum beneficial effect, we suggest dividing the daily dose into two separate servings, given in the morning and evening. Most dogs will chew the tablets willingly, as if they were treats.

How long will it take to see results? Every individual is unique. Results have been noticed in as little as 1 to 2 weeks; however, a more typical time is 4 to 6 weeks. Dosage may possibly be reduced once improvement is seen.



Other ingredients: Beef Liver

A healthy, all-natural way to enhance the appetite of ill or finicky pets, encouraging them to eat their food. Also a handy tool for assisting pets with the transition from dry, crunchy food to the softer texture of raw food. One shake and picky pets come running for this great tasting topping!

Low fat, with no preservatives or chemicals.

INGREDIENTS: May contain any combination of the following: Beef Lung, Chicken Breast, Fish.

SERVING INSTRUCTIONS: Shake powder liberally over food. May be mixed into food if desired. Adjust amount used as necessary. Great for dogs or cats. Comes in a handy, 1.75 ounce shaker-top jar; one side for a "sprinkle," the other for a larger helping.

FISH OIL + VITAMIN E

- * Heart Healthy Omega 3
- * Great for Skin & Joints
- * Free Radical Protection
- * Allergy Relief



If your pet has a dull or brittle hair coat, suffers from "the itchies" all over, licks his paws constantly, is troubled by "gunky" ears or runny eyes, try our Fish Oil + Vitamin E. Alone, or in combination with our Allergy Aid, it can help relieve each of

these symptoms, while working on the inside to build a stronger immune system.

Contains pure organic fish oil derived from wild caught (in Peru) sardines and anchovies. Fish oil is high in beneficial omega-3 fatty acids known to protect against heart disease, reduce inflammation and joint pain, decrease the risk of diabetes, inhibit certain cancer cells, and improve colitis symptoms as well as enhancing the condition of your pet's skin and coat. Our oil is tested for dioxins, PCBs, and potentially harmful heavy metals, and is certified by the Council for Responsible Nutrition.

While other fish oil products contain trace amounts of synthetic Vitamin E merely as a preservative for the oil, our oil contains a natural form of Vitamin E, scientifically proven to work more effectively than synthetic forms. We have included this powerful antioxidant at a therapeutic level in order to provide your pet with extra protection from free radicals.

Oil Formula, per tsp:

Fish Oil 4425 mg

EPA (Eicosapentaenoic Acid) 725 mg
DHA (Docosahexaenoic Acid) 500 mg
Vitamin E (d-alpha tocopherol) 150 IU
Antioxidant Blend (Rosemary, tocopherols, ascorbyl palmitate, citric acid) 9.25 mg



16 fl oz per bottle Approximately 96 tsp **Dosage:** (tsp daily) Up to 30 lb 1 30 lb - 60 lb 2 60 lb - 90 lb 3 Over 90 lb 4

ALLERGY AID

- * "Itch Buster"
- * Immune Boosting Vitamin C
- * Natural Allergy Relief



Makes your pet more resistant to the most common triggers of allergic reactions. Gives your pet long-term relief of allergies naturally, without dependence upon painful shots or harmful steroids.

Contains all-natural vitamin and herbal ingredients known for boosting the immune system, calming and soothing the skin, and promoting shiny, luxuriant coat growth. Vitamin C, Quercitin and Burdock Root are natural antihistamines and antioxidants. The family of B vitamins, especially Biotin, serves to restore and renew healthy skin. Liver and anchovy, in addition to providing plenty of B vitamins and essential amino acids, are also a natural way to make the tablets taste appealing.

Formula, per chewable tablet: Vitamin C 250 mg

Ascorbic Acid 100 mg
Calcium Ascorbate 150 mg
Liver 200 mg
Anchovy Powder 200 mg
Burdock Root 100 mg
Quercitin 100 mg



120 chewable tablets per bottle

 Dosage:
 (tabs daily)

 Up to 30 lb
 1

 30 lb - 60 lb
 2

 60 lb - 90 lb
 3

 Over 90 lb
 4

Biotin 100 mcg

ALL SYSTEMS GO! TOTAL HEALTH AID

- 🐾 Vitamin/Mineral Herbal Blend
- * Covers the nutritional bases
- * Supports all major systems



A vitamin and mineral herbal blend made from whole, "green" food ingredients, including both land and sea vegetation. This palatable powder provides complete support for the entire body.

All Systems Go! benefits your pet by cleansing and restoring the digestive, respiratory, circulatory (blood), hepatic (liver) and renal (kidney) systems.

We do not use any plants that are endangered from overharvesting or known to be associated with potential pathogens. We use only plants grown with environmentally and eco-friendly, organic methods, and known to be safe for your pets to ingest daily. Each of them contributes valuable phytonutrients, as well as expressing a specific affinity to one or more of the major systems in your pet's body.

Formula (per 3-scoop serving of powder):

Dandelion 500 mg Fenugreek Seed 500 mg Parsley Leaf 500 mg Desiccated Liver 350 mg Stinging Nettle 300 mg Watercress 200 mg Anchovy Powder 150 mg Spirulina 50 mg Irish Moss 50 mg Dulse 50 mg Fennel Seed 50 mg Chlorella 25 mg



360 scoops of powder per 8 ounce jar. Dosage: 1 scoop daily for every 10 lbs of body weight. Scoop size = 1/2 teaspoon.

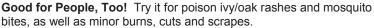
- •Mix in with or sprinkle over food. May be mixed into a small amount of yogurt, cottage cheese, or similar food.
- Safe for dogs and cats.
- Check with a veterinarian before using during pregnancy or lactation.
- Complete vitamin and mineral analyses are available on product label or online.

FIRST AID * Alcohol Free & Gentle * Soothes Itching & Pain * Safe, Gentle, Organic * Bug Bites, Hot Spots * Ear Cleaner & More



A versatile, gentle, holistic first aid solution safe for use on pets, even if they lick it off. Available in two versions: one for dogs and one for cats; it is made with pure, organic ingredients that combine calming, soothing relief with natural healing power. Does not burn, bubble, or sting.

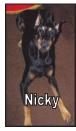
- Ear Care: helps fight yeast infections, swimmer's ear and makes a terrific general cleaner/deodorizer. Safe for frequent use.
- Soothing relief for itch, pain and swelling due to bug bites, hot spots and minor cuts or wounds.
- Healing after-care following tick removal.
- Relief from itchy allergy rashes.
- Cooling, cleansing foot wash and deodorizer.
- Relief from the irritation of acne and ingrown hairs.



8 fluid ounces per bottle Ingredients: Aloe Vera, Witch Hazel, Lavender Essential Oil.*

*Cat version does not contain Lavender. Essential oils should not be used on cats!

All proceeds from this item are donated to animal rescue efforts.









Nature's Toothbrush!

Raw Meaty Bones (RMB) are great for:

- Satisfying your pet's natural desire to chew
- Exercising jaws, especially for puppies
- Helping to keep the teeth clean and stimulating the gums
- Providing an all-natural source of chondroitin for arthritis/joint pain
- Serving as a calcium source in your homemade diet
- Stretching your food budget without compromising quality nutrition

How to add RMB to your pet's feeding routine

- Replace some of your pet's normal daily diet with an equal amount of RMB, up to 50%.
- Let your pet enjoy an occasional whole meal of RMB, perhaps once or twice a week.
- Keep the overall amount of food fed per day the same as always; just substitute some RMB for your usual kibble, homemade, or Aunt Jeni's (or other) pre-made raw diet.

Do I have to feed RMB to my pet? I am nervous about the bones.

No, of course you don't have to feed RMB if you are not comfortable doing so. But if you're up to it, your pet will no doubt enjoy it! Remember, the consumption of RMB by dogs and cats is completely natural. Even if your large dog swallows a chicken neck whole, there is no cause for concern (it will di-

gest ok). But still be sure you always supervise your

pets while they are enjoying their RMB.

Wow, my pet LOVES these RMB. Why can't I just feed RMB and nothing else?

It's tempting, but please don't use RMB as the only food source for the long term. An occasional meal of all RMB is ok, but your pet needs other nutrients that don't exist in a diet comprised solely of RMB. Also, excessive bone in the diet may lead to constipation. If this becomes an issue for your pet, try reducing the amount of RMB you use. Supplementing with some oil may ease the immediate situation.



Page 16

Tips for feeding

- ALWAYS supervise your pet, no matter how much experience you have with feeding bones!
- If your pet doesn't know what to do with the RMB, try holding one
 end while encouraging him to chew on the other; be careful of your
 fingers! Try holding your end with a pair of pliers.
- For a small dog or a cat, you may want to chop the RMB into smaller pieces. Let puppies or kittens tackle oversized bones; they can't choke, and they will have lots of fun!
- For older pets, the use of Aunt Jeni's Digestive Aid (enzymes, probiotics and prebiotics) may be beneficial.
- <u>NEVER cook RMB!</u> Cooking will make the bones splinter and become dangerous. Remember: R stands for RAW!

Currently Available RMB:





Chicken Necks—approximately 16 pieces and 2 lbs in a bag (skinless)

FUN FACT

Our new resealable (zipper) bags are freezer-safe, leak-proof, renewable and even compostable!



Duck Necks—approximately 8 pieces and 2 lbs in a bag (skinless)



DID YOU KNOW?

Occasionally we offer other varieties of RMB. Visit our website anytime to view and order all available products.

Turkey Necks—approximately 2-3 pieces and 2 lbs in a bag (skinless)

Cleans teeth Exercises Jaws Satisfies the natural desire to chew!





Our dehydrated treats are all-natural. grain-free, protein-rich, healthy and delicious. And, of course we never use preservatives. You can "treat" your pet without any guilt, even if he is on a diet.



#1 BEST

All treats are 100% USA sourced and prepared by us. in our facility. (See photo, bottom of next page.)



77% 7% 1% Crude Fiber (max) Moisture (max) 8% Calories - kcal/oz 112



Ingredients: Chicken Feet

Crude Protein (min) 47% Crude Fat (min) 28% Crude Fiber (max) 1% Moisture (max) 13% Calories - kcal/oz 136



Ingredients: Duck Feet 47% Crude Protein (min) 28% Crude Fat (min) 1% Crude Fiber (max) Moisture (max) 13%

136



Ingredients: Fish Crude Protein (min) 66% Crude Fat (min) 10% Crude Fiber (max) 1% 19% Moisture (max) Calories - kcal/oz 103

BEEF LUNG V Low Fat Choice

75% Crude Protein (min) Crude Fat (min) 8% 4% Crude Fiber (max) Moisture (max) 10% Calories - kcal/oz 108





Lamb Dogitos









FUN FACT

On occasion we have other specialized treats available, such as Rabbit Ears and Alligator (Gator Bites).

FUN FACT

Chicken & Duck Feet contain lots of cartilage, which is an excellent source of chondroitin. Perfect treat for pets with joint problems! *Recommended for larger dogs*

DID YOU KNOW?

Lung has a very high amino acid score which indicates a complete, high-quality protein. This is the same treat as our Beef Dogitos. Pets find it irresistible!

DID YOU KNOW?

What's the difference between chicken feet and duck feet? Duck feet have webbing between the toes, which helps them navigate in the water. Chicken feet have longer toe nails, and yes, it is ok for your pet to consume the nails. Or you can practice your nail clipping skills on them first!

FUN FACT

Chicken breast is a low fat, low sodium, high protein treat adored by dogs, cats and even humans!

Rest assured, this treat is 100% sourced and manufactured in the USA. No preservatives, ever.

FUN FACT

Sardines are a great source of omega-3 fatty acids as well as calcium and other minerals, plus vitamins. Super healthy treats that are also extremely popular!

DID YOU KNOW?

Most of our treats will break easily into smaller pieces, for cats or smaller dogs, use as training aids, or to help reduce calories fed.

DID YOU KNOW?

Each and every bag of treats is filled by the hands of real people.

Since the treats are all-natural, their size, shape and color may vary.

Our state-of-the-art, custom made dehydrator is big and powerful.

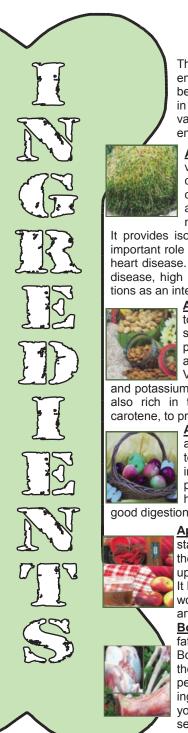
This is where the magic happens!

Visit our website to view and order currently available products.

FUN FACT

Our new treat packaging is compostable! It is made from renewable materials derived from plant starches and corn, printed with environmentally friendly water-based inks, and uses water-based adhesives.





Ingredients in Detail

The following is an alphabetical listing of each ingredient used in our food, along with an explanation of its benefits. Note that not every ingredient may be used in every formula. This allows us to provide maximum variety. See Page 9 for a complete listing of ingredients per formula. Visit our website for larger photos.

Alfalfa (Powder or Sprouts) is especially high in the vitamins niacin, riboflavin, folic acid, C, D, E, K, and betacarotene (Vitamin A precursor) and the minerals iron, calcium, potassium, phosphorous, and magnesium. It also contains bioflavonoids, several digestive enzymes, many sterols (fats), amino acids, and trace elements.

It provides isoflavones, coumestans, and lignans, which play an important role in the prevention of cancer, hormonal problems, and heart disease. Alfalfa aids health problems such as arthritis, heart disease, high blood pressure and digestive ailments. It also functions as an internal cleanser and appetite stimulant.

<u>Almonds</u> are the leading food source of d-alphatocopherol (Vitamin E), the more powerful and absorbable form of this antioxidant vitamin. Almonds provide almost as much protein as red meat. They are cholesterol free, low in saturated fat and high in Vitamin D, calcium, magnesium, fiber, zinc, folic acid,

and potassium, all of which are beneficial to heart health. They are also rich in the antioxidants Vitamin C, selenium, and betacarotene, to protect against cell damage.

Apples are an alkaline food rich in Vitamins A, B, and C, calcium, fiber and pectin. Pectin binds glucose to help regulate insulin. It also binds minerals such as iron and copper, to prevent toxic buildup in the body; purifies the blood to help health problems such as heart disease and colon ailments; and promotes

good digestion and growth, as well as a healthy lymphatic system.

Apple Cider Vinegar (ACV) used in its raw, unfiltered state, helps to maintain proper acid/alkaline balance in the body. It contains healthy minerals, aids calcium uptake in young animals, and helps detoxify the blood. It helps protect against fleas, ticks, parasites, ringworm, fungus, mange, kidney and bladder stones, arthritis, sore joints and weak muscles.

Bones Real, ground bones contain protein, fatty acids, fats, vitamins, and minerals, especially calcium. Bones are Nature's powerhouse store of minerals; there is no more complete or balanced source for our pets. Ground bone means no worries about your pet ingesting large or sharp pieces. You may still offer your pets safe, raw bones for recreational chewing several times a week, to promote good dental health.



<u>Broccoli</u> is a rich source of Vitamins A and C, calcium, potassium and fiber, which benefit the heart, colon, and bones. A member of the cruciferous family, broccoli is also said to possess cancerfighting properties.

<u>Cabbage</u> contains high amounts of Vitamins B_6 and B_5 , is rich in Vitamin C, and is one of the few vegetables that contain Vitamin E. Classified as another of the anticancer vegetables, cabbage soothes the stomach and intestines in times of digestive upset.



<u>Carrots</u> are high in Vitamins A and C, potassium, and fiber. These nutrients are important for eyesight, keeping tissues healthy, and strengthening the immune and eliminative systems.



<u>Celery</u> is high in Vitamin C, potassium, calcium, magnesium and folate. It has been shown to reduce blood pressure in animals, and contains anticancer compounds. It is also believed to have anti-inflammatory properties, which may help with ailments such as arthritis.



<u>Cranberries</u> contain proanthocyanidins which have been shown to improve urinary tract health. Cranberries are an excellent source of the minerals magnesium, potassium, and phosphorous, plus the vitamins A, C, thiamine, riboflavin, niacin, and K. They lower the glycemic value of foods, helping to control insulin levels. The tannins in cranberries prevent bacteria from sticking to the walls of the bladder, thus helping to prevent urinary tract infections.



Eggs are called "Nature's Perfect Food" because they provide a complete amino acid profile along with other essential nutrients. Our eggs are used whole, which includes the shell, finely ground, as an additional source of natural calcium.



<u>Flax Seeds</u> provide fiber, essential fatty acids, and many other nutrients. Essential fatty acids contribute to keeping the cardio-vascular, nervous, immune and reproductive systems functioning properly. Flax helps to maintain a healthy metabolism, keep the bowel system regular and prevent constipation. It is often used to treat health ailments such as cancer, heart problems, arthritis, and reproductive problems.



Garlic is antibacterial, antifungal, and antiviral. It builds the immune system to fight against infections and disease and is generally regarded as a preventative measure for colds and flu. Garlic helps lower high blood pressure as well as lowering cholesterol and fat in the bloodstream. It is also said to serve as a natural flea and tick repellent.



<u>Greens (Collard, Mustard, Turnip, Kale)</u> are rich sources of calcium, lutein, Vitamins A, C, E, and folic acid, zinc, and omega-3 fatty acids. They are also full of antioxidants and possess anticancer properties.





<u>Green Beans</u> are a good source of Vitamin C, iron, magnesium, folic acid, potassium, fiber, and zinc. They are fat free, sodium free and cholesterol free.



Honey is a combination of pollen and bee enzymes, made up of 35% protein, which contains half of all the necessary amino acids. It is a highly concentrated source of many essential nutrients, including minerals, B-complex vitamins, and Vitamins C, D, and E. Honey is a natural antiseptic and promotes healing and energy in the body.



Kelp Powder has a trace mineral content which is among the highest of any known single source, and is especially valued for its anticancer, antirheumatic, anti-inflammatory, hypotensive and fibrous qualities. The iodine content of kelp is thought to be useful in treating mild cases of hypothyroidism. Kelp improves circulatory stimulation and promotes growth of good hair coat in dogs, cats and ferrets.



<u>Muscle Meats</u> contain B-complex vitamins, phosphorous, iron, sulfur, copper, and potassium. Raw muscle meats provide a complete and digestible protein, including all the essential amino acids. Amino acids help build muscle and support the immune, circulatory, and digestive systems.

<u>Organ Meats</u> are rich in the following: Vitamins A, C, D, E, K, B_2 , B_3 , B_5 , B_6 , B_{12} , biotin, folate, fatty acids, and the minerals zinc, manganese, selenium, and iron.



Papaya contains high amounts of Vitamins A, C, E, folic acid, and the minerals potassium and iron. It also contains an enzyme called *papain*, which breaks down protein to make the amino acids readily available. Papaya is high in fiber, and low in sodium, cholesterol and fat. Papaya seeds are edible and have anthelmintic (deworming) action to reduce internal parasites (such as tapeworms).



Parsley is high in Vitamins A and C, and calcium. It acts as an antibacterial, antiviral, antiseptic and antifungal agent. It's also great for freshening the breath!



<u>Squash (both summer and winter varieties)</u> is very high in Vitamin A and contains good fiber for a healthy colon. Squash seeds are anthelmintic, meaning they help eliminate internal parasites.



<u>Sunflower Seeds</u> are power-packed with healthy fats, protein, fiber, minerals, Vitamin E, zinc, folic acid and phytochemicals. They are a good source of lignans, which lower cholesterol to protect against heart disease and some cancers. Research illustrates that coyotes include sunflower seeds as a part of their diet in the wild.



<u>Sweet Potatoes</u> are a good source of Vitamin A, niacin, and fiber. They are excellent for skin and eyesight. Sweet potatoes also contain saponins, which are precursors to steroids, making them effective for animals suffering from arthritic pains.



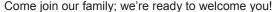
<u>Walnuts</u> are low in saturated fat and cholesterol, good for reducing the risk of heart problems. They are a good source of protein, fiber, omega-3 fatty acids, antioxidants, minerals, trace minerals and vitamins.

Choose the Best!

When you choose Aunt Jeni's, you choose not just the best, but peace of mind as well. Our family is a close-knit team of professionals, dedicated to bringing your family only the best that Mother Nature has to offer. We specialize in utilizing the credentials, knowledge and experience of our degreed Animal Scientists and Nutritionists to promote health and longevity for your pets...naturally!

Our state-of-the-art facility is unique in the industry. Our privately owned plant is FDA registered, inspected and approved for pet food manufacturing. We use highly sophisticated, custom built equipment. From start to finish, we closely control every facet of our production, right under our own roof. Beginning with inspection of every item that passes through our doors, right on through the production and shipping processes, we're not finished until "dinner is served" to happy, satisfied customers. There is truly no other raw pet food facility like ours, anywhere!

Visit us online anytime, for new articles and information on our products.





Dedicated to Excellence



The Aunt Jeni Crew

Top: Beth; Middle (left to right): Sergio, Joyce, Kay, Marlene, Jane, Paul; Front: Jeni holding Reilly, Thor

Peace of Mind

All our products are labeled in accordance with AAFCO requirements, and sourced and made by us, in the USA, under the roof of our very own FDA-registered, inspected and approved manufacturing facility. We never use "co-packers," any ingredients from China, or HPP (High Pressure Pasteurization). <u>Because we care!</u>



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Rev. Jan 2014

Proud Members of:



