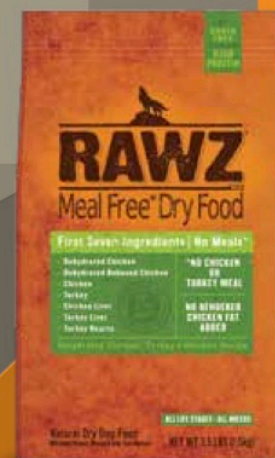




THE NEXT BEST THING TO FEEDING RAW.™

DRY FOOD THAT TOPS THE CHARTS USES DEHYDRATED CHICKEN, THE MOST MEAT, POULTRY AND FISH PROTEINS WITH MINIMAL COOKING.

WHEN COMPARING RAWZ TO RAW FOOD ON A DRY MATTER BASIS, BOTH DIETS ARE COMPARABLE IN THEIR NUTRITIONAL PROTEIN PROFILES.



GRAIN FREE
DIETS

GRAIN FREE
HIGHER MEATS

RAWZ®

RAW



THE NEXT BEST THING TO FEEDING RAW.™



THE BELOW BAR GRAPH REPRESENTS A HIGH-QUALITY RAW DIET AND A RAWZ® MEAL-FREE DRY DIET ON DRY MATTER BASIS (APPLES TO APPLES).

PROTEIN ANALYSIS

RAWZ®

vs.

RAW

44%

45%

FAT ANALYSIS

RAWZ®

vs.

RAW

13%

27%

AS WE KNOW, OBESITY IS THE #1 HEALTH PROBLEM FOR OUR COMPANION ANIMALS. THE RAWZ® DIFFERENCE IS A SIGNIFICANTLY DECREASED FAT LEVEL FOR TODAY'S PET LIFESTYLE.