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Blog



The Secret the Pet Food Industry has been Hiding and Why You Need to Know it Now

Cat poop...a dead squirrel..."aged" roadkill...garbage. Sound familiar? Dogs eat gross stuff and call it a good day. For the rest of us, not so much. My sister's dog took the easier route, raiding her purse and eating everything from lipstick to aspirin—and survived!

As a dog parent, you know your beloved canine is born to scarf down anything in or out of sight. You can't change those scavenging instincts, but you can make sure you provide food that's good for them.

If you're like me, you research the ingredients on dog treats because the names are long and unpronounceable.

Naturally, you want to feel good about the treats you give your dog because you want your canine best friend around as long as humanly possible.

It's incredibly frustrating standing in the pet food aisle wondering, "Am I making the right choice for my dog?"

But don't worry. What you need to know is all right here.

There's a Problem with the Pet Food Industry

I'm sure you've noticed all the recalls from well-known pet manufacturers. Has that put you on high alert? It sure has for me and for good reason.

[According to PubMed](#), studies show that **80% of dogs** have some stage of periodontal disease.

What's worse, Cornell University found that periodontal disease begins its work by the age of three. Yes, three. In fact, it's the **most common health issue** veterinarians see. The news isn't much better with jerky pet treats. The [FDA has received thousands of complaints](#) about them, many of which are imported from China, and have **caused more than 1,140 canine deaths**.

What to Look for and Avoid in Dog Treats

Commercial dog treats are filled with preservatives for one purpose—to extend shelf life. Plain and simple. Some of these preservatives are known carcinogens which cause kidney or liver failure and can lead to other serious health problems.

[Union Lake Veterinary Hospital & Pet Services](#) notes that some of these preservatives are also used in pesticides, anesthesia, and antifreeze.

Here are the culprits:

- BHA (butylated hydroxyanisole)
- BHT (butylated hydroxytoluene)
- Ethoxyquin
- Nitrates/Nitrites
- Propyl Gallate
- Carrageenan
- MSG
- Sodium Hexametaphosphate

Also avoid corn syrup, xylitol, and food dyes to decrease your dog's risk for diabetes.

So how can you protect your Best Furry Friend, also known as your BFF? The answer is simpler than you think.

What If You Didn't Need to Research the Heck Out of Every Store-Bought Treat?

Wouldn't that be the bee's knees? With **100% all-natural dog treats**, all the research you need to do is right on the label. And the best part is you understand every single ingredient. No research required. No anxiety about the unpronounceable ingredients.

5 More Compelling Reasons to Love All-Natural Dog Treats

There are so many great reasons to abandon processed treats but here are the 5 most compelling reasons to make the switch.

- **No harmful chemicals or additives.** These ingredients, including artificial preservatives, colors and flavors, [have adverse effects on your dog's health](#) such as allergies, digestive problems, and long-term illnesses. According to the [National Library of Medicine](#), dog chews consist of animal by-products which aren't recommended for human consumption. But okay for dogs?
- **Fewer Allergens.** With processed treats, it's quite common for them to contain allergens like wheat, corn, and soy, **causing allergic reactions** like itching, redness, and digestive issues in many dogs. For all-natural treats these ingredients are big no-no's. Using alternative grains like oats or simply going grain-free altogether is much better for your dog's health.
- **Tastes Better.** Real ingredients like **include pumpkin, green beans, carrots, sweet potatoes, brown rice, and potatoes.** Plus, animal protein like beef, turkey, chicken, and lamb, all raised on organic food and treated humanely.
- **Promotes Health Teeth and Gums.** All-natural treats are designed with your dog's dental health in mind. They **reduce plaque, strengthen gums, and promote fresh breath.** Not so with processed treats. They are high in sugar and carbohydrates causing dental issues which can lead to serious organ damage. Not to mention, weight gain.

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- **Supports a Longer Life for Your Dog.** All-natural dog treats are sourced from farms supporting sustainable farming practices. And that means better living for your dog.

As a pet parent, you love your dog as much as a child. (I know I do.) [All-natural treats](#) are an easy and loving way to protect your dog from ingesting the increasing number of chemicals in dog treats. What better way to love your dog into a healthy old age?

Want to learn more about the incredible benefits of kitchen-made, no-grain, 100% wholesome dog treats? Grab our free guide, "How to "Treat" Your Dog Better." It really puts it altogether.

Online {PPC Ad}

Commercial Dog Treats are Stealing Your Dog's Health | Get Your Free Guide Now
www.puptastic.com/dog-treats

Never worry your dog treats are loaded with chemicals, causing severe health issues. Grab How to "Treat" Your Dog Better before we run out.

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**What's in This Free Guide Helps You Know
You're Giving Your Pet the Very Best Treats**

Never worry about the dog treats you give your dog again. Get your free guide, *The Better Way to "Treat" Your Dog*. Here's what you'll discover.

- How to give your dog treats without worrisome weight gain p.2
- This one choice will significantly improve your dog's digestion & health p.10
- Allergies? This will reduce the severity. p.11

Get Your Free Guide

First Name

Last Name

Email

Discover Better Treats



**Get your free guide and
never worry again!**



"I'm very impressed with the integrity of your business. I recommend Puptastic Naturals to all my clients looking for healthy treats." S. Karovsk, DVM

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Teaser Email

Subject Line: **Here's the Free Guide You Requested**

From: **Joel and Lou Saunders, Furry Friends Natural Products**

Hi, NAME,

Thank you for requesting the *How to "Treat" Your Dog Better Guide*.

Everything you need to know about keeping your dog free of periodontal disease is right here in this guide.

You'll discover:

- How to find the right dog treats that are tasty and help prevent periodontal disease
- Get rid of disgusting poop smells and other digestive issues
- Reduce allergic reactions and troublesome weight gain

This is a great start to keeping your dog healthy and energetic, but there's more you can do. Check this out (LINK) to really get a jump start of giving your pets a healthy, happy, and long life.

To your dog's long and happy life,
Joel and Lou

P.S.

Want a free gift? There's one waiting for you you're going to love if you order by midnight. Go here: www.puptasticnaturals.com

Sales Letter

**How to Stop This Dreaded Canine Disease so You Can Love
Your Dog into a Healthy Old Age**

Dear Dog Lover,

How is it possible for a seemingly healthy 3-year-old dog to begin to have silent symptoms that compromises the length of her life?

With a young dog, you're thinking how energetic they are, jumping, running, and barking, how much time you have to spend with them. The last thing on your mind is the possibility of a devastating health condition.



Picture of Joel & Lou

But we know because we've been there. And we're going to share it all with you now.

Studies Show 80% of Dogs Present with This Dreaded Disease

Isn't that scary? But it's true. Periodontal disease is rampant, and the health of dogs are compromised beginning at age three. It's the **most common health issue** veterinarians see.

We didn't know that either. But our vet explained that a dog's mouth is home to thousands of bacteria. As these **bacteria multiply**, they form an invisible layer called plaque, and it's resistant to removal.

If the plaque is allowed to remain, it thickens and mineralizes, resulting in tartar. Just like in humans, tartar causes inflammation, the first stage of periodontal disease—and ***the only stage that's reversible.***

What's worse is that our pups can't tell us their mouths hurt. Dogs are stoic but the sad truth is periodontal disease can lead to:

- Fractured teeth
- Cause infection that often spreads deeper into the tooth socket leading to abscesses
- Damage major organs like the heart, liver, and kidney.

And it all starts at the tender age of three.

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That's why we're on a mission to prevent periodontal disease in dogs everywhere. The question you're probably asking yourself is, "How can I protect my dog from this silent killer? "

Well, here's something to think on.

Big pet food manufacturers use chemicals and fillers in their dog treats. The treats are crunchy and you feel good that your dog's teeth are getting an extra dose of prevention and fresh breath.

Over time, commercial dog treats—**with ingredients you can't pronounce** and have to research--will cause health problems in your dog.

Joel and I got frustrated, (and yes, angry) seeing our dogs subtly, then not so subtly, decline despite our best efforts of buying pet store treats to keep our dogs' mouths clean. Something was wrong and we wanted to know what it was.

We visited local farmers that **follow organic, healthy practices** for raising cattle, beef, lamb, turkey, and produce. After talking with them, we began to experiment in our kitchen.

Neighbors Started Asking for Our Dog Treats...

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because they saw such a difference in their dogs. They had more energy, shinier coats, and were more playful.

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That was in 1990 in Grayslake, Illinois, where we still live today. Now, 36 years later, we still make our dog treats in a “people food” quality kitchen using **fresh, hand-selected ingredients** from local farms that follow chemical-free practices.

Video showing the local farms the owners work with and then a shot of Puptastic treats being made.

“Bentley just goes bonkers for your lamb treats! Jeff Jefferson, Casper Wyoming

And that’s what makes Puptastic Naturals different from any other dog treat company on the market.

We’re small. We only use local, farm fresh ingredients, and you don’t have to research the ingredients. You already know them. They’re on the bag.

We use farm fresh:

- **Eggs**—A protein powerhouse with essential amino acids crucial for muscle development and repair.
- **Lean Protein**—Animal protein contains essential amino acids dogs need.
- **Brown Rice**—Easily digestible with beneficial minerals and B vitamins.
- **Potatoes**—A good source of vitamins C, B6, iron, and potassium.
- **Carrots**—Healthy, low calorie, and help to scrape plaque off teeth.
- **Green Beans**—Low calorie, packed with fiber, vitamins A, C, and K.
- **Pumpkin**—Supports digestion, blood sugar regulation and anal gland health.
- **Sweet potatoes**—Supports immune health and digestion.

Preservatives? We use vitamin E tocopherols, which are also good for dogs because they can’t make vitamin E on their own.

One ingredient you’ll never find in our all-natural dog treats is corn. That’s because it’s a poor quality filler that offers minimal nutritional value and can cause digestive upset.

Order Now

We exceed the standards of:

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But it's the 2,119 5-star reviews (LINK GOOGLE REVIEWS), and counting, were most proud of. Because our customers can tell the story of how their dogs' lives have improved far better than we can.

If you want your beloved canine to experience the **"Best Dog Ever" life**, and you don't want to worry about unnecessary chemicals that can damage your dog's overall health, we have a treat *for you!*

For a limited time, you can get a trial sampler coupon for Puptastic Naturals (Value \$20) when you order a 32-ounce box of any of our **five flavors**: chicken, turkey, lamb, liver, beef.

And because you're a new customer, you'll receive a **20% discount** on your first order, if you reply by midnight tomorrow.

Instead of \$19.99 for your 32-ounce box of treats, the investment in your dog's health is just \$15.99.

Imagine how relieved you'll feel knowing you're protecting your dog's life with a real all-natural dog treat.

Save your sanity and enjoy every second with your dog by protecting her today.

Order now

Woof,

Joel and Lou

"There is so much confusion about natural dog treats that I'm grateful to have found your treats. Your ingredients are the real deal, and I respect that you work with local farms you inspect yourself." Catherine Dale, Boston

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P.S.

But there's one more thing we want you to know. Your satisfaction is 100% guaranteed! You have nothing to lose and only your dog's good health to gain.

Order Now

And save 20% plus get a coupon for a trial sampler coupon (Value \$20) by midnight tomorrow and get peace of mind.

