

**vets  
all  
natural**  
by Dr Bruce Syme

[www.vetsallnatural.com.au](http://www.vetsallnatural.com.au)

Premium Choice

Complete Mix

Raw meat, grains and vegetables are what  
**nature intended** for dogs and cats.



*"Many years of experience confirms without doubt  
that this diet improves the health and longevity  
of dogs and cats"*

*Dr Bruce Syme*

Dr Bruce Syme  
Founder of Vets all Natural

**100%**  
AUSTRALIAN  
OWNED  
& MADE

Dr Bruce, founder of **Vets All Natural**, is a practising Veterinarian and animal lover. His qualifications, experience and holistic approach makes him a leader in Pet Nutrition and with this knowledge, he has developed two perfect dog and cat foods – **Premium Choice & Complete Mix**

Dr Bruce has studied a Bachelor of Science and Veterinary Science, majoring in molecular genetics. He graduated from Veterinary School with first class honours.

He worked in England with Dr Colin Price, president of the British Small Animal Veterinary Association and he is a registered veterinary acupuncturist.



Dr Bruce lectures on Raw Food Nutrition, Natural Veterinary Medicine and Complimentary Therapies for Cancer treatment. He has presented at the Australian Veterinary Association Conference, Victorian Country Veterinary Conference and many breed and training clubs functions.

After 15 years of experience in pet nutrition, what Dr Bruce found is very logical. A diet that is based on raw meat with a correct balance of grains and vegetable matter reduces the incidence of many health issues faced daily. General health and longevity in dogs and cats improved significantly when fed on this diet.

### Diet directly impacts health & longevity!



With more recent mass consumption of dry and canned food the Veterinary profession has seen an alarming increase in degenerative diseases like skin disease, teeth and gum issues, bowel problems, arthritis and some cancers.

It is because of this alarming increase that Dr Bruce developed preservative free, all natural **Premium Choice** and **Complete Mix** for dogs and cats.

### 40 million years of evolution can't be wrong!

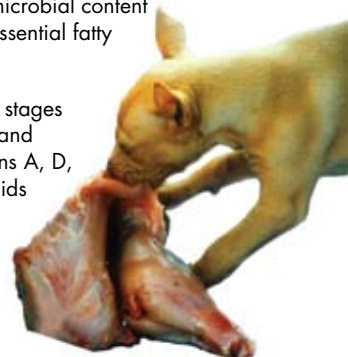
To ensure the best ingredients have been included in **Premium Choice** and **Complete Mix** Dr Bruce simply considered what dogs and cats ate for 40 million years. The ingredients are based on the diet that dogs and cats have adapted to over time, to best survive and reproduce.

When a dog or cat catches prey naturally, they first eat the abdominal content, including vegetable matter and grains. They also eat the organs, rich in vitamins, minerals and trace elements. The remainder of the carcass, comprising of meat, muscle and bones is eaten last.

### A raw food diet is critical!

The cooking process of dry and canned food creates deficiencies by destroying the natural enzymes and microbial content in food. It destroys natural vitamins, essential fatty acids, amino acids and proteins.

Problems became evident in the early stages of pet food manufacture with severe, and sometimes fatal deficiencies of Vitamins A, D, E, B1, and several essential amino acids and fats. Some of these issues have been overcome by adding synthetic vitamins to the original ingredients, however some deficiencies will never be overcome in cooked pet foods.



### More raw food facts.

There are over 76 macro and micro nutrients available in natural raw foods. Most premium brand pet foods contain up to 50 of the 76 nutrients available. Some cheaper pet foods have only 30 to 40 nutrients available. These micro deficiencies often result in chronic disease effecting health, longevity and quality of life. **Premium Choice** and **Complete Mix** contains all 76 nutrients.

## The best choice

### Why are **Premium Choice** and **Complete Mix** the best choice for your pet?

- Peace of mind that you are feeding the best
- Longer life due to a completely balanced raw food diet
- More energy means more fun for you and your pet
- Your dog or cat will look and smell better (coat, skin, weight etc)
- Convenient easy to feed packaging
- No preservatives
- 100% unprocessed raw food diet
- Improved general health means less visits to the Vet
- No added chemicals, artificial colourings or thickeners
- Many Vets agree raw food is the best diet
- No cooking to destroy the nutritional value
- Based on 40 million years of evolution
- Veterinary formulated with sound scientific knowledge
- Tastes great

### Premium Choice



Balanced fresh meat, grains and vegetable matter in an 800gram pack for easy feeding.

### Complete Mix



Muesli style mix to add to fresh, raw meat in 1, 5 or 15 kg packs provide great value for money.

## Common improvements

### Common improvements due to raw food diets

**Premium Choice** and **Complete Mix** have improved the health of 1000's of dogs and cats. The experience of many Veterinarians has confirmed that a variety of health improvements can be seen when a dog or cat eats a natural raw food diet.



#### Skin and Coat

- greatly reduced skin disease, allergies, itchiness
- softer coat, more shine, no dandruff
- reduced doggy odour, less need to bath dogs



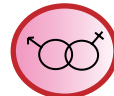
#### Oral cavity

- vastly improved teeth and gums
- no bad breath
- no need for veterinary teeth cleaning



#### Gastrointestinal tract

- reduced flatulence
- solidly formed faeces
- eliminates anal gland blockage
- corrects inflammatory / irritable bowel disease
- reduces food allergy symptoms



#### Reproductive

- increased fertility and litter sizes
- reduced obstetrical problems and caesareans
- healthier, lively puppies, fewer litter mortalities



#### Urinary

- fewer chronic urinary tract infections
- less crystal formation
- reduced incidence of renal failure



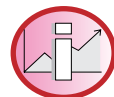
#### Parasites

- reduced gastrointestinal worms
- fewer fleas, mange and lice



#### Growth and development

- steady growth and maturation in all breeds
- reduced incidence of growth disorders like hip dysplasia



#### Immune system

- improved immune function and disease fighting capabilities
- lower incidence of auto-immune diseases
- lower incidence of degenerative diseases and cancer
- increased life expectancy.



#### Bone and Joints

- anti-inflammatory properties reduce soreness
- bone protection from natural sources
- assist in preventing and treating arthritis

# Natural balanced ingredients

## Natural balanced ingredients are the difference!

A diet of wild raw prey is the ultimate in nutrition for any dog or cat. This of course, is not easily available so **Vets All Natural** has packaged a very similar diet, ready to serve.



### Kangaroo - Raw (Premium Choice only)

- High quality meat that tastes great
- Very high in protein and low in fat
- Added liver, kidney and heart for additional vitamins and trace elements



### Parsley & Barley Grass

- High level of vitamins, minerals and trace elements
- High levels of antioxidants
- Calcium Carbonate strengthens and protects bone development and maintenance
- Improves nutrient absorption



### Yeast

- Rich source of vitamins, including A, B Complex, C and E
- High iron and phosphorus to allow blood to carry oxygen
- Chromium regulates blood glucose levels
- Selenium fights ill health and disease



### Garlic

- Discourages parasites including worms and fleas
- Stimulates digestion and intestinal absorption
- Antibacterial properties reduce flatulence
- Adds flavour and aroma to encourage eating



### Kelp

- Rich source of iodine for normal thyroid gland function
- Provides energy, stamina and reproductive ability
- High levels of magnesium, vitamins B Complex, D, E & K.



### Shark cartilage

- Natural source of glucosamine and chondroitin for protection of joints.
- Higher levels in Senior formula of Premium Choice



### Flaxseed

- Omega 3 encourages healthy skin and coat
- Anti-inflammatory properties assist joint support



### Lecithin

- Provides power and vigour in the brain
- Cleanses kidneys and liver
- Breaks down cholesterol and fats
- Increases immunity against viral infection



### Vitamin C

- Powerful antioxidant and assists in fighting bacteria
- Assists immune system to withstand stress
- Aids in the repair of skin, tendons, ligaments and bones

# Premium Choice

## Premium Choice is formulated using 100% raw, unprocessed ingredients with no preservatives.

The meat is top quality, and free range. It is mixed with a blend of raw crushed and rolled cereal grain, vegetables, parsley, garlic and a range of natural vitamin and mineral supplements. It has no wheat, flour or fillers. It is scientifically formulated to create a fully balanced, nutritionally complete every day dog and cat food.

There are six (6) different formulas in the table below, to choose from.

### Nutrition Guide Per Serve (Premium Choice)

	Puppy	Adult (Dog)	Senior (Dog)	Allerblend (Dog)	Weight loss (Dog)	Cat/Kitten
Protein	16.8%	13.8%	12.7%	13.8%	11.7%	17.4%
Fat	3.2%	3.3%	3.1%	3.3%	2.9%	3.6%
Carbohydrate	9.7%	15.6%	17.4%	15.6%	19.4%	6.1%
Moisture	68.9%	65.0%	64.3%	65.0%	63.9%	71.5%
Fibre	0.8%	1.2%	1.8%	1.2%	2.2%	0.5%
Ash	1.6%	2.3%	2.1%	2.3%	1.8%	1.4%
Calcium	2400	2800	2870	2800	3000	2300
Phosphorus	2100	2100	2140	2100	1800	2200
Linoleic a	5572	8330	8750	8330	9163	4190
Linolenic a	2327	3660	3910	3660	4026	1660
Taurine	N/A	N/A	N/A	N/A	N/A	326

### Suggested Total Daily Intake (g) (Premium Choice)

Body Weight (kg)	Puppy	Adult (Dog)	Senior (Dog)	Allerblend (Dog)	Weight loss (target)	Cat/Kitten
0 - 1	120	100	100	100	100	180
2 - 3	200	150	150	150	150	220
4 - 6	260	220	220	220	220	260
7 - 9	400	260	260	260	260	330
10 - 12	520	300	300	300	300	N/A
13 - 18	650	400	400	400	400	N/A
19 - 25	880	550	550	550	550	N/A
26 - 35	1200	700	700	700	700	N/A
35 - 50	1500	1000	1000	1000	1000	N/A

# Complete Mix

## Perfectly balanced "Muesli" to mix with raw meat

A healthy balanced diet consists of natural vegetable matter and grains with raw meat. **Complete Mix** represents the required vegetable matter and grain portion of your dog or cat's healthy diet. It is an economical way to ensure your dog or cat gets the best.

You simply add **Complete Mix** to the appropriate ration of raw meat, like kangaroo, rabbit, beef, mutton, lamb or organic chicken and you have a 100% preservative and additive free, completely natural, raw, perfectly balanced meal. You can feel proud you are giving your pet the best.

### No Cooking!

To avoid the harsh damage to proteins, vitamins and enzymes caused by cooking **Complete Mix** is formulated in accordance with the principles of raw food. The ingredients are air dried at, or below, body temperature.

The Muesli type mix is simply added to fresh, raw meat. For maximum benefit, it should be soaked in warm water. This promotes more digestibility, nutritional value and palatability.

**Complete mix** contains a combination of uncooked mixed cereal grains including rolled oats, cracked barley, flax seed meal and whole oats. The carefully formulated meal also has dried vegetables, garlic, parsley, barley grass, calcium, yeast, kelp, lecithin and vitamin C.

There are four (4) different formulas in the table below, to choose from.

## Nutrition Guide Per Serve (Complete Mix)

	Puppy	Adult/Senior (Dog)	Weight Loss (Dog)	Cat/Kitten
Protein	16.6%	13.8%	11.7%	17.4%
Fat	3.2%	3.3%	3.2%	3.6%
Carbohydrate	9.7%	15.6%	19.4%	6.1%
Fibre	0.8%	1.2%	2.2%	0.5%
Ash	1.6%	2.3%	1.8%	1.4%
Calcium	2400	2800	3000	2300
Phosphorus	2100	2100	1800	2200
Linoleic a	5572	8330	9163	4190
Linolenic a	2327	3660	4026	1660
Taurine	N/A	N/A	N/A	326

# Suggested Daily Intake (Complete Mix)

Puppy	Body weight of puppy in Kg	Complete mix		Fresh water		Fresh meat	
		Grams	Cups	mls	Cups	Grams	Cups
	0 - 1	25		25		70	
	2	30		30		100	
	3	40	1/4	40	1/5	120	1/2
	4	50		50		160	
	5	60	1/3	145	1/4	200	1
	6 - 10	100		100		320	
	11 - 15	150	3/4	150	3/4	420	2
	16 - 20	200		200		600	
	21 - 25	250	1 1/3	250	1 1/4	750	3 3/4
	26 - 30	275		275		850	

Adult/Senior Dog	Body weight of dog in Kg	Complete mix		Fresh water		Fresh meat	
		Grams	Cups	mls	Cups	Grams	Cups
	5	40	1/4	40	1/5	50	1/2
	6 - 10	70		70		140	
	11 - 15	95	1/2	95	1/2	190	1
	16 - 20	125		125		250	
	21 - 25	145	3/4	145	2/3	290	1 1/2
	26 - 30	165		165		330	
	31 - 35	185	1	185	3/4	370	1 3/4
	36 - 40	200		200		400	
	41 - 45	225	1 1/4	225	1	450	2 1/4
	46 - 50	250		250		500	

Weight Loss (Dog)	Body weight of dog in Kg	Complete mix		Freshwater		Fresh meat	
		Grams	Cups	mls	Cups	Grams	Cups
	5	55		55		50	
	6 - 10	100	2/3	100	1/2	85	1/2
	11 - 15	130		130		115	
	16 - 20	175	1	175	3/4	150	3/4
	21 - 25	200		200		175	
	26 - 30	225	1 1/4	225	1	200	1
	31 - 35	250		250		220	
	36 - 40	280	1 1/2	280	1 1/4	240	1 1/4
	41 - 45	315		315		270	
	46 - 50	350	2	350	1 1/2	300	1 1/2

Cat/Kitten	Body weight of cat in Kg	Complete mix		Fresh water		Fresh meat	
		Grams	Cups	mls	Cups	Grams	Cups
K	0 - 1	20	1/8	20	1/10	140	2/3
K	2	30		30		190	
K	3	35		35		250	
A	4	35		35		180	
A	5	45	1/4	45	1/4	200	1
A	6	50		50		230	
S	4	50		50		150	
S	5	55		55		160	
WL	6	85	1/2	85	1/2	170	3/4
WL	7	95		95		180	

K = Kitten • A = Adult Cat • S = Senior Cat • WL = Weight Loss diet

## Make the right choice!

### Which Premium Choice or Complete Mix formula should my dog or cat have?

Choose from one of the varieties on the next two (2) pages.

Different animals at different "life stages" have different dietary requirements so **Vets All Natural** have developed a range to suit all dog and cat sizes, ages and breeds. The formula variations are based on the level of growth, energy and nutrient requirements. Simply vary the amount fed based on the animal's weight using the feed table on each pack and in this brochure.

### Puppy



If your puppy is less than 1 year old they will thrive on this formula. Puppies need more protein and more base nutrients and vitamins to sustain their rapid growth rate. To achieve this the Puppy formula includes more yeast, calcium, kelp, barley grass, lecithin, and vitamin C.

### Adult



The adult formula is designed to fulfil the day to day needs of the average dog. Compared to puppies, adult activity falls, metabolism slows and growth stops. We have matched the required protein, fat, carbohydrate, fibre, vitamins and mineral levels. The Adult formula is higher in vegetable matter. Adult Premium Choice has a lower meat ration.

### Allerblend (Dog)

*(Premium Choice only)*

This is ideal for dogs who rub and scratch. The allergy blend utilises a range of additional essential fatty acids, Chinese and western herbs (eg Astragalus, Perilla Seed, Reiki and Shitake mushroom), and powerful nutraceuticals to promote and restore gut health, and modulate the immune system. This combination of ingredients has demonstrated positive efficacy in treating and controlling allergic skin disease, inflammatory bowel disease, and can lessen the severity of auto-immune diseases.



### Senior (Dog)

This is suitable for dogs over 8 years of age. The Premium Choice Senior formula includes shark cartilage powder, which is a rich natural source of glucosamine and chondroitin sulphate, which can assist and prevent joint degeneration and arthritis. This formula is specifically for older dogs that are less active, and has a lower protein and higher vegetable content.



### Weight Loss (Dog)

The Weight Loss formula works on the principle of lower fat, lower protein, and a higher level of vegetable matter and roughage, with the net result being a lower calorie intake, whilst still providing high levels of essential nutrients. The Weight Loss formula is designed to be fed at a level according to the dogs "ideal" weight, rather than its current weight (eg If your dog is 32kg, but their ideal weight is 26kg, then you feed according to the 26kg feed chart level).



### Cat and Kitten

Cats and kittens love our special cat and kitten variety.

Compared with dogs, cats are generally uniform in size and therefore dietary requirements vary little. The growth rate and requirements of kittens and adult cats are very similar. There is one cat formula for all ages. The formula is high in nutrient supplements to balance the small amounts used per meal. The meat blend in the Premium Choice is high to match their highly carnivorous nature.



# Listen to the Experts!

**Dr Rebekah Day, BVSc, Cert (IVAS)** – Range Veterinary Surgery, Peachester, Qld.

*"I have worked as a Veterinarian for a number of years and have seen MANY diets come and go with all kinds of claims, but I have never seen the response that we've obtained from Vets All Natural. We now recommend Vets All Natural to all our clients, not only for a healthy coat, but also for a happy and calm dog"*

**Dr Carl von Schreiber BVSc** – Bermagui Veterinary Clinic

*"We stock Dr Bruce's products and are delighted with the results. Dogs and cats certainly thrive on it, have lots of energy, and maintain great body and coat condition"*

*"The Weight Loss diet is very effective, giving many overweight dogs a new lease of life. Many animals with chronic skin diseases have improved"*

*"One dog's chronic cough disappears completely whilst on the diet, but returns with any commercial food"*

**Dr David Battle** – Coastal Chiro Vet, Sunshine Coast

This clinic sees large numbers of dogs with arthritis.

*"Our Clinic is focused on musculo-skeletal health of canines - prevention, treatment and rehabilitation. There is a role for this diet in every case we see"*

*"We recommend Vets All Natural Complete Mix to all of our clients. It fits beautifully with our philosophy of raw natural diets for dogs whenever possible"*

**Nathalie** – Dog breeder

*"I had been desperate to find a food that didn't cause itchy red skin in my show dog. I tried all the 'usual' allergy/sensitive diets"*

*"Eventually, I tried Vet's All Natural Premium Choice and Flax Seed Oil. Within a week, he was a different dog. His skin settled right down, he put on a lot of muscle and his coat looks great.....and now he is back in the show ring"*

**For more information or to find your nearest retailer log on to [vetsallnatural.com.au](http://vetsallnatural.com.au)**

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