



VISIONARY
KETO PET FOODS

DOG FOOD DECEPTION



A tiny guide to a
HUGE PROBLEM

Let's face it...
Nutrition
is hard.



Every day, we face the temptation of tasty snacks and sugary sweets. It's no wonder why *so many* of us struggle with our nutrition!

But here's the amazing thing: none of these obstacles exist for your dog.

YOU decide what your dog eats! And that means *you* have the power to give them the **lifelong benefits of optimal nutrition.**

What you're about to read is the truth about canine nutrition. Backed by science and supported by more evidence every day.

As it turns out...optimal canine nutrition is **EASY!** It's just a matter of choosing the right food and sticking to the plan.

Keep reading. You're on the path to nutritional enlightenment.

**Dogs should be
powered by
fat and protein—
not carbs.**



Here's the truth...

Dogs have no nutritional need for carbohydrates.

So why are ALL dog foods so high in sugar and carbs? The answer is simple...

Carbs are cheap. Carbs are easy to manufacture with. And if you make a cheap, carb-filled kibble, people will buy it.

If your goal is to spend as little as possible, then you need a high-carb dog food.

But if your goal is optimal canine nutrition, then you need something completely different...

You need a VERY low carbohydrate dog food.

Why Feed Low Carb?

01

The non-profit research organization, **KetoPet**, spent several years and millions of dollars investigating a **low carb, ketogenic diet** in dogs. They found that dogs benefit from this diet for the *same* reasons that humans do!

Low carb diets work by...

- ✓ Lowering your dog's average blood glucose;
- ✓ Decreasing your dog's insulin response; and
- ✓ Allowing your dog to use fat as their primary fuel source.

This kind of diet also triggers anti-inflammatory processes that enhance cellular function and improve your dog's overall health!



Benefits of a Low Carb, Keto Diet!

Optimal nutrition can do amazing things! Here are just some of the benefits we hear from pet parents every day...

- 🐾 Softer and shinier coats!
- 🐾 Relief for digestion, allergies and skin issues!
- 🐾 More solid and less frequent poops!
- 🐾 No bloating or excess gas!
- 🐾 Increased energy, endurance, and more!

The Science

02

Carbohydrates damage the health of your dog. Dogs simply can't handle carbs - even in small amounts. But don't take our word for it. You can measure the damage of a high carb diet yourself.

To evaluate the damage that carbs do to your dog, let's look at 3 important markers for health - which improve when a dog is fed a low carbohydrate diet:

- [Blood sugar](#)
- [Blood ketones](#)
- [C-Reactive Protein \(CRP\)](#)

Blood Sugar

Your doctor was right. Chronically high blood sugar is implicated in just about every disease of modern civilization. And keeping it under control is critical to maintaining optimal health.

In our years of research on canine nutrition at KetoPet, we found that dogs fed a "normal" dog food had an average blood sugar level that was 50% higher than dogs fed a low carbohydrate, ketogenic diet.

Low Carb, Keto Diet
Avg. Blood Glucose

62.7 mg / dl

Regular Dog Food
Avg. Blood Glucose

92.9 mg / dl

Blood Ketones

Ketones are a measure of fat metabolism. They've been shown to have many positive effects on health and are now being researched for use in cancer, diabetes, seizure control and reducing inflammation. You and your dog are always making ketones - unless carbohydrate consumption is too high.

Dogs fed regular dog food have almost no measurable ketones - while dogs fed a low carb diet have consistently higher ketone values.

C-Reactive Protein (CRP)

Whether you're a dog or human - chronic, systemic inflammation is a bad thing. And you can measure this using the same inflammatory marker used to measure inflammation in humans: **CRP**

When you feed your dog a high carb diet, inflammation increases. And to prove it, you can do this simple test: measure CRP in a dog fed regular dog food. Now, put that dog on a low carb diet for 4 weeks and measure CRP again. You'll see a significant drop - indicating a decrease in chronic, systemic inflammation.

Scientific Research

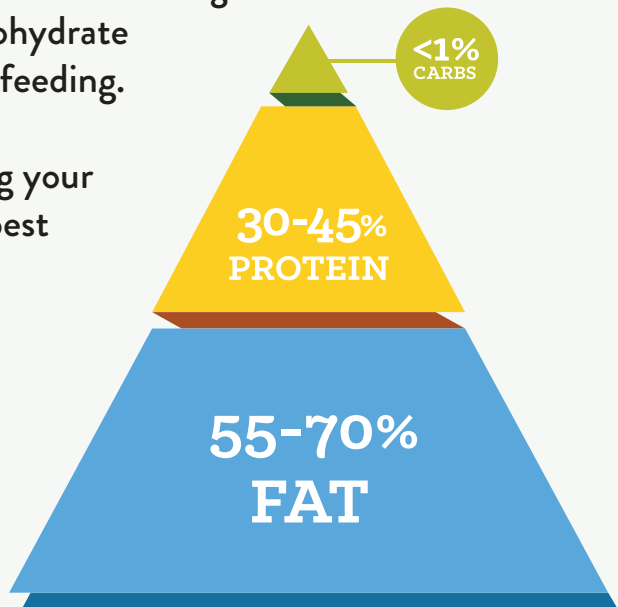
Ketogenic diets and low carb diets are being researched as ways to improve health in many areas, including longevity, improved cognition, cancer prevention & treatment, and seizure control. For a list of the latest scientific studies, visit: visionarypet.com/science

Choosing the right food

03

Many pet parents feel good about their choice - without realizing how much carbohydrate they're *actually* feeding.

When evaluating your dog's food, it's best to follow the **Enlightened Pyramid of Canine Nutrition**



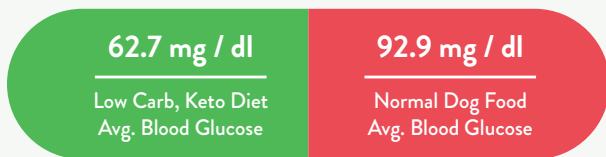
Macronutrients shown as a percentage of calories.

Measure Your Dog's Blood Glucose

Some pet parents like to validate their dog's diet by measuring blood glucose and ketones.

Here's how to do this...

1. Buy a Precision Xtra Blood Glucose Meter.
2. Compare your dog's glucose reading to the values below.



3. Measure your dog's blood ketones. The value should be between 0.2 mMol/L - 1mMol/L.

Or...you can skip the blood measurements and feed a low carb, ketogenic diet that's been validated in thousands of dogs to-date.

Feed Visionary Pet

Feeding low carb used to be *hard work*. We'd spend hours each week buying and making food - just so our dogs could eat a healthy diet.

But now, there's a better way. Because after years of effort and countless formulations, we did the impossible...




We created a **low carb, ketogenic dry food**. And now, *all* dogs can enjoy the benefits of optimal nutrition - with the ease and affordability of a scoop-and-serve dry food!

Visionary Pet Foods

04

Visionary **keto dry food** is high in fat and protein - and VERY low in digestible carbs.

It's everything your dog needs - and nothing they don't - all with the cost and convenience of a scoop-and-serve dry food!

-  Very low carb, ketogenic dog food!
-  Affordable and easy to feed!
-  Less than **1g net carb** per cup!



Real Nutrition

We don't hide behind confusing pet food labels. We show you what matters - carbs, fiber, fat, and protein - so you know *exactly* what's in your dog's food.

NUTRITION FACTS	
Serving Size:	1 cup (129g)
Calories	658
Total Carbohydrates:	7g
Dietary Fiber:	6g
Sugars:	0g
Net Carbohydrates:	1g
Total Fat:	45g
Total Protein:	58g



1g Net Carbohydrate



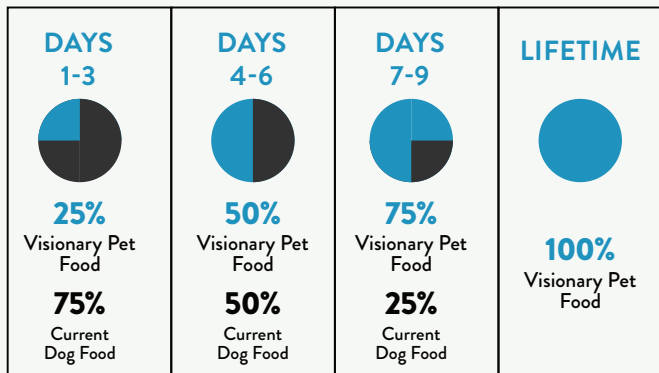
Grain and Gluten-Free



Made and Sourced in the USA

Transitioning to Visionary Pet

For a smooth transition, gradually replace your dog's old food with Visionary Pet. Use the diagram below to guide your dog's path to nutritional enlightenment!



Keto Dry Food Chicken Recipe

- Less than **1g net carb** per cup!
- Made with **100% Real Chicken!**



Keto Dry Food Beef Recipe

- Less than **1g net carb** per cup!
- **Real Beef is #1 Ingredient!**



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