

# BENEFITS OF A RAW DIET FOR DOGS & CATS

Raw is the pinnacle of pet nutrition. Instinct Raw meals are minimally processed, protein-packed and never cooked to preserve the integrity of every ingredient.

We've been crafting and perfecting our raw recipes for 20 years and we're on a mission to put more raw in more bowls to transform the lives of pets. Feed the science-backed, life enhancing benefits of raw.

## REAP THE RAW BENEFITS

Food is one of the most important choices you can make for your pet. Here are the most common changes pet parents have seen:



INCREASED ENERGY AND VITALITY



BETTER DIGESTION, SMALLER / FIRMER #2'S



MORE MEALTIME EXCITEMENT



RELIEF FROM FOOD SENSITIVITIES



IMPROVED SKIN AND COAT



IMPROVED WEIGHT

## 5 REASONS TO TRANSITION TO A RAW DIET



### REAL INGREDIENTS YOU CAN RECOGNIZE

Instinct Raw is made with real meat, fruit, and vegetables along with other recognizable ingredients. This is a step up from many other pet foods, which are often made with processed, lower quality ingredients like by-product meals, fillers, artificial colors, and preservatives.



### 3X MORE REAL MEAT AND ORGANS THAN KIBBLE\*

Many kibble recipes are limited in the amount of real meat they can include, and supply protein from processed meat or vegetable ingredients instead. Raw food, on the other hand, means more animal-based protein.



### NUTRIENT DENSE WITH INGREDIENTS PRESERVED AT THEIR PEAK

Other pet foods are formulated to only provide the required nutrients, and other beneficial nutrients are cooked out. Instinct Raw provides more beneficial nutrients because it's raw, with more nutrients intact than kibble.



### THE MOST MINIMALLY PROCESSED PET FOOD ON THE MARKET

If it isn't raw, it's cooked and processed pet food. That includes kibble, refrigerated pet food, and canned food. Less processing means better digestion and nutrient absorption.



### REAL BENEFITS BACKED BY SCIENCE

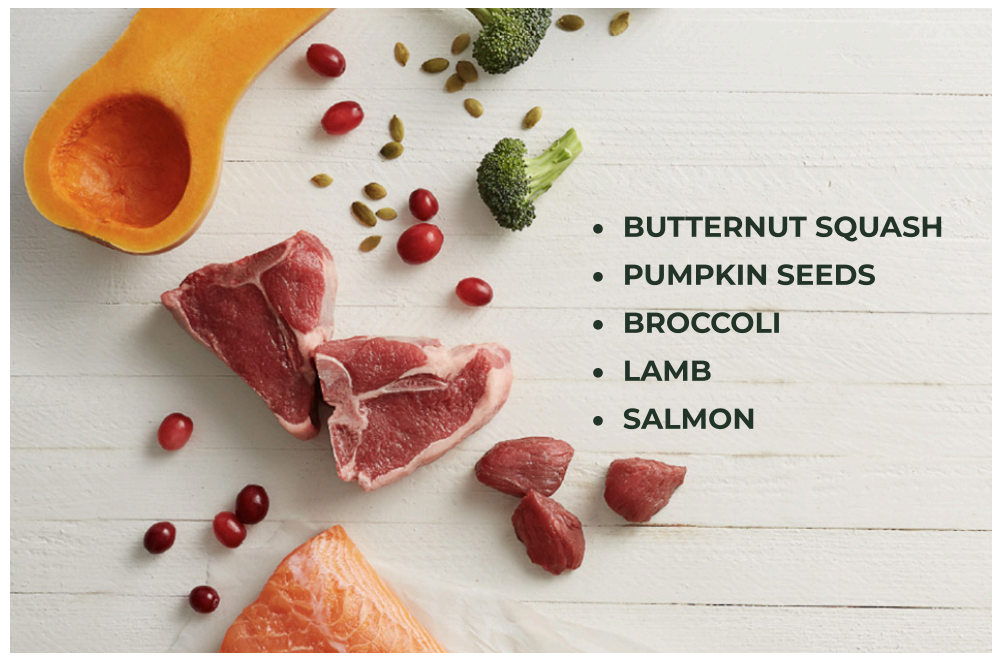
Some benefits of a raw diet include better digestion, increased mealtime excitement, improved skin & coat, improved weight, and increased energy and vitality. Emerging science continually shows the positive impacts of a raw diet, such as reducing a pet's likelihood of developing certain health conditions. Additionally, research shows that feeding as little as 20% raw can reduce the risk of skin allergies!

## A NUTRITIOUS MEAL STARTS AT THE SOURCE

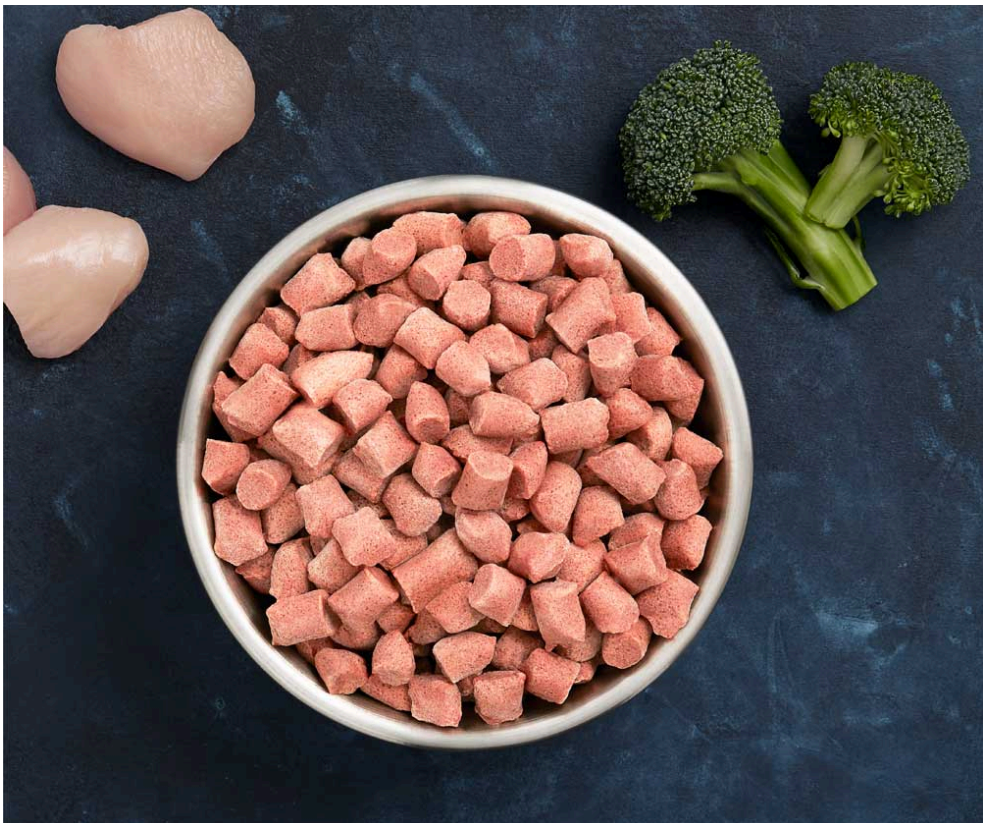
Our raw recipes are made with real ingredients you can recognize, like cage-free chicken, grass-fed beef and lamb, apples, blueberries, spinach, apple cider vinegar, and more.

All our raw meat is responsibly sourced, and our raw recipes are made in small batches in our own kitchens in Lincoln, Nebraska to ensure high quality and food safety. We work with suppliers we've verified, with proteins sourced from the U.S., Canada, Mexico, New Zealand, Australia, and France.

Our fruit and vegetables are non-GMO, and our raw recipes have no artificial flavors or preservatives. We also make our raw food without grain, soy, legumes, corn, wheat, or fillers.



- BUTTERNUT SQUASH
- PUMPKIN SEEDS
- BROCCOLI
- LAMB
- SALMON



## OUR COMMITMENT TO SCIENTIFIC ADVANCEMENT

At Instinct, we have a team of experts crafting our raw recipes, from food scientists to quality control engineers. Among them is our on-staff Board Certified Veterinary Nutritionist Susan Wynn, DVM, DACVN, who has credentials fewer than 100 people in the U.S. have obtained.

We are also proud to sponsor researcher Dr. Anna Hielm-Björkman at the University of Helsinki to continue her ground-breaking work with the DogRisk independent research program, which is studying the role of nutrition in our pet's health and well-being – including raw nutrition.

These partnerships and the deep expertise of our Research and Development team is what guides us through innovation, formulation and quality control – to evolve and create raw recipes with promising health benefits.

**Not all raw diets are created equal. We use High Pressure Processing to create extreme cold pressure for food safety with pure, cold water — no heat, chemicals, or preservatives needed.**

This pathogen-reduction process is not a requirement across all raw pet food, and we take this step to ensure safety and quality in our foods. In addition, Instinct carries a Safe Quality Food (SQF) Food Safety certification as well as a SQF Quality certification.



### EXTREME PRESSURE

High Pressure Processing (HPP) uses 5x more pressure than the ocean floor. Our product is placed in a chamber with water to pressurize our food.



### ELIMINATE BACTERIA

Harmful bacteria can't survive under high pressure. HPP is 100% natural, and a USDA-recognized pathogen reduction treatment.



### 100% RAW NUTRITION

Unlike cooking, HPP has minimal to no effects on nutritional value, vitamins, or minerals, with no compromises on taste or color.