

Raw Feeding Made SIMPLE!



The Raw Essentials petfood range offers a selection of species-appropriate prey including rabbit, hare, chicken, possum and fish, all in easy-to-use packs.

Now in three great Auckland locations:

Raw Essentials Shop
4018 Richmond Rd, Grey Lynn, Auckland, ph 974 5665

Raw Essentials North Shore Superstore
Wairau Park, Glenfield (behind Pak N Save), ph 974 5674

Raw Essentials at Barkley Manor
Ponsonby/Arch Hill, 400 Gt North Rd, ph 974 5676

www.rawessentials.co.nz

► In the end, with a growing family to feed it, all became too hard. Today, however, a huge array of quality foods on the market have made the natural approach far more convenient than 10 years ago.

Always remember that diet change needs to be gradual and check with the manufacturer's advice on portion size. Many natural pet foods are more expensive, but with smaller portion sizing you may be pleasantly surprised.

"Prepackaged pet foods have only been around for 40 years," says Nigel Woodd, of pet food producer ZiwiPeak. "When I was a child I can remember my mother sending me up to the butcher to buy a pound of beef, some kidney and tripe. I remember her standing at the bench and cutting this up to feed to our cats and dogs. This is all they ate."

Paulette believes in getting back to a more natural diet. "A lot of people are put off by natural products as they feel they are too airy-fairy but to me it just makes sense."

Liza says: "It's good to remember that herbal medicine is the basis for the development of many of our best pharmaceutical drugs."

"The active ingredients of certain medicines have been isolated from plants that have been known to have a therapeutic effect, and herbs can be extremely beneficial for assisting in various health conditions."

Cats and dogs can even heal themselves by eating herbs and grasses.

You can plant your own "self-medicating garden" of grasses, parsley and celery, says Liza. "Parsley is a great

It's what's inside that counts!

All natural dog & cat food made from farm fresh "human grade" ingredients



- maximised meat protein (chicken, turkey, salmon & duck)
- Cost effective – Highly nutritious ingredients mean you can **feed your pet up to 40 per cent less**
- More nutrition = less waste



- 100 per cent grain-free
- Made from fresh turkey, duck and salmon with farm fresh vegetables, fruit and selected anti-oxidant rich berries
- Moderate protein and fat levels

NO BY-PRODUCTS OR GRAIN "FILLERS", NO WHEAT, CORN, GLUTENS OR SOY,
NO ARTIFICIAL PRESERVATIVES, FLAVOURS OR COLOURINGS



For more information and a list of stockists: www.healthypetfoods.co.nz
Ph: (09) 415 7915 or 0800 4 PETFOOD (0800 4 738 3663)

"I just wanted to let you know how impressed I am with the Go! Salmon and Oatmeal food that you recommended for Neo, one of our search and rescue dogs. Neo had terrible stinky skin, foot allergies and has developed continuous ear infections. He also needs to put on weight."

After using the food for a week, Neo's coat no longer looked or felt greasy and his feet are no longer red and irritated. He also has about 50% more energy.

Normally he would have been back on his homeopathic remedy for his foot allergy but he hasn't needed it and there is no sign of needing to use it in the near future."

Tania Evans,
Auckland

