



**EVERY PET
DESERVES
THE BEST
NUTRITION**



TOP GRADE PREMIUM QUALITY NUTRITION FOR PETS

WHY PAWSOME RAW

Through Pawsome Raw our aim is to reinvent how dog and cat owners think about, approach and meet their pets' nutrition requirements; especially how to improve the probability that pets live longer, happier and healthier lives through nutrition.

We hope to inspire you to become a part of our journey and experience our guidance and education as it touches all of our happy and healthy "fur-kids".

Our combination of the very best nutrition and easy to use meal plans have our clients' dog's and cat's absolute best at heart.

Pawsome Raw's mission is to be more than a pet food company; rather an ethical, social, environmentally conscious and best practices based movement in the raw pet food industry - always with LOVE and PASSION.

Our "dream come true" is the conversion of all pets to RAW fed "fur-kids", at an affordable price with a guarantee of the very best quality, in short, the very best value for money!

WOULD YOU LIKE A PET THAT:



- ✓ Is healthier
- ✓ Suffers less from upset tummies
- ✓ Costs less in vet bills
- ✓ Has a lot less waste for you to clear up
- ✓ Has a super glossy coat
- ✓ Has cleaner, healthier teeth
- ✓ Has a better immune system
- ✓ Has no more bad breath
- ✓ Has less health issues
- ✓ Is less hyper & more content
- ✓ Doesn't gas you out of your own home



Make the best decision for your fur-kid today...

RAW food is the only **REAL** way to go!

PAWSOME RAW'S NUTRITION PHILOSOPHY EXPLAINED...

A good diet can contribute to a long and healthy life and even psychological well-being for our pets. The question is, what is the best food to feed domesticated dogs or cats? One of the main reasons pet owners are reluctant to switch their dog or cat to a raw diet is the fear their pets wouldn't get sufficient vitamins and minerals and the fear of feeding an unbalanced diet. Many feed plant and vegetable matter for an added vitamin and mineral punch.

The reality is: our dogs and cats are carnivores and by feeding a proper balanced diet with a variety of meat-based protein sources you are actually covering a wide variety of essential nutrients required in our pets' diets.

Although it's hard to improve on a fresh, natural diet of species appropriate foods, you may have a dog who you feel needs extra nutrition (perhaps extra vitamin C for immune function or iodine for thyroid function). Luckily, there are nutritional herbs you can use to give your dog an additional boost. Most importantly, these whole food sources of vitamins and minerals are a much healthier choice than their synthetic counterparts. And unlike synthetic vitamins and minerals, herbs provide essential nutrients complete with the co-factors they need to make a healthy change in your dog - just as nature intended!

I believe that a raw diet, when prepared correctly to be complete and balanced, is the best food choice for your pet, as it mimics what their bodies were designed to eat. Many of the essential vitamins and minerals needed in your dog's diet are contained in our raw sources. This is combined in our minced meals and forms part of your pets daily diet. Our feeding philosophy, to cover a variety of protein sources, is done in order to ensure that as many possible vitamins and minerals are covered and feeding is made easy for you as the owner. Our original meal plan concept gives your pet the variety of natural, ethically sourced antibiotic and hormone free meats, herbs and vegetables.



BENEFITS OF FEEDING PAWSOME RAW

Pawsome Raw's complete minced meals are registered with the Department of Agriculture, Forestry and Fisheries (DAFF).

There are so many benefits to feeding your dogs or cats the way Mother Nature intended, RAW!

A raw diet keeps your dog's immune system strong, puppies develop at a more appropriate growth-rate and growth spurts are avoided. Feeding a raw diet to a pregnant or lactating bitch will result in healthier and stronger puppies and a strong healthy mother.

Raw meaty bones naturally clean teeth and keep gums healthy. No more plaque build-up or bad breath! Chewing a raw meaty bone gives your dog some recreational chewing activities which releases endorphins. The time it takes to chew a bone gives their stomach adequate time to get the acids moving for proper digestion, with the added benefit that significant lesser stools are produced - poo's are firmer and turn chalky after a few days and less water is consumed and the best of all, no more doggy odour. The ripping and chewing involved in eating a raw diet, with bones, develops the jaw, neck and shoulder muscles of the dog - commercial/kibble dog foods will never assist in this important development.

Switching your pets to a raw diet from commercial/kibble you will experience the following:

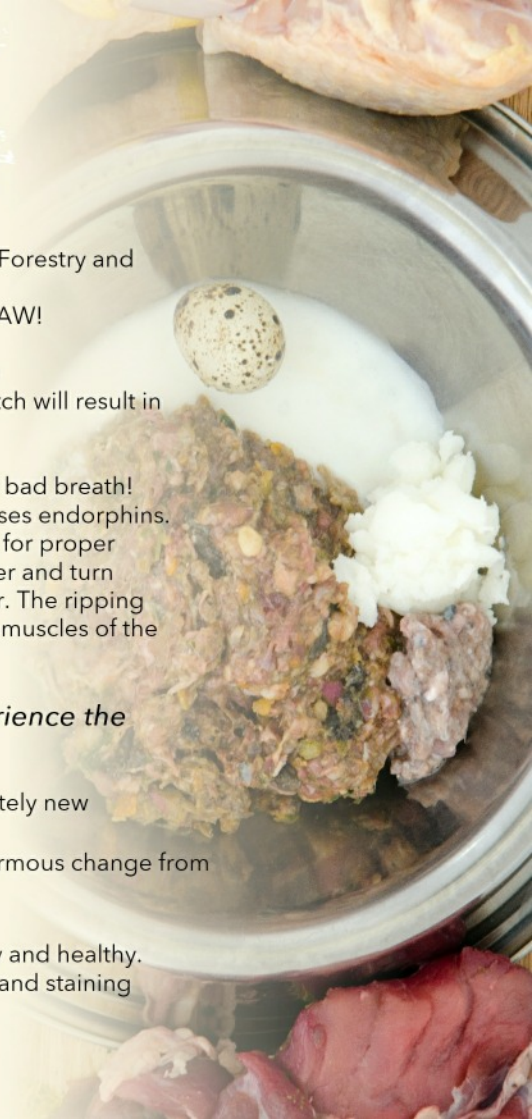
Increased energy: dogs who were previously un-energetic and sluggish become completely new dogs once switched onto a RAW diet,

Allergies: Most of the allergic effects of kibble disappear and their bodies go through enormous change from the inside out.

Bloating: no more bloated bodies and far less farting.

Shiny coats: as fat disappears, lean healthy muscle begins to develop, coats become shiny and healthy. Tear staining on the face also clears up, so your dog will have healthier eyes. Yeast build up and staining (that reddish/brown staining on feet, legs and belly) disappears.

Immune System: a raw fed dog visits the vet less, due to a healthier immune system.



FARMSTYLE

REG NO: V28873 | ACT NO. 36 OF 1947



Perfect for all dogs

With added fermented vegetables for additional pro-biotics

Nutritional Composition:

Crude Protein: Min 17%; Moisture: Max 70%;
Crude Fat: Min 10%; Crude Fibre: Max 2%;
Crude Ash: Max 2%; Calcium 0,8%; Phosphorous 0,4%

Ingredients:

Chicken: Breasts, thighs, wings, drumsticks, skins, fat & organs. Turkey: Drumsticks, meaty backs & necks. Beef: Neck trimmings, tongue, lungs, spleen & black tripe. Ostrich: Goulash trimmings, heart, liver & meaty tailbones. Venison: Quality muscle meat trimmings; 15% seasonal Vegetables. Herbs: Alfalfa, brewers yeast, dandelion, fenugreek seed, kelp, nettle, rosehips, rosemary, turmeric, rooibos tea.

Feeding Recommendations:

Low activity 2% of bodyweight; Medium activity 2,5% of bodyweight; High activity 3% of bodyweight (please contact us for information on feeding quantities)
Puppies 5-8% of bodyweight

All Farmstyle meals contain:



**PERFECTLY BALANCED
FRESH, RAW
INGREDIENTS**
with the correct Bone,
Fat and Organ content



**TOP QUALITY
MEAT CUTS**



FRESH HERBS



FRESH VEGETABLES



Replacing kibble, and with it starch, leads the way toward healthier gut bacteria, balanced blood sugar and a better endocrine system- and that's just the beginning...

FARMSTYLE SELECT

REG NO: V28872 | ACT NO. 36 OF 1947



Perfect for all dogs of all ages and growing stages

Cats will also love this complete minced meal

Nutritional Composition:

Crude Protein: Min 22%; Moisture: Max 70%;
Crude Fat: 10%; Crude Fibre: Max 2,2%;
Crude Ash: Max 5%; Calcium 0,8%; Phosphorous 0,4%

Ingredients:

Chicken: Breasts, thighs, wings, drumsticks, skins, fat & organs. Turkey: Drumsticks, meaty backs & necks. Beef: Neck trimmings, tongue, lungs, spleen & black tripe. Ostrich: Goulash trimmings, heart, liver & meaty tailbones. NO Vegetables added. Herbs: Alfalfa, brewers yeast, Dandelion, fenugreek seed, kelp, nettle, rosehips, rosemary, turmeric, rooibos tea.

Feeding Recommendations:

Low activity 2% of bodyweight; Medium activity 2,5% of bodyweight; High activity 3% of bodyweight (please contact us for information on feeding quantities)
Puppies 5-8% of bodyweight

All Farmstyle Select meals contain:



**PERFECTLY BALANCED
FRESH, RAW
INGREDIENTS**
with the correct Bone,
Fat and Organ content



**TOP QUALITY
MEAT CUTS**



FRESH HERBS



NO VEGETABLES



COUNTRYSTYLE SELECT

REG NO: V28871 | ACT NO. 36 OF 1947



This complete minced meal is suitable for all dogs and cats and ideal to feed puppies

Perfect for those with chicken or beef allergies - contains no chicken or beef

Nutritional Composition:

Crude Protein: Min 26%; Moisture: Max 70%;
Crude Fat: 10%; Crude Fibre: Max 2%;
Crude Ash: Max 5%; Calcium 1,6%; Phosphorous 0,8%

Ingredients:

NO Chicken; NO Beef
Turkey: Drumsticks, meaty backs & necks.
Lamb: Neck trimmings, lungs, tripe, heart.
Ostrich: Goulash trimmings, heart, liver & meaty tailbones.
Venison: Quality muscle meat trimmings. NO vegetables
Herbs: Alfalfa, brewers yeast, dandelion, fenugreek seed, kelp, nettle, rosehips, rosemary, turmeric, rooibos tea.

Feeding Recommendations:

Low activity 2% of bodyweight; Medium activity 2,5% of bodyweight; High activity 3% of bodyweight (please contact us for information on feeding quantities)
Puppies 5-8% of bodyweight

All Countrystyle Select meals contain:



PERFECTLY BALANCED FRESH, RAW INGREDIENTS
with the correct Bone, Fat and Organ content



TOP QUALITY MEAT CUTS



FRESH HERBS



NO VEGETABLES



*By putting a bowl of food in front of our pets,
we take their health in our hands...*

Make the right choice - feed Pawsome Raw...

BARNYARD

REG NO: V28874 | ACT NO. 36 OF 1947



This complete minced meal is suitable for all dogs and is excellent for puppies

Gives a wide protein source variety and comes with added fermented vegetables for additional pro-biotics

Nutritional Composition:

Crude Protein: Min 18%; Moisture: Max 70%;
Crude Fat: 10%; Crude Fibre: Max 2.5%;
Crude Ash: Max 5%; Calcium 0.8%; Phosphorous 0,4%

Ingredients:

Chicken: Breasts, thighs, wings, drumsticks, skins, fat & organs. Turkey: Drumsticks, meaty backs & necks.
Beef: Neck trimmings, tongue, lungs, spleen & black tripe.
Ostrich: Goulash trimmings, heart, liver & meaty tailbones.
Venison: Quality muscle meat trimmings. 15% seasonal vegetables. Herbs: Alfalfa, brewers yeast, dandelion, fenugreek seed, kelp, nettle, rosehips, rosemary, turmeric, rooibos tea.

Feeding Recommendations:

Low activity 2% of bodyweight; Medium activity 2,5% of bodyweight; High activity 3% of bodyweight (please contact us for information on feeding quantities)
Puppies 5-8% of bodyweight

All Barnyard meals contain:



**PERFECTLY BALANCED
FRESH, RAW
INGREDIENTS**
with the correct Bone,
Fat and Organ content



**TOP QUALITY
MEAT CUTS**



FRESH HERBS



FRESH VEGETABLES



A raw fed dog is the healthiest kind of dog!

SALMON

Salmon is an excellent source of high-quality protein, vitamins and minerals (including potassium, selenium and vitamin B12) but it is the content of omega-3 fatty acids that receives the most attention. These fats support the immune system and can be beneficial for skin and coat health. There has also been some indication that salmon can benefit dogs with allergies.

Our Minced Salmon is the perfect supplement to add to your dog or cat's diet

Ingredients:

Minced salmon heads and skin. Rich in Omega 3 oils.

Feeding Recommendations:

Substitute a small portion of daily meals with salmon.

Do not exceed more than 10% of daily diet requirements.



CUSTOM PRODUCTS

At Pawsome Raw we understand that each pet is unique and we care about the well-being of your animal. For us it is so important that every fur-child gets the absolute best nutrition needed. Should your pet need specific protein combinations we can help you and make what your fur-child need.

We offer:

- Digestive novel protein meals
- Rabbit and Turkey
- Venison
- Chicken and Turkey combinations

All custom products are made to order only as we need 7 days or production time. Please contact Retha for a consultation on what your pet's specific needs are.



RAW MEATY BONES

People often panic when we mention raw bones, but raw bones are an important and integral part of pets' diet. They supply water, fat, protein, minerals and vitamins to your pets in a very natural form. In addition to the nutritional benefits that bones provide, they play an important role in dental and gum health.

Bones are nature's toothbrush ... chewing removes plaque and tartar from teeth and freshens breath.

Digging into a nice big bone is one of the best activities your dog can do! It is like grabbing a great book and spending hours devouring it. That's exactly what recreational bones are to your dog ... it is a relaxing way to get the endorphins flowing, get rid of some frustration and even get some exercise. Ripping and chewing on bones is a super muscle-building activity for your dog ... it builds a strong neck and spine.

Please don't just grab any old bone, though. Choose the type of bone you give your dog, carefully....

Give your dog a **RAW** bone!

Bone meals available:

- Turkey necks - Duck necks - Chicken necks
- Chicken heads - Duck heads
- Ostrich Tails
- Duck backs
- Chicken feet - Duck feet

WARNING - COOKED BONES:

Never feed cooked bones of any kind! These bones are hard and can easily break a tooth. Even kibble fed dogs can enjoy a nice raw bone without fear of diarrhea and bacteria if you choose the right bone.



TREATS

Pawsome Raw has various delicious treats available for your fur-kids:

Carni-Worz

Droewors treats for your pet. Made from venison, ostrich trimmings, ostrich liver and heart. No salt or preservatives added.

Carni-Bitz

Dried pieces of ostrich and venison trimmings combined with heart and liver for the perfect high value snack. No salt or preservatives added.

Liverbread

Made with duck and ostrich liver, Butternut and coconut. The perfect training treat.



*If a dog's Prayers could be answered,
bones would rain from the sky...*



RAISING YOUR PUPPY ON PAWSOME RAW

The first year of your puppy's life is a critical period for his or her physical growth and immune system development.

Decisions regarding socialising, vaccines, parasite control, and nutrition made during this period will have a lasting and profound impact on your dog's health and longevity.

While this may seem overwhelming at first, one of the simplest things to do to promote health and longevity is to provide a fresh, wholesome raw-food diet for your pup from day one.

It is important to feed a well balanced diet with correct calcium and phosphorus content in the food.

In light of dog foods that were recalled due to excesses of some nutrients, the ability to monitor the nutrients in raw food makes it a safer option than kibble (in my opinion).

It is very important to balance calcium and phosphorus in a puppy's diet but there is a wider margin for error when feeding raw. Calcium that comes in a synthetic powder is nearly impossible for a puppy to excrete, so excesses of calcium is more of a concern with synthetic products than with the naturally occurring calcium found in bones.

Weaned-to-raw puppies from raw-fed parents generally have healthier immune systems with improved resistance to infection and disease and experience milder symptoms and quicker recovery if ill. They have a slower, steadier growth rate and superior bone/muscle development overall with healthier conformation and structure. They have soft, odour-free, shiny coats, and healthy skin; bright, richly pigmented. Clean and healthy ears/mouth/eyes/nose; and behavioural benefits, including a nicely balanced temperament and healthy energy levels.

Pawsome Raw has formulated meal plans to make sure your puppy gets the best-balanced nutrition available and lots of chews and boney meals to develop strong jaws and neck muscles. The sooner your puppy starts on a fresh raw-food diet, the better. Fresh, wholesome, nutritious whole foods, provided in an unprocessed state, and completely eliminating all commercial treats and foods make the world of difference for increasing their chances for a lifetime of vitality and wellness.



DOES YOUR PET SUFFER FROM ARTHRITIS OR JOINT ISSUES?

Arthritis is one of the more common health issues pets face today. Arthritis can occur in any joint, from the neck to the toes, although it's commonly found in the hips and elbows. Arthritis and joint pain can have a profound impact on your dog's quality of life.

Arthritis is an inflammation of the joints causing stiffness and pain, which worsens with age. There are many different types of arthritis; the two most common forms are rheumatoid arthritis (RA), which is an autoimmune disease and osteoarthritis (OA), which often occurs with age.

Studies have shown that canine arthritis can affect as many as one in five adult dogs.

Change your dog's diet to RAW

"You are what you eat" is a statement not only applicable to humans; it is also very true for our four legged children.

Pawsome Raw complete minced meals are nutritionally proven to have a perfect balance when it comes to natural ingredients based on the primordial diet. Protein, fat, calcium, phosphorus, vitamins and minerals, all within ratio as Mother Nature intended. Ingredients are sourced with great care to ensure optimum nutrition, balance and natural sources of goodness. Most commercial dog food contains grains, and those that do not, often contain potatoes or another high-glycemic carbohydrates. Carbohydrates are known to aggravate arthritis. Purely because basic chemistry shows those carbohydrates turns into sugar and sugar causes inflammation. Pawsome Raw does not contain any grain or nightshade starches and that, as a start will reduce inflammation and relieve symptoms of arthritis.

A few steps that can help to manage arthritis in your dog:

Throw out all processed and canned dog food and opt for a Pawsome Raw healthy natural diet. You may possibly need to drop a few pre-conceived ideas about dog food and accept that there is no processed kibble or canned food that can replace a wholesome natural RAW diet. Processed diets are loaded with synthetic elements and ingredients that are known to be inflammation triggers. Keep your dog's digestive tract healthy by giving your dog probiotics. This is especially important if you've been feeding your dog processed food or he's been taking any pharmaceutical drugs like antibiotics. Probiotics will add "good" bacteria to help balance your dog's gut health. Remove any chemical and synthetic preservatives as well as synthetic vitamins and minerals (often found in processed foods and kibble) from his diet.



DIGESTIVE ISSUES

If your dog currently suffers from any digestive issues or allergies, Pawsome Raw's natural healthy diet is your answer!

Some common issues:

- Bloat
- Colitis
- Diarrhoea
- Inflammatory bowel disease
- Irritable bowel syndrome

For all digestive ailments and issues, switching to Pawsome Raw is your best option. Dry food or kibble contains high quantities of starch that change the pH of the dogs digestive tract which makes it more difficult to digest. Pawsome Raw uses HIGH QUALITY proteins that is the easiest food for your pet to digest. We include natural herbs that aid in digestive health issues. We are always available to assist you with the process and make sure we address every need your pet has. In many cases we will customise your pets diet to help him through the healing period.

NEW to our improved food! Fermented Vegetables are added to increase the natural pro-biotic and good bacteria in the gut. Remember that the stomach is not an easy environment and it's hard for probiotics to survive in the intestines, so by providing fermented foods regularly, you're giving them a better chance of reaching the gut where they can colonize. Probiotics in the form of fermented food are already active, so they are more likely to survive than the supplement alternatives.



SKIN ISSUES



Why Raw food, because raw food is the easiest thing for your dog to digest and supports his or her immune system. Processed food is an underlying cause for as many as 9 out of 10 visits to the vet, and this includes expensive, so-called scientifically developed brands.

Here are just a few of the skin and coat benefits you can expect when feeding a Pawsome Raw diet and why many of our customers call our diet "The Miracle Diet":

- **Hot spots, and itching and scratching will disappear**
- **Coat is lustrous, thick and shiny again**
- **Ear Infections become a thing of the past...** because it works from the inside out. A raw diet naturally strengthens the immune system and reduces inflammatory conditions and you'll have a happy and relieved pet once again.
- **Fleas & Parasites Don't Like A Raw Fed Pet!** Here's another unbelievable benefit of feeding RAW. Your pet's improved and strengthened immune system increases resistance to fleas and internal parasites.

Make Sure it's PAWSOME RAW

A major difference between a natural raw meat diet and a heat processed kibble diet is the abundance of living enzymes and phyto-nutrients found in the fruit, vegetables and raw meat contained in a RAW diet . On the other hand, in processed foods such as kibble the health-generating benefits and advantages of living enzymes have been destroyed through the heating process. The evolutionary or RAW diet relies on fresh whole foods to deliver the nutrients to the body properly. That's why we recommend using raw meaty bones to supply calcium and phosphorous requirements to your pet in a form that can be easily assimilated by the body.

It's easier and quicker than you think! End hot spots and uncomfortable, nasty skin conditions simply by switching your pet to a Pawsome Raw diet!

CONTACT US:

Please contact us with all your inquiries in regards to our range of products and for advice on making the switch to raw feeding.

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