

# BARF For Dogs

BIOLOGICALLY APPROPRIATE  
RAW FOOD



THE BEST  
FOOD TO RAISE  
YOUR DOG NATURALLY





# BARF

**A good wholesome diet plays a very important role in the health and wellbeing of your beloved pet. We believe dogs should be fed as naturally as possible, so that they can be raised more naturally. Coco & Joe BARF recipes are based on more than 10 years of experience in feeding BARF to dogs. We are committed to provide a healthy and well-balanced BARF diet to dogs in Malaysia.**





# THE STORY OF BARF DIET – WHY FEED RAW?



Dogs are originally relatives of wolves and both of them are omnivorous animals. They eat raw food naturally and their teeth are built to crush bones and meat. They also take in half digested grass and organ meat from their prey's stomach. They steal eggs from unattended nests of geese and ducks and also catch fish if they can.



A nutritionally balanced BARF diet mimics the way dogs and wolves should feed naturally. Raw bone contains nutrients like calcium, glucosamine, collagen and other minerals and both dogs and wolves are natural bone eaters. Raw meat and organs provide dogs with essential amino acids and fats. All these nutrients are very important to maintain the well being of your dog. Raw food contains enzymes that is necessary for dogs to digest food, but

cooking inactivates these enzymes. So it is important that dogs get raw food regularly.

Hunters in the old days would probably feed their pointers or retrievers what they hunted. Farmers would feed their sheep dogs what they grew and raised. Eskimos would probably feed their sled dogs what they caught. Dogs in the past, were always fed naturally. A BARF diet is aimed to achieve the way dogs were fed naturally years ago based on a better modern understanding and knowledge of dogs' nutritional needs.



**BARF** For Dogs

BIOLOGICALLY APPROPRIATE RAW FOOD



Coco & Joe Biological Appropriate Raw Food (BARF) is the convenient natural way to feed your dog and is designed to suit all life stages. Our recipes mimic the way dogs and wolves should feed naturally and is nutritionally balanced for that reason, with the added advantage of being convenient to feed!

-  **Meaty bone, skin and meat** - We use chicken, meaty chicken bone (a natural source of Glucosamine), duck, lamb, and fish. Our meaty bone and meat are very finely ground. The meat and bone and skin provides essential Amino Acids, Fatty Acids and Minerals (Calcium, Zinc, Magnesium & etc). Fish is a good food source of Coenzyme Q10.
-  **Pulped vegetables and fruits** - We use a variety of leafy vegetables, carrot, pumpkin and fruits to provide essential Antioxidants, Vitamins (especially A, C, E and K) and Minerals.
-  **Whole egg (shell included)** - Eggs contain a great number of Amino Acids, Vitamins and Minerals.
-  **Ground flaxseed** - Contains Omega-3 essential Fatty Acids and Fibre.
-  **Organ meat** - The organ meat we use are fresh, human grade and are beneficial to a natural diet. Beef and chicken liver and heart, are rich in Amino Acids, Phosphorus, Potassium, Copper, Vitamin A, Vitamin E, Vitamin B-complex (includes Folic Acid, Pantothenic Acid, Vitamin B6 and Choline) and etc.



**Coco & Joe**<sup>®</sup>

**BARF** For Dogs

BIOLOGICALLY APPROPRIATE RAW FOOD

We use only the freshest human grade ingredients.  
Our products are frozen fresh to preserve its natural goodness.

We guarantee our BARF diet contains **NO** Gluten, Added Salt, Fillers, Chemicals and Colourings, Added Preservatives and Synthetic Flavourings, Grains and Heat Processing. This ensures the **BEST** for your beloved dog!

# BENEFITS OF FEEDING



**BARF** For Dogs

BIOLOGICALLY APPROPRIATE RAW FOOD



Enzymes are proteins found in raw foods and they help the body to function optimally. Once food is cooked or processed, it no longer contains enzymes. Food without living enzymes puts unwanted stress on the pancreas to produce the necessary proteins to function. Enzymes in a raw diet restore, repair and maintain health. Animals replenish their enzyme system by eating raw food that is unprocessed. Our fresh frozen diet preserves the enzymes along with all the nutrients and unprocessed amino acids. Your pet's long-term health depends upon these factors, to help ensure a long and healthy lifespan.



## Better Breath and Healthier Teeth

Dogs fed on **Coco & Joe BARF** will probably end up having much-improved breath, with minimal tartar build-up and beautiful cleaner and healthier teeth.



## Healthier Skin & Coat

After you start feeding **Coco & Joe BARF** you may notice an improvement of your dog's skin and coat. Your dog may have a shinier coat and deeper colour. Persistent skin problems may suddenly disappear or improve. **Coco & Joe BARF** is not a miracle food or substitute for dogs requiring long term medication, but by feeding this natural, healthy and raw diet, your dog will be getting nutrients that may be missing from other diets, thus improving their overall health. Raw bones contains collagen and thus will help to improve your dog's skin and coat.



## Stronger Immune System

**Coco & Joe BARF** provides your dog with a good balance of essential fatty acids, amino acids and other nutrients like beta-carotene that strengthens the immune system.



## Better Digestion & Absorption of Nutrients

Raw food contains enzymes that will help your dog break down and utilize food much more effectively. This means better digestion for your dog. Dry dog food tends to absorb water and will expand in your dog's stomach, which is not very pleasant or healthy way for your dog to eat all their life. That is why feeding a well-balanced BARF diet is recommended.



## Stronger Joints and Bones

**Coco & Joe BARF** uses raw bones which contains natural glucosamine and minerals that help dogs with joint and mobility issues. **Coco & Joe BARF** recipes have a balanced calcium to phosphorus ratio, which means puppies will grow more naturally, with healthier joints and bones.



## Smaller Stool Volume & Less Odour

**Coco & Joe BARF** does not contain fillers and therefore you will notice the reduction in stool volume. But best of all the odour will be significantly less because of better digestion and absorption.



## Ease of Maintaining Healthy Body Mass

It is easy to adjust the amount you feed, based on your dog's body condition and therefore becomes easier to maintain healthy body mass.



# FEEDING GUIDE



-  **Adults** - Feed 2 to 4% of your dog's body weight per day. If you feel your dog is thin, then start with 4% of his body weight per day and then reassess it later. If you have an overweight dog, then start with 2 %. Monitor your dog's weight regularly to adjust the amount you feed.
-  **Puppies** - Feed 3 to 6 % of your puppy's body weight per day. Divide the daily amount into 2 to 4 meals *(Note: Remember to weigh your puppy at least once a week as they grow so fast and you want to ensure they are fed the correct amount of BARF).*
-  **Bitches in whelp** - Feed as per normal in the first 4 weeks of pregnancy. Increase to 3 to 4% of her body weight from week 5 to week 7. Increase to 4 to 6 % in the last 2 weeks of pregnancy. Monitor your dog's weight regularly to adjust the amount you feed.



**Coco&Joe BARF can be served frozen by cutting them into ice cubes. Your dog will enjoy chewing on these BARF ice cubes. It is to be served raw only, do not cook.**

Storage: Kept frozen until used



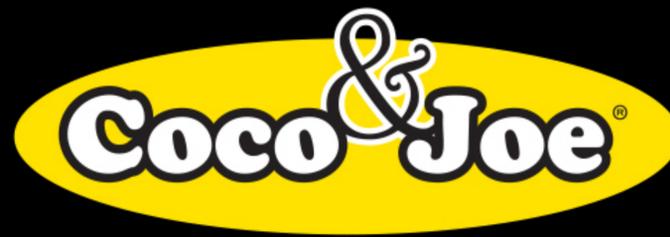
**BARF** For Dogs

BIOLOGICALLY APPROPRIATE RAW FOOD

# SUGGESTED FEEDING CHART

Body weight of your dog	Amount to feed (g) for 2% of body weight per day	Amount to feed (g) for 4% of body weight per day	Amount to feed (g) for 6% of body weight per day
2 kg	40 g	80 g	120 g
3 kg	60 g	120 g	180 g
4 kg	80 g	160 g	240 g
5 kg	100 g	200 g	300 g
6 kg	120 g	240 g	360 g
7 kg	140 g	280 g	420 g
8 kg	160 g	320 g	480 g
9 kg	180 g	360 g	540 g
10 kg	200 g	400 g	600 g
15 kg	300 g	600 g	900 g
20 kg	400 g	800 g	1200 g
25 kg	500 g	1000 g	1500 g

# HOW DO I SWITCH TO



**BARF** For Dogs

BIOLOGICALLY APPROPRIATE RAW FOOD

 **Fast switch** - This means you can introduce **Coco & Joe BARF** immediately after you stop your dog's current diet. But please be mindful that this may be more suitable for healthy young dogs who are able to adjust to the new diet immediately. Younger dogs and some dogs do very well with fast switch, but some may require the slow switch.

 **Slow switch** - A dog that has never taken a raw meal may not be able to digest raw food initially, so it is recommended that you introduce the Barf diet slowly. Start with 25 % of their daily amount then increase to 50% and gradually work towards 100%. By adding a tablespoon of plain yogurt to the meal will help with the process.

**Note:** In the initial stages of starting on BARF diet, your dog may experience a detoxification process. Symptoms may include loose stool and rashes. Do not be alarmed as the symptoms are usually transient and mild. In severe cases it is recommended to follow the SLOW SWITCH method or to seek veterinary advice as necessary to control the loose stool.

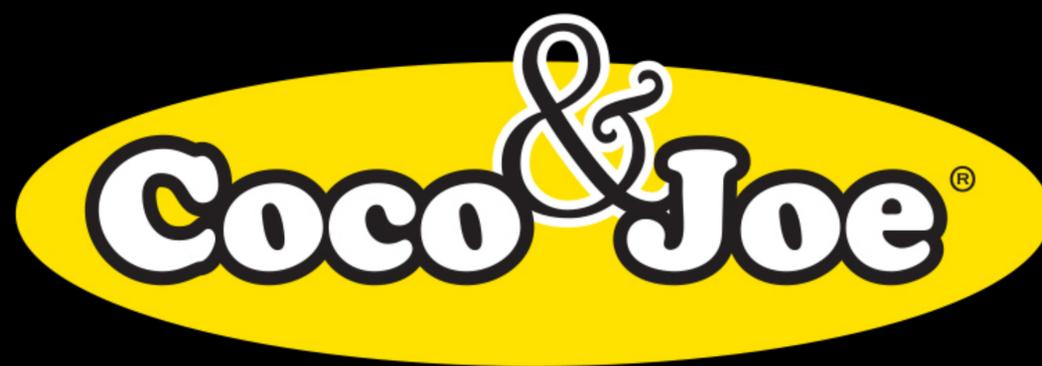


# WE HAVE 4 EXCITING RECIPES TO CHOOSE FROM



**Coco & Joe Biologically Appropriate Raw Food (BARF)** is designed to suit all life stages of your dog. We only use the highest quality, human grade ingredients in all our recipes. Coco & Joe BARF is frozen fresh with NO added preservatives, NO synthetic vitamins and NO heating process to ensure complete natural goodness and is to be served raw!





# BARF For Dogs

BIOLOGICALLY APPROPRIATE  
RAW FOOD

-  HEALTHIER SKIN & COAT
-  STRONGER IMMUNE SYSTEM
-  BETTER BREATH & HEALTHIER TEETH
-  BETTER DIGESTION & ABSORPTION
-  STRONGER JOINTS & BONES
-  SMALL STOOL VOLUME & LESS ODOUR
-  EASY TO MAINTAIN HEALTHY BODY MASS

Manufactured by:

**NATURE PETS SOLUTION ENTERPRISE**

(SA0298144-V)



Coco & Joe BARF

