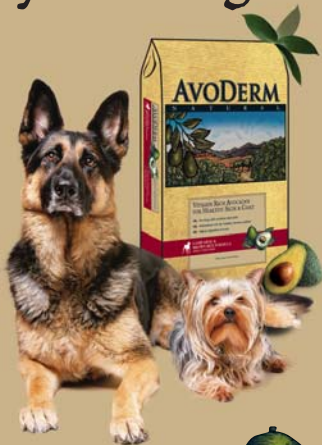


AVODERM

N A T U R A L ™



It's A Beautiful New
Day For Dog Food



A healthy skin and coat
on the outside.
Healthy dog on the inside.







100% Satisfaction Guaranteed

If for any reason you are dissatisfied with this product, return the unused portion to your AvoDerm Natural retailer for replacement or refund.



The largest, most exposed, most vulnerable organ your dog has is his skin and coat. Yes, your dog's skin and coat really do constitute an organ, performing many tasks vital to your dog'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 dog from, your dog's skin and coat have some exceptional nutritional needs in order to maintain their health.

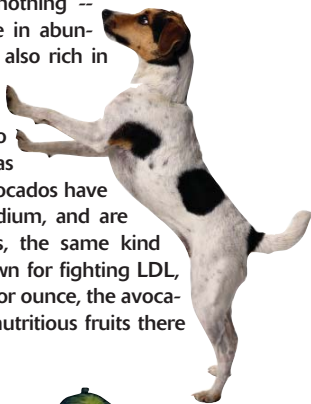
Where does the avocado come in?



The right nutrients in the right proportions are indispensable to keeping your dog's skin healthy. Remember, skin and coat problems are never just cosmetic. Symptoms such as hair loss, thinning hair, dullness, dry skin, thickened skin, matted coat, 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 dog's overall health than problems with its skin and coat. Fortunately, many of the nutrients your dog needs for a healthy skin and coat 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 coat 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.





Proven Formulas with Quality Ingredients

AvoDerm Natural provides quality protein sources that are ideal for puppies, adults and senior dogs with sensitivities to other protein sources. We use only quality ingredients in all our formulas to provide healthy, balanced levels of protein, fat, and nutrients for adult dogs - we never use by-products. High quality ingredients eliminate the need for unnecessary preservatives and additives - things your dog's diet definitely doesn't need. We use only vitamins E & C to ensure freshness and palatability in our foods. Feed AvoDerm Natural regularly to sustain the highest level of nutrition for your dog from the inside out.



Lower Stool Volume Benefits Everyone

Let's face it; cleaning up your dog's waste doesn't exactly qualify as quality time. We know you'd rather spend time having more fun with your dog. AvoDerm Natural provides your dog with high digestibility, using enzymes to help facilitate the digestive process. Enzymes in the food also help your dog's system absorb more vitamins and minerals. The results are lower stool volume and better nutrition for your dog - and less clean up for you!

Healthy Skin & Coat on the Outside Healthy on the Inside

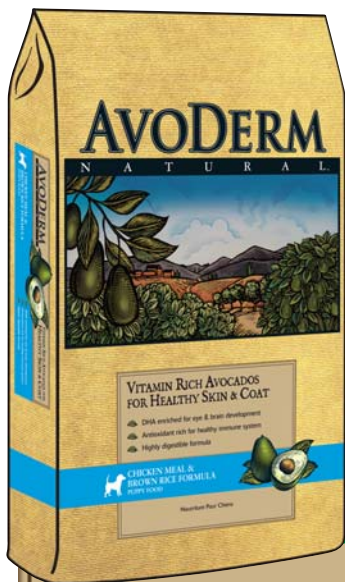
We created AvoDerm Natural formulas with California avocados so dogs could have a healthy skin and coat on the outside—and to keep them healthy on the inside. In fact, most pets that are fed a healthy diet of AvoDerm Natural show improvement in just 4–6 weeks...we guarantee it! Our AvoDerm Natural formulas put dogs on the right nutritional track, and keep them there.



AVODERM

N A T U R A L™

Natural Puppy



DHA enriched for healthy eye & brain development

Chicken & brown rice formula

Highly digestible formula

Antioxidant rich for healthy immune system

Select Ingredients

Chicken Meal, Ground Whole Brown Rice, Ground Whole Rice, Rice Bran, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Oat Bran, Avocado Meal, Flax Seed, Dried Alfalfa Meal, Avocado Oil, Herring Meal, Lecithin, Natural Flavor, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Methionine, Iron Proteinate, Manganese Proteinate, Copper Proteinate, Cobalt Proteinate, Niacin, Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, Biotin, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Iodate, Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Vitamin D3 Supplement.

Guaranteed Analysis

Crude Protein (min)	26.00%
Crude Fat (min)	16.00%
Crude Fiber (max)	4.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	3.45%
Omega-3 Fatty Acids (min)	0.19%

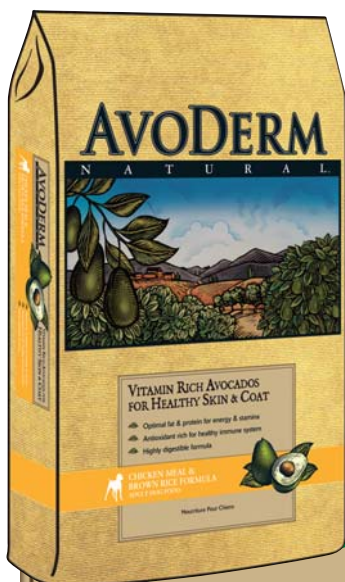
Calorie Content

KCAL/CUP (calculated)	372
KCAL/KG (calculated)	3560

Available sizes:
4.4, 17.5 & 35 lbs.



Natural Chicken Meal & Rice



Antioxidant rich for healthy immune system

Naturally Preserved

Loaded with skin & coat conditioners

Digestive Enzymes

Select Ingredients

Chicken Meal, Ground Whole Brown Rice, Ground Whole Rice, Oatmeal, Rice Bran, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Avocado Meal, Flax Seed, Dried Alfalfa Meal, Avocado Oil, Herring Meal, Lecithin, Natural Flavor, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Methionine, Iron Proteinate, Manganese Proteinate, Copper Proteinate, Cobalt Proteinate, Niacin, Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, Biotin, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Iodate, Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Vitamin D3 Supplement.

Guaranteed Analysis

Crude Protein (min)	23.00%
Crude Fat (min)	13.00%
Crude Fiber (max)	4.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	2.49%
Omega-3 Fatty Acids (min)	0.78%

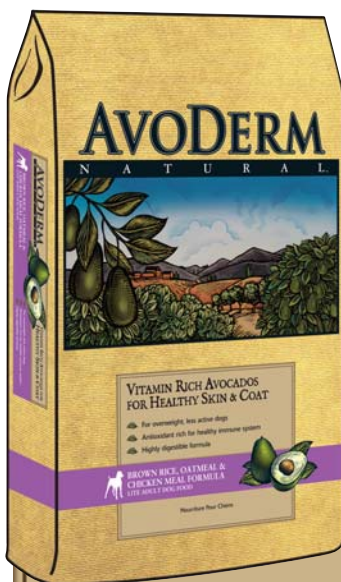
Calorie Content

KCAL/CUP (calculated)	360
KCAL/KG (calculated)	3450

Available sizes:
4.4, 17.5 & 35 lbs.



Natural Lite



Chicken protein
for great taste

For overweight,
less active
dogs

Highly
digestible
formula

Antioxidant
rich for healthy
immune system

Select Ingredients

Ground Whole Brown Rice, Oatmeal, Rice Bran, Chicken Meal, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Flax Seed, Avocado Meal, Dried Alfalfa Meal, Avocado Oil, Herring Meal, Lecithin, Natural Flavor, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Methionine, Iron Proteinate, Manganese Proteinate, Copper Proteinate, Cobalt Proteinate, Niacin, Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, Biotin, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Iodate, Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Vitamin D3 Supplement.

Guaranteed Analysis

Crude Protein (min)	18.00%
Crude Fat (min)	8.00%
Crude Fat (max)	9.00%
Crude Fiber (max)	5.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	1.90%
Omega-3 Fatty Acids (min)	0.12%

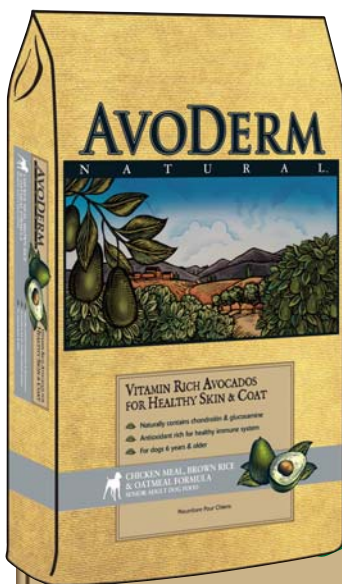
Calorie Content

KCAL/CUP (calculated)	298
KCAL/KG (calculated)	3070

Available sizes:
4.4, 16 & 30 lbs.



Natural Senior



Naturally contains
glucosamine &
chondroitin

For dogs 6
years & older

Antioxidant
rich for healthy
immune system

Digestive
enzymes for
complete
digestion

Select Ingredients

Chicken Meal, Ground Whole Brown Rice, Oatmeal, Ground Whole Rice, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Rice Bran, Chicken Cartilage (Natural Source of Chondroitin Sulfate and Glucosamine), Flax Seed, Herring Meal, Oat Bran, Avocado Meal, Dried Alfalfa Meal, Natural Flavor, Avocado Oil, Lecithin, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Methionine, Iron Proteinate, Manganese Proteinate, Copper Proteinate, Cobalt Proteinate, Niacin, Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, Biotin, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Iodate, Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Vitamin D3 Supplement.

Guaranteed Analysis

Crude Protein (min)	20.00%
Crude Fat (min)	10.00%
Crude Fiber (max)	6.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	2.27%
Omega-3 Fatty Acids (min)	0.39%
Chondroitin Sulfate (min)	2,000 mg/kg
Glucosamine (min)	1,000 mg/kg

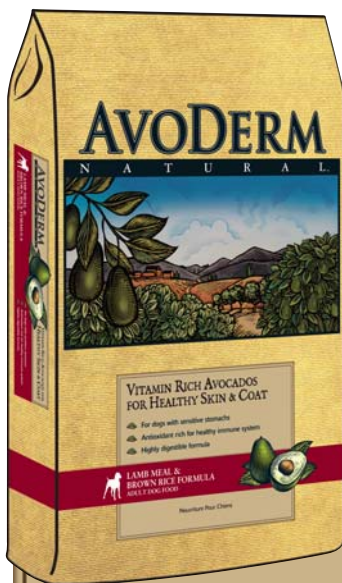
Calorie Content

KCAL/CUP (calculated)	340
KCAL/KG (calculated)	3150

Available sizes:
4.4, 17.5 & 35 lbs.



Natural Adult Lamb Meal & Rice



Antioxidant
rich for healthy
immune system

Naturally
Preserved

Loaded with
skin & coat
conditioners

Digestive
Enzymes

Select Ingredients

Lamb Meal, Ground Whole Brown Rice, Ground Whole Rice, Oatmeal, Rice Bran, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Flax Seed, Avocado Meal, Dried Alfalfa Meal, Avocado Oil, Lecithin, Natural Flavor, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Bacillus Subtilis Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Methionine, Iron Proteinate, Manganese Proteinate, Copper Proteinate, Cobalt Proteinate, Niacin, Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, Biotin, Pyridoxine Hydrochloride (Source of Vitamin B6), Calcium Iodate, Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Vitamin D3 Supplement.

Guaranteed Analysis

Crude Protein (min)	20.00%
Crude Fat (min)	11.00%
Crude Fiber (max)	3.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	2.26%
Omega-3 Fatty Acids (min)	0.76%

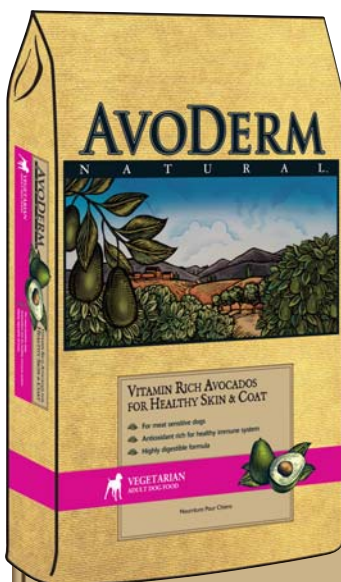
Calorie Content

KCAL/CUP (calculated)	341
KCAL/KG (calculated)	3753

Available sizes:
4.4, 17.5 & 35 lbs.



Natural Vegetarian



For meat sensitive dogs

Made with potatoes, avocados, carrots & peas

Highly digestible formula

Antioxidant rich for healthy immune system

Select Ingredients

Ground Whole Rice, Soy Flour, Ground Pearled Barley, Canola Oil (Preserved with Mixed Tocopherols), Avocado Meal, Dicalcium Phosphate, Calcium Carbonate, Potatoes, Avocado Oil, Carrots, Peas, Flax Seed, Dried Kelp, Salt, Choline Chloride, Lecithin, Garlic Oil, Dried Garlic Powder, Dried Onion Powder, Dried Yucca Schidigera, Vitamin A Supplement, Vitamin D3 Supplement, Vitamin E Supplement, Vitamin B12 Supplement, Niacin, D-Calcium Pantothenate, Riboflavin Supplement (Source of Vitamin B Complex), Pyridoxine Hydrochloride (Source of Vitamin B6), Thiamine Mononitrate (Source of Vitamin B1), Folic Acid, Biotin, Zinc Sulfate, Zinc Proteinate, Ferrous Sulfate, Ferrous Proteinate, Copper Sulfate, Copper Proteinate, Manganese Sulfate, Manganese Proteinate, Calcium Iodate, Sodium Selenite.

Guaranteed Analysis

Crude Protein (min)	18.00%
Crude Fat (min)	8.00%
Crude Fiber (max)	4.00%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	2.43%
Omega-3 Fatty Acids (min)	0.81%

Calorie Content

KCAL/CUP (calculated)	324
KCAL/KG (calculated)	3753

Available sizes:
4.4 & 17.5 lbs.



AvoDerm Natural

Puppy Can

Select Ingredients

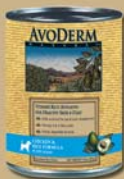
Chicken, Chicken Broth, Ocean Fish, Chicken Liver, Ground Whole Rice, Flax Seed, Avocado Oil, Lecithin, Guar Gum, Kelp, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min)	9.00%
Crude Fat (min)	5.00%
Crude Fiber (max)	1.50%
Moisture (max)	78.00%
Omega-6 (min)	1.11%
Omega-3 (min)	0.36%

Calorie Content

KCAL/CAN (calculated)	451
KCAL/KG (calculated)	1204



Adult Chicken & Rice Can

Select Ingredients

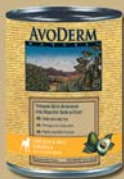
Chicken, Chicken Broth, Ground Whole Rice, Chicken Liver, Ocean Fish, Flax Seed, Lecithin, Kelp, Salt, Potassium Chloride, Guar Gum, Avocado Oil, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min)	8.00%
Crude Fat (min)	7.00%
Crude Fiber (max)	1.50%
Moisture (max)	78.00%
Omega-6 (min)	1.38%
Omega-3 (min)	0.30%

Calorie Content

KCAL/CAN (calculated)	464
KCAL/KG (calculated)	1239



Lite Can

Select Ingredients

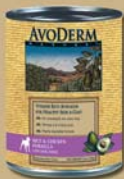
Chicken Broth, Ground Whole Rice, Chicken, Chicken Liver, Ocean Fish, Carrots, Potatoes, Flax Seed, Guar Gum, Kelp, Peas, Avocado Oil, Canola Oil, Lecithin, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min)	5.00%
Crude Fat (min)	3.00%
Crude Fat (max)	4.50%
Crude Fiber (max)	5.00%
Moisture (max)	78.00%
Omega-6 (min)	0.85%
Omega-3 (min)	0.23%

Calorie Content

KCAL/CAN (calculated)	323
KCAL/KG (calculated)	861



AVODERM

N A T U R A L

13.2 oz. Cans

Lamb & Rice Can

Select Ingredients

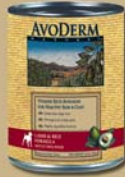
Lamb, Lamb Broth, Ground Whole Rice, Lamb Liver, Dried Eggs, Flax Seed, Lecithin, Guar Gum, Calcium Carbonate, Kelp, Avocado Oil, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min) 8.50%
Crude Fat (min) 8.00%
Crude Fiber (max) 1.50%
Moisture (max) 78.00%
Omega-6 (min) 0.79%
Omega-3 (min) 0.36%

Calorie Content

KCAL/CAN (calculated) 519
KCAL/KG (calculated) 1386



Vegetarian Can

Select Ingredients

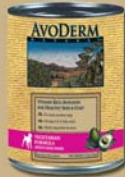
Water, Soybean Meal, Ground Whole Rice, Potatoes, Carrots, Canola Oil, Ground Barley, Peas, Calcium Carbonate, Tomato Paste, Salt, Avocado Oil, Lecithin, Flax Seed, Kelp, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

Crude Protein (min) 7.50%
Crude Fat (min) 4.00%
Crude Fiber (max) 2.00%
Moisture (max) 74.00%
Omega-6 (min) 0.93%
Omega-3 (min) 0.39%

Calorie Content

KCAL/CAN (calculated) 461
KCAL/KG (calculated) 1231



Original Can

Select Ingredients

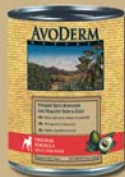
Lamb, Chicken Broth, Chicken, Ground Whole Rice, Chicken Liver, Ocean Fish, Carrots, Potatoes, Flax Seed, Avocado Oil, Lecithin, Kelp, Guar Gum, Plus Essential Vitamins and Minerals.

Guaranteed Analysis

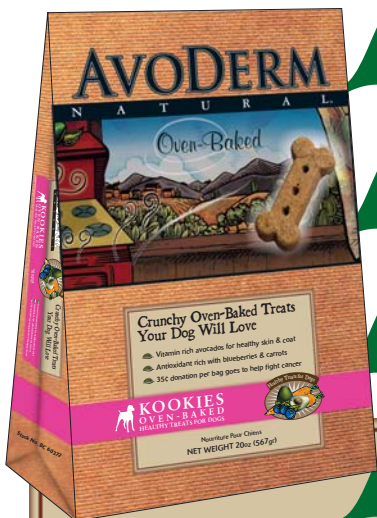
Crude Protein (min) 8.00%
Crude Fat (min) 5.50%
Crude Fiber (max) 1.50%
Moisture (max) 78.00%
Omega-6 (min) 1.00%
Omega-3 (min) 0.38%

Calorie Content

KCAL/CAN (calculated) 504
KCAL/KG (calculated) 1346



Oven-Baked Kookies



Crunchy for healthy teeth & gums

Tasty treats your dog will love

35¢ donation per bag go to help fight breast cancer

Made with avocados, blueberries & carrots

Why Donate to the Susan G. Komen Breast Cancer Foundation?

For more than 20 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community based outreach programs. The Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants, supporting education, provide screening, and implementing treatment projects in communities around the world.

We're honored to help them fight this disease and you can help too—we donate 35¢ for every bag of Avoderm Oven-Baked Kookies you purchase, so give the dog you love a healthy treat while letting someone else feel the love too!

Select Ingredients

Ground Whole Brown Rice, Lamb Meal, Ground Whole White Rice, Oatmeal, Rice Flour, Natural Flavor, Flax Seed, Avocado Meal, Herring Meal, Canola Oil, Avocado Oil, Blueberries, Carrots, Rosemary Extract, Sage Extract, Lecithin.

Guaranteed Analysis

Crude Protein (min)	18.00%
Crude Fat (min)	7.50%
Crude Fiber (max)	3.50%
Moisture (max)	10.00%
Omega-6 Fatty Acids (min)	1.25%
Omega-3 Fatty Acids (min)	0.30%

Calorie Content

KCAL/TREAT (calculated) 52
 KCAL/KG (calculated) 3376

Available size:
 20 oz.



Natural Booster 1 lb.

Just sprinkle
on food

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

Select Ingredients

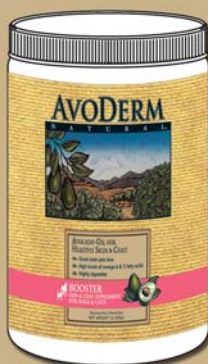
Flax Seed, Toasted Oats, Dried Liver, Pea Fiber, Dehydrated Vegetable Mix (Ground Carrot Flakes, Ground Dried Red & Green Bell Peppers, Ground Dried Broccoli, Ground Dried Peas, Ground Tomato Flakes, Ground Dried Celery, Ground Dried Garlic, Ground Dried Spinach, Ground Dried Parsley), Calcium Carbonate, 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



Natural Skin & Coat Shampoo 16 oz.

Thoroughly
cleans your
dog

- **For beautiful shiny coat**
- **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.



AVODERM

N A T U R A L™

AVODERM

N A T U R A L™

The Breeder's Choice Story

Breeder's Choice has been family operated since 1947. As dog lovers and experienced dog owners, we know that the condition of a dog's skin and coat is frequently a reflection of the dog'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 dog's skin and coat health and good health in general.

Put our quality, innovation, and dedication to work for you and your dog—put your trust in AvoDerm Natural!



Switching Your Dog to AvoDerm Natural

When switching to AvoDerm Natural, we recommend that you switch your dog over slowly. This is very important so that you don't disrupt your dog'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 dog'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 dog'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 dog'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!