

# 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.





The largest, most exposed, most vulnerable organ your dog has is their 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.

## Natural and Nutritious with Wholesome Goodness Baked In

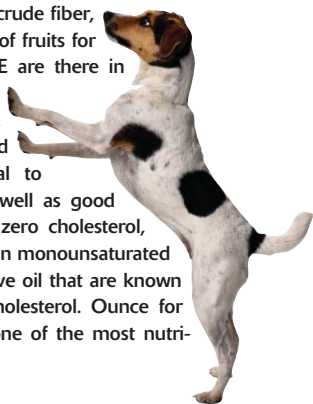


As dog lovers and experienced dog owners ourselves, we know how important it is to you to make the best choices when it comes to feeding your dog. You want good nutrition and natural ingredients, that's why we came up with Oven-Baked formulas for your dog...they're slow-cooked, nutritionally dense, easy to digest, and made with vitamin rich avocados for a healthy skin and coat.

Why oven-baking? The oven-baking process takes a little longer than regularly prepared dog food, but it's worth every extra minute because this slow-cooking process keeps the integrity of all our fine ingredients fully intact. Oven-Baked products are a great nutritional alternative for dogs with sensitive stomachs.

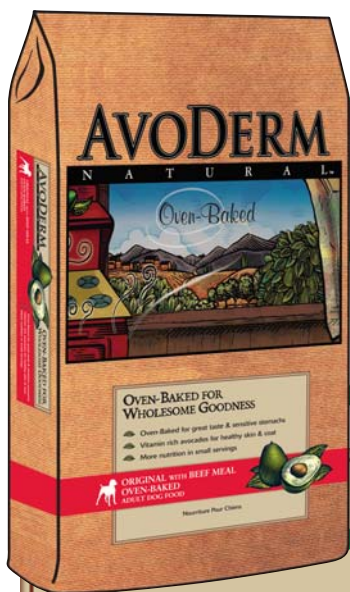
## What's so great about avocados?

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.



**AVODERM**  
N A T U R A L

# Oven-Baked Original



Oven-Baked  
for sensitive  
stomachs

Beef meal  
as the protein  
source

Highly  
digestible  
formula

Slow  
cooked to  
perfection

## Select Ingredients

Ground Whole Wheat Flour, Beef Meal, Ground Whole Rice, Avocado Oil, Soybean Oil, Avocado Meal, Lecithin, Flax Seed, Herring Meal, Dried Kelp, Dried Alfalfa Meal, Potassium Chloride, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopheryl Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Manganese Amino Acid Chelate, Copper Amino Acid Chelate, Cobalt Amino Acid Chelate, Niacin, Ascorbic Acid (Source of Vitamin C), 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) .....	8.00%
Crude Fiber (max) .....	4.00%
Moisture (max) .....	10.00%
Omega 6 Fatty Acids (min) .....	2.30%
Omega 3 Fatty Acids (min) .....	0.87%

## Calorie Content

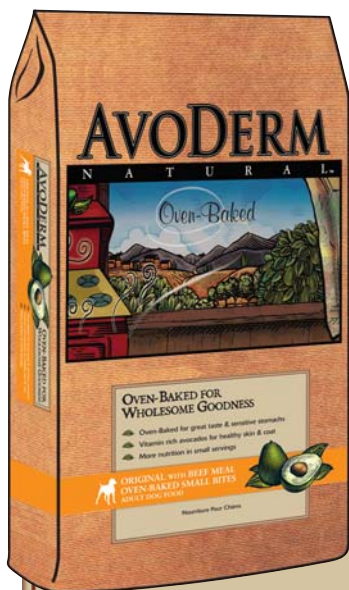
KCAL/CUP (calculated)	430
KCAL/KG (calculated)	3558

## Available sizes:

1.5, 4.4, 15 & 30 lbs.



# Oven-Baked Original Small Bites



Oven-Baked  
for sensitive  
stomachs

Beef meal  
as the protein  
source

More food  
in smaller  
servings

Slow  
cooked to  
perfection

## Select Ingredients

Ground Whole Wheat Flour, Beef Meal, Ground Whole Rice, Avocado Oil, Soybean Oil, Avocado Meal, Lecithin, Flax Seed, Herring Meal, Dried Kelp, Dried Alfalfa Meal, Potassium Chloride, Monosodium Phosphate, Choline Chloride, Ferrous Sulfate, DL-Alpha Tocopheryl Acetate (Source of Vitamin E), Zinc Oxide, Sodium Selenite, Manganous Oxide, Riboflavin Supplement (Source of Vitamin B Complex), Copper Sulfate, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Manganese Amino Acid Chelate, Copper Amino Acid Chelate, Cobalt Amino Acid Chelate, Niacin, Ascorbic Acid (Source of Vitamin C), 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) .....	8.00%
Crude Fiber (max) .....	4.00%
Moisture (max) .....	10.00%
Omega 6 Fatty Acids (min) .....	2.30%
Omega 3 Fatty Acids (min) .....	0.87%

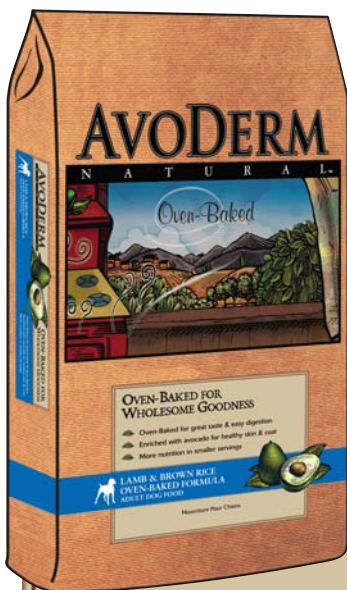
## Calorie Content

KCAL/CUP (calculated)	430
KCAL/KG (calculated)	3558

Available sizes:  
4.4 & 15 lbs.



# Oven-Baked Lamb & Brown Rice



Oven-Baked  
for sensitive  
stomachs

Made with  
real lamb  
meat

More food  
in smaller  
servings

Slow  
cooked to  
perfection

## Select Ingredients

Lamb, Ground Whole Brown Rice, Lamb Meal, Ground Whole Rice, Oatmeal, Canola Oil (Preserved with Mixed Tocopherols), Flax Seed, Avocado Meal, Avocado Oil, Natural Flavor, Tomato Pomace, Vitamin E Supplement, Dried Alfalfa Meal, Lecithin, Rosemary Extract, Sage Extract, Bromelain, Papain, Dried Aspergillus Oryzae Fermentation Product, Dried Bacillus Subtilis Fermentation Product, Potassium Chloride, Dicalcium Phosphate, Calcium Carbonate, Choline Chloride, Zinc Oxide, Zinc Amino Acid Chelate, Iron Sulfate, Vitamin A Acetate, Vitamin D3 Supplement, Manganous Oxide, Vitamin E Supplement, Vitamin B12 Supplement, Copper Sulfate, Manganese Amino Acid Chelate, Copper Amino Acid Chelate, Riboflavin Supplement (Source of Vitamin B Complex), Niacin, Calcium Pantothenate, Folic Acid, Pyridoxine Hydrochloride (Source of Vitamin B6), Thiamine Mononitrate (Source of Vitamin B1), Biotin, Calcium Iodate, Sodium Selenite, Cobalt Carbonate.

## Guaranteed Analysis

Crude Protein (min)	21.00%
Crude Fat (min)	10.00%
Crude Fiber (max)	3.50%
Moisture (max)	10.00%
Omega 6 Fatty Acids (min)	1.40%
Omega 3 Fatty Acids (min)	0.40%

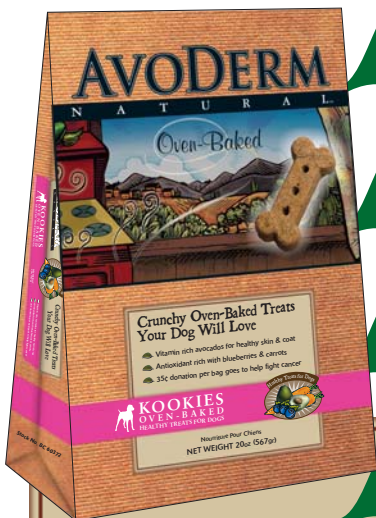
## Calorie Content

KCAL/CUP (calculated)	486
KCAL/KG (calculated)	3323

**Available sizes:**  
1.5, 4.4, 15 & 30 lbs.



# Oven-Baked Kookies



Crunchy for healthy teeth & gums

Tasty treats your dog will love

35¢ donation per bag goes 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 (Preserved with Mixed Tocopherols), 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.



## AvoDerm Natural Booster 1 lb.

Just sprinkle  
on food

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

### Select Ingredients

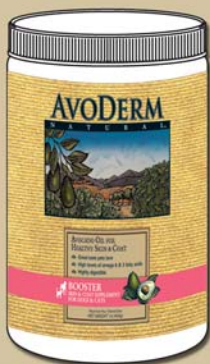
Flax Seed, Toasted Oats, Dried Liver, Pea Fiber, Dehydrated Vegetable Mix (Ground Carrot Flakes, Ground Dried Red & Green Bell Peppers, Ground Dried Broccoli, Ground Dried Peas, Ground Tomato Flakes, Ground Dried Celery, Ground Dried Garlic, Ground Dried Spinach, Ground Dried Parsley), Calcium Carbonate,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



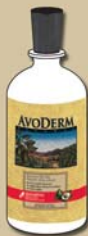
## AvoDerm Natural Skin & Coat Shampoo 16 oz.

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.



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



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## 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.

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



## Switching Your Dog to AvoDerm Oven-Baked

When switching to AvoDerm Oven-Baked, 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 Oven-Baked exclusively.

The switch is an easy transition that includes both AvoDerm Oven-Baked and your dog's old brand. For the first two days, feed 20% AvoDerm Oven-Baked and 80% of the old brand. For the next two days, feed 50% AvoDerm Oven-Baked and 50% of your dog's old brand. On day 5, feed 80% AvoDerm Oven-Baked and 20% of the old brand. On the 6th day, you can feel confident feeding AvoDerm Oven-Baked 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](http://www.avodermnatural.com)



100% Satisfaction  
*Guaranteed!*