

“My dog food is just fine...”  
 “My dog doesn’t need fancy food..”  
 “It’s just dog food..”  
 “Beneful is just so affordable..”

We hear it all the time. Sure, no quality pet store can compete with the price Target can charge for a bag of Beneful. But at some point you have to ask yourself WHY foods like Beneful are so cheap. The main reason.....the ingredients:



Beneful Original®

Ground yellow corn, chicken by-product meal, corn gluten meal, whole wheat flour, animal fat preserved with mixed-tocopherols (form of Vitamin E), rice flour, beef, soy flour, sugar, sorbitol, tricalcium phosphate, water, salt, phosphoric acid, animal digest, potassium chloride, dicalcium phosphate, sorbic acid (a preservative), L-Lysine monohydrochloride, dried peas, dried carrots, calcium carbonate, calcium propionate (a preservative), choline chloride, added color (Yellow 5, Red 40, Yellow 6, Blue 2), DL-Methionine, Vitamin E supplement, zinc sulfate, ferrous sulfate, Vitamin A supplement, manganese sulfate, niacin, Vitamin B-12 supplement, calcium pantothenate, riboflavin supplement, copper sulfate, biotin, garlic oil, thiamine hydrochloride, pyridoxine hydrochloride, thiamine mononitrate, folic acid, Vitamin D-3 supplement, menadione sodium bisulfite complex (source of Vitamin K activity), calcium iodate, sodium selenite.

Dogs are carnivores (*Canis lupus familiaris*). Look at their teeth and mouth structure; they have no molars or a jaw that moves side-to-side..both essential for the grinding of grains. Dogs have no biological requirement for carbohydrates. These grains are put in as cheap fillers and inferior protein sources.

Just like for humans, too much sodium intake is unhealthy for animals. In poor quality foods it is often used in large amounts to add flavor and make the food more interesting.

**Animal digest** is a cooked-down broth made from unspecified parts of unspecified animals.  
**Animal fat** Note that the animal source is not specified and is not required to originate from "slaughtered" animals. For both of these ingredients, the animals used can be obtained from any source, so there is no control over quality or contamination. Any kind of animal can be included: "4-D animals" (dead, diseased, disabled, or dying prior to slaughter), goats, pigs, horses, rats, misc. road kill, animals euthanized at shelters, restaurant and supermarket refuse and so on.

Substance which has been removed by almost every "premium" dog food. Has been banned for use in humans and has not been studied for long-term effects. Reported issues include cytotoxicity in liver cells, formation of radicals, weakening of the immune system, and possible mutagenic effects

Chicken byproducts are much less expensive and less digestible than the chicken muscle meat. The ingredients of each batch can vary drastically in ingredients (heads, feet, bones etc.) as well as quality, thus the nutritional value is also not consistent. Byproducts always consist of any parts of the animal OTHER than meat.

Sugar or sweetener is an absolutely unnecessary ingredient in pet foods, added to make the product more attractive. Continuous intake can promote hypoglycemia, obesity, nervousness, cataracts, tooth decay, arthritis and allergies. Pets also get addicted to foods that contain sugars, so it can be difficult to make them eat healthier.

Dogs don't see colors the way humans do. These sometimes carcinogenic food colorings are included for human eyes only; food color makes no difference to dogs.

**\$5 OFF TRY A NEW FOOD TODAY \$5 OFF**

Any\* 4lb or larger bag dog (or cat) food at any **Soggy Paws** location. First time food customers only, please. One per household. Please present coupon for redemption

\*Some brand restrictions apply

Coupon code: *beneful*

Soggy Paws, Inc. 2008