

AVODERM

N A T U R A L™



It's A Beautiful New
Day For Cat Food



A healthy skin and fur
on the outside.
Healthy cat on the inside.





The largest, most exposed, most vulnerable organ your cat has is their skin and fur. Yes, your cat's skin and fur really do constitute an organ, performing many tasks vital to your cat's survival. Warmth, maintaining body temperature, and protection against parasites, infections and the elements are a few of its functions. Subject to constant attack by everything they protect your cat from, your cat's skin and fur have some exceptional nutritional needs in order to maintain their health.

Where does the avocado come in?



The right nutrients in the right proportions are indispensable to keeping your cat's skin healthy. Remember, skin and fur problems are never just cosmetic. Symptoms such as hair loss, thinning fur, dullness, dry skin, thickened skin, matted fur, infections and odors can usually be traced back to either a shortage or an excess of a specific nutrient. In fact, there is no more visible indicator of problems with your cat's overall health than problems with its skin and fur. Fortunately, many of the nutrients your cat needs for a healthy skin and fur can be found in rich amounts in the remarkable fruit known as the avocado.

What's so great about avocados?

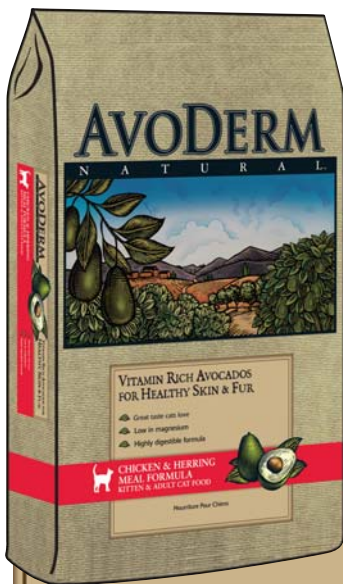
Nutrient-dense and high in crude fiber, avocados aren't called the ACE of fruits for nothing -- vitamins A, C and E are there in abundance, as is B6. Avocados are also rich in folate, potassium, niacin, essential fatty acids and many other nutrients essential to good skin and fur health as well as good overall health. Avocados have zero cholesterol, very little sodium, and are high in monounsaturated fats, the same kind found in olive oil that are known for fighting LDL, the "BAD" cholesterol. Ounce for ounce, the avocado is simply one of the most nutritious fruits there is.



AVODERM

N A T U R A L

AvoDerm Natural Kitten & Adult



Chicken and herring proteins for great taste

Helps control litter box odors

Highly digestible formula

Formulated with proper dietary magnesium and ash

Select Ingredients

Chicken Meal, Ground Yellow Corn, Corn Gluten Meal, Ground Whole Wheat, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Herring Meal, Dried Chicory Root, Dried Beet Pulp, Avocado Oil, Natural Flavor, Avocado Meal, Lecithin, Taurine, Dried Yucca Schidigera, Vitamin A Acetate, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Riboflavin Supplement (Source of Vitamin B Complex), Niacin, Choline Chloride, Calcium Pantothenate, Folic Acid, Pyridoxine Hydrochloride (Source of Vitamin B6), Thiamine Mononitrate (Source of Vitamin B1), Biotin, Ascorbic Acid (Source of Vitamin C), DL-Methionine, Dried Kelp, Zinc Polysaccharide Complex, Manganese Polysaccharide Complex, Iron Polysaccharide Complex, Copper Polysaccharide Complex, Cobalt Polysaccharide Complex, Calcium Iodate, Sodium Selenite.

Guaranteed Analysis

Crude Protein (min)	32.00%
Crude Fat (min)	20.00%
Crude Fiber (max)	3.00%
Moisture (max)	10.00%
Ash (max)	5.50%
Magnesium (max)	0.095%
Zinc (min)	150 mg/kg
Taurine (min)	0.15%
Omega 6 Fatty Acids (min)	3.90%
Omega 3 Fatty Acids (min)	0.20%

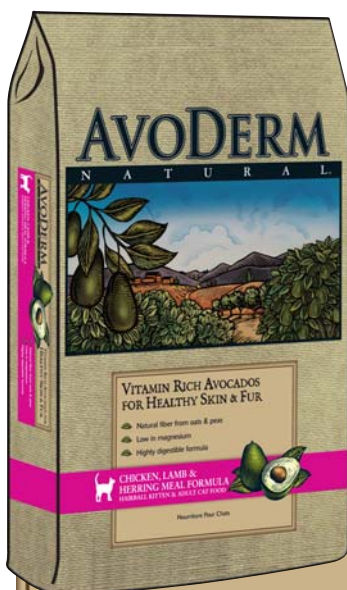
Calorie Content

KCAL/CUP (calculated)	406
KCAL/KG (calculated)	3753

Available sizes:
3.5, 7 lb & 18 lbs.



AvoDerm Natural Hairball



Skin and fur conditioners

Helps control litter box odors

Natural fiber from oats and peas

Formulated with proper dietary magnesium and ash

Select Ingredients

Chicken Meal, Ground Yellow Corn, Ground Whole Brown Rice, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Corn Gluten Meal, Oat Bran, Oatmeal, Tomato Pomace, Lamb Meal, Herring Meal, Avocado Meal, Pea Fiber, Dried Chicory Root, Natural Flavor, Phosphoric Acid, Avocado Oil, Taurine, Dried Yucca Schidigera, Biotin, Lecithin, Choline Chloride, Potassium Chloride, Zinc Sulfate, Zinc Amino Acid Complex, Iron Amino Acid Complex, Vitamin E Supplement, Niacin, Ferrous Sulfate, Vitamin B-12 Supplement, Vitamin A Acetate, DL-Methionine, Manganese Amino Acid Complex, Copper Sulfate, Copper Amino Acid Complex, Thiamine Mononitrate (Source of Vitamin B1), Manganous Oxide, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Pantothenate, Riboflavin Supplement (Source of Vitamin B Complex), Ascorbic Acid (Source of Vitamin C), Vitamin D3 Supplement, Folic Acid, Calcium Iodate, Sodium Selenite.

Guaranteed Analysis

Crude Protein (min)	32.00%
Crude Fat (min)	20.00%
Crude Fiber (max)	6.00%
Moisture (max)	10.00%
Ash (max)	5.50%
Magnesium (max)	0.095%
Zinc (min)	150 mg/kg
Taurine (min)	0.15%
Omega 6 Fatty Acids (min)	3.50%
Omega 3 Fatty Acids (min)	0.20%

Calorie Content

KCAL/CUP (calculated)	396
KCAL/KG (calculated)	3665

Available sizes:
3.5 & 7 lbs.



Ocean Fish Formula 5.5 oz.

Great taste
cats love

Select Ingredients

Fish Broth, Ocean Fish, Chicken, Kidney, Chicken Liver, Turkey, Rice Flour, Oat Bran, Avocado Oil, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min) . . .10.00%	Ash (max)1.90%
Crude Fat (min)7.00%	Magnesium (max)0.025%
Crude Fiber (max) . . .1.50%	Taurine (min)0.05%
Moisture (max)78.00%	Omega-6 (min)1.00%
Vitamin A (min)20,000 IU/KG	Omega-3 (min)0.25%
Vitamin E (min)25.00 IU/KG	

Calorie Content

KCAL/CAN (calculated)	171
KCAL/KG (calculated)	1096



Chicken Formula 5.5 oz.

Made with
avocado oil

Select Ingredients

Chicken, Chicken Broth, Ocean Fish, Turkey, Kidney, Chicken Liver, Oat Bran, Rice Flour, Avocado Oil, Guar Gum, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min) . . .10.00%	Ash (max)1.90%
Crude Fat (min)7.00%	Magnesium (max)0.025%
Crude Fiber (max) . . .1.50%	Taurine (min)0.05%
Moisture (max)78.00%	Omega-6 (min)1.00%
Vitamin A (min)20,000 IU/KG	Omega-3 (min)0.20%
Vitamin E (min)25.00 IU/KG	

Calorie Content

KCAL/CAN (calculated)	190
KCAL/KG (calculated)	1217



Beef Formula 5.5 oz.

Highly
digestible

Select Ingredients

Beef, Beef Broth, Ocean Fish, Turkey, Chicken, Kidney, Chicken Liver, Oat Bran, Rice Flour, Avocado Oil, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min) . . .10.00%	Ash (max)1.90%
Crude Fat (min)7.00%	Magnesium (max)0.025%
Crude Fiber (max) . . .1.50%	Taurine (min)0.05%
Moisture (max)78.00%	Omega-6 (min)0.75%
Vitamin A (min)20,000 IU/KG	Omega-3 (min)0.15%
Vitamin E (min)25.00 IU/KG	

Calorie Content

KCAL/CAN (calculated)	191
KCAL/KG (calculated)	1221



AVODERM

N A T U R A L™

Select Cuts Chicken Chunks 3 oz.

Great taste
cats love

Select Ingredients

Chicken, Chicken Broth, Xanthan, Potassium Chloride, Methionine, Choline Chloride, Taurine, Iron Sulfate, Zinc Sulfate, Vitamin E Supplement, Manganese Sulfate, Vitamin B1 Supplement, Vitamin B2 Supplement, Vitamin D3 Supplement, Folic Acid.

Guaranteed Analysis

Crude Protein (min)	8.00%	Magnesium (max)	0.02%
Crude Fat (min)	2.00%	Taurine (min)	0.22%
Crude Fiber (max)	1.00%	Omega 6 Fatty Acids (min) . .	0.49%
Moisture (max)	82.00%	Omega 3 Fatty Acids (min) . .	0.10%
Ash (max)	3.00%		

Calorie Content

KCAL/CAN (calculated)	73
KCAL/KG (calculated)	860



Select Cuts Tuna & Crab Meat 3 oz.

Steam cooked
in gravy

Select Ingredients

Tuna, Tuna Broth, Crab Meat, Xanthan, Potassium Chloride, Methionine, Choline Chloride, Taurine, Iron Sulfate, Zinc Sulfate, Vitamin E Supplement, Manganese Sulfate, Vitamin B1 Supplement, Vitamin B2 Supplement, Vitamin D3 Supplement, Folic Acid.

Guaranteed Analysis

Crude Protein (min)	10.00%	Magnesium (max)	0.02%
Crude Fat (min)	2.00%	Taurine (min)	0.22%
Crude Fiber (max)	1.00%	Omega 6 Fatty Acids (min) . .	0.45%
Moisture (max)	82.00%	Omega 3 Fatty Acids (min) . .	0.03%
Ash (max)	3.00%		

Calorie Content

KCAL/CAN (calculated)	65
KCAL/KG (calculated)	760



Select Cuts Sardine, Shrimp & Crab 3 oz.

Low
magnesium

Select Ingredients

Sardine, Fish Broth, Shrimp, Crab Meat, Xanthan, Potassium Chloride, Methionine, Choline Chloride, Taurine, Iron Sulfate, Zinc Sulfate, Vitamin E Supplement, Manganese Sulfate, Vitamin B1 Supplement, Vitamin B2 Supplement, Vitamin D3 Supplement, Folic Acid.

Guaranteed Analysis

Crude Protein (min)	10.00%	Magnesium (max)	0.02%
Crude Fat (min)	2.00%	Taurine (min)	0.22%
Crude Fiber (max)	1.00%	Omega 6 Fatty Acids (min) . .	0.45%
Moisture (max)	83.00%	Omega 3 Fatty Acids (min) . .	0.03%
Ash (max)	3.00%		

Calorie Content

KCAL/CAN (calculated)	65
KCAL/KG (calculated)	760



AVODERM

N A T U R A L

AvoDerm Natural Booster 1 lb.

Just sprinkle
on food

- Great taste cats love
- High levels of omega 6 & 3 fatty acids
- Highly digestible

Select Ingredients

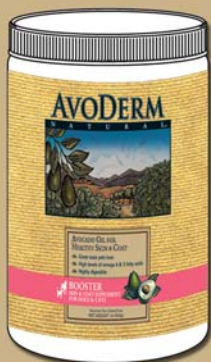
Flax Seed, Toasted Oats, Dried Liver, Pea Fiber, Dehydrated Vegetable Mix (Ground Carrot Flakes, Ground Dried Red & Green Bell Peppers, Ground Dried Broccoli, Ground Dried Peas, Ground Tomato Flakes, Ground Dried Celery, Ground Dried Garlic, Ground Dried Spinach, Ground Dried Parsley), Calcium Carbonate, Lecithin, Avocado Oil, Grapeseed Oil, Vitamin E (Mixed Tocopherols), Citric Acid, Ascorbic Acid, Rosemary Extract, Sage Extract, Vegetable Oil, Garlic Powder, Dried Yucca Schidigera, Dried Whey, Taurine, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product.

Guaranteed Analysis

Crude Protein (min)	16.00%
Crude Fat (min)	18.00%
Crude Fiber (max)	9.00%
Moisture (max)	10.00%
Ash (max)	5.00%
Magnesium (max)	0.10%
Taurine (min)	0.20%
Omega 6 (min)	6.50%
Omega 3 (min)	8.00%

Calorie Content

KCAL/TSP (calculated)	8
KCAL/KG (calculated)	3980



AvoDerm Natural Skin & Coat Shampoo 16 oz.

Thoroughly
cleans your
cat

- For beautiful shiny fur
- Helps relieve itching & scratching
- Rich in lather

Skin & Coat Shampoo

AvoDerm Natural Skin & Coat Shampoo for dogs and cats is a penetrating therapeutic shampoo formulated to help relieve scratching and itching caused by dry skin. AvoDerm Natural Shampoo helps renew the oils your pet's coat needs to stay shiny and healthy year-round.



A healthy skin and fur
on the outside.
Healthy cat on the inside.



AVODERM

N A T U R A L™

The Breeder's Choice Story

Breeder's Choice has been family operated since 1947. As cat lovers and experienced cat owners, we know that the condition of a cat's skin and fur is frequently a reflection of the cat's overall health, and that poor skin health can almost always be traced to dietary insufficiencies or imbalances. Fortunately, Breeder's Choice is located right in California, where the world's best avocados are found in abundance. Nutrient-rich avocados are an excellent balanced source of nutritional essentials for your cat's skin and fur health and good health in general.

Most cats show marked improvement in just 4-6 weeks.



Switching Your Cat to AvoDerm Natural

When switching to AvoDerm Natural, we recommend that you switch your cat over slowly. This is very important so that you don't disrupt your cat's digestive pattern. Changing foods will often cause vomiting or diarrhea if not done correctly. Therefore, we recommend a 5 day transition before you begin feeding AvoDerm Natural exclusively.

The switch is an easy transition that includes both AvoDerm Natural and your cat's old brand. For the first two days, feed 20% AvoDerm Natural and 80% of the old brand. For the next two days, feed 50% AvoDerm Natural and 50% of your cat's old brand. On day 5, feed 80% AvoDerm Natural and 20% of the old brand. On the 6th day, you can feel confident feeding AvoDerm Natural for the rest of your cat's life.

Breeder's Choice

Pet Foods, Inc., Irwindale, CA 91706
Made in U.S.A.

800.255-4AVO
www.avodermnatural.com



100% Satisfaction
Guaranteed!

