

*Breeder's Choice*<sup>®</sup>  
CARE • INNOVATION • PURITY



All dogs run on  
**Healthy Joints.**



***Active Care***<sup>®</sup>

PATENTED

HEALTHY JOINT FORMULAS AND TREATS



## Your dog's joints... to know them is to love them.

Your dog's body includes dozens of joints, all protected and fitting together perfectly because of the vital spongy cartilage that coats each moving part. The cartilage provides lubrication, acts as the joints' shock absorbers, and prevents the bones' hard, rough surfaces from coming into contact. It's the smooth function of your dog's joints that allow the thousands of movements, large and small, that get them through the day.

### Which ages first, your dog or their joints?



It's actually the cartilage that ages, to devastating effect. Even while your dog seems quite young and vital, the cells in her joints that make substances called GAGs have already begun to fail. Chondroitin sulfate, glucosamine, and hyaluronic acid are some of the GAGs that provide the cartilage with its basic structural materials. Ironically, your dog's heart, lungs and muscles are all perfectly healthy from their years of running around. But without chondroitin sulfate, their cartilage erodes, and their joints begin to feel every movement. Physical activity loses its appeal. Your dog becomes more sedentary. Eventually, the good health the rest of their body enjoyed deteriorates along with their ability to move.

### Will certain breeds always end up in pain?

Until recently there was nothing to do but wait for it. Especially for many large breeds including shepherds and retrievers, and long-backed breeds such as dachshunds and bassets, hip, joint, and back problems always seem to come too soon, and their severity can sometimes be heartbreaking. But now, the role of cartilage supplementation including chondroitin sulfate and glucosamine is understood. Now you can take some safe simple steps throughout the life of your dog to delay for years the onset of joint problems, substantially lessen their severity and, most importantly, start to reverse the damage that has already occurred.

# Active Care® food

*The easiest, most economical way to care for your dog's joints. It's an excellent food for all ages of dogs, and contains skin and coat nutrients.*



## Active Care®

### LAMB AND BROWN RICE DRY DOG FOOD

#### Lamb & Brown Rice Food:

Brown Rice, Lamb Meal, Bovine Cartilage, Canola Oil, Flax Seed, Dicalcium Phosphate, Calcium Carbonate, Salt, Grapeseed Oil, Potassium Chloride, Monosodium Phosphate, Choline Chloride, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Sodium Selenite, Riboflavin Supplement (Vitamin B2), Copper Sulfate, Amino Acid Chelates of Zinc, Iron, Manganese, Copper and Cobalt, Niacin, Ascorbic Acid (Source of Vitamin C), Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, D-Biotin Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.

#### GUARANTEED ANALYSIS - LAMB AND BROWN RICE DRY DOG FOOD

Crude Protein . . . . .	(Min.)	22.0%
Crude Fat . . . . .	(Min.)	12.0%
Crude Fiber . . . . .	(Max.)	3.0%
Moisture . . . . .	(Max.)	10.0%
Chondroitin Sulfate . . . . .	(Min.)	4,000 mg/kg
Chondroitin Sulfate . . . . .	(Min.)	400 mg/cup
Glucosamine . . . . .	(Min.)	2,000 mg/kg
Glucosamine . . . . .	(Min.)	200 mg/cup
Calorie Content . . . . .	(Calculated)	3577 kcal/kg
Calorie Content . . . . .	(Calculated)	365 kcal/cup

#### FEEDING INSTRUCTIONS

Your dog's nutritional requirements will vary according to age, breed, environment and activity levels. Feed puppies 2 to 3 times per day, according to weight of dog. Feed adult and senior dogs once per day or divide equal portions and feed twice per day. When switching to ACTIVE CARE® gradually increase the amount of ACTIVE CARE® while decreasing the previous food, over a 5 to 7 day period.

*The easiest, most economical way to care for your dog's joints. It's an excellent food for all ages of dogs, and contains skin and coat nutrients.*



## **Active Care®**

### **CHICKEN AND BROWN RICE DRY DOG FOOD**

#### Chicken and Brown Rice Food:

Brown Rice, Chicken Meal, Bovine Cartilage, Chicken Fat (Preserved with Mixed Tocopherols and Ascorbic Acid), Flax Seed (Source of Omega 3 Fatty Acids), Dried Egg Product, Dicalcium Phosphate, Calcium Carbonate, Salt, Grapeseed Oil, Potassium Chloride, Monosodium Phosphate, Choline Chloride, DL-Alpha Tocopherol Acetate (Source of Vitamin E), Sodium Selenite, Riboflavin Supplement (Vitamin B2), Copper Sulfate, Amino Acid Chelates of Zinc, Iron, Manganese, Copper and Cobalt, Niacin, Ascorbic Acid (Source of Vitamin C), Vitamin B12 Supplement, Vitamin A Supplement, Calcium Pantothenate, D-Biotin Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.

#### **GUARANTEED ANALYSIS - CHICKEN AND BROWN RICE DRY DOG FOOD**

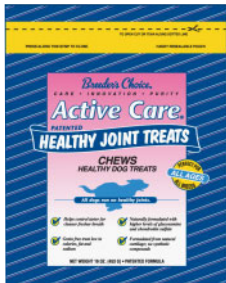
Crude Protein . . . . .	(Min.)	25.0%
Crude Fat . . . . .	(Min.)	15.0%
Crude Fiber . . . . .	(Max.)	3.0%
Moisture . . . . .	(Max.)	10.0%
Chondroitin Sulfate . . . . .	(Min.)	4,000 mg/kg
Chondroitin Sulfate . . . . .	(Min.)	400 mg/cup
Glucosamine . . . . .	(Min.)	2,000 mg/kg
Glucosamine . . . . .	(Min.)	200 mg/cup
Calorie Content . . . . .	(Calculated)	3725 kcal/kg
Calorie Content . . . . .	(Calculated)	380 kcal/cup

#### **FEEDING INSTRUCTIONS**

Your dog's nutritional requirements will vary according to age, breed, environment and activity levels. Feed puppies 2 to 3 times per day, according to weight of dog. Feed adult and senior dogs once per day or divide equal portions and feed twice per day. When switching to ACTIVE CARE® gradually increase the amount of ACTIVE CARE® while decreasing the previous food, over a 5 to 7 day period.

# Active Care® treats

*If you want to treat your dog, why not treat them to healthy joints, too.*



## Active Care® BISCUITS AND CHEWS

**Active Care®** treats, biscuits or chews, are delicious snacks, low in fat, calories and sodium. Your dog will love them because they taste great, and you will love knowing you are taking care of her joints every time you give her a treat. Both contain grapeseed oil for healthy skin and coat, too.

### Biscuits:

Wheat Flour, Bovine Cartilage, Bovine Trachea, Bovine Connective Tissue, Lamb Meal, Ground Rice, Rice Flour, Chicken Fat (Preserved with Mixed Tocopherols), Oat Meal, Ground Wheat, Dried Whole Egg, Lecithin, Salt, Fish Meal, Dried Whey, Wheat Germ Meal, Grapeseed Oil, Dehydrated Alfalfa Meal, Flax Seed, Plus Essential Vitamins and Minerals.

### Chews:

Bovine Cartilage, Bovine Trachea, Bovine Connective Tissue, Beef Liver, Grapeseed Oil, Ascorbic Acid (source of Vitamin C), DL-Alpha Tocopherols Acetate (source of Vitamin E).

### GUARANTEED ANALYSIS - ACTIVE CARE BISCUITS

Crude Protein	.....(Min.)	15.0%
Crude Fat	.....(Min.)	5.0%
Crude Fiber	.....(Max.)	3.5%
Moisture	.....(Max.)	10.0%
Chondroitin Sulfate	.....(Min.)	555 mg/bis
Glucosamine	.....(Min.)	120 mg/bis
Caloric Content	.....(Calculated)	93 kcal/bis

### GUARANTEED ANALYSIS - ACTIVE CARE CHEWS

Crude Protein	.....(Min.)	78.0%
Crude Fat	.....(Min.)	3.0%
Crude Fat	.....(Max.)	5.0%
Crude Fiber	.....(Max.)	1.5%
Moisture	.....(Max.)	10.0%
Chondroitin Sulfate	.....(Min.)	1100 mg/chew
Glucosamine	.....(Min.)	200 mg/chew
Caloric Content	.....(Calculated)	28 kcal/chew

# Testimonials



## **Prince, a chow, with severely arthritic knees.**

*"Since taking his daily treats, our Chow Chow, "Prince Charming", enthusiastically looks forward to his walks. He is always at the door ready to go and trots proudly ahead of his younger companion, "BeauNoir."*

Joan Greenwood, Long Beach, CA

## **Amber, a shepherd mix, with hip dysplasia and arthritis in the knee.**

*"She now jumps up quickly and she even leads me to the door."*

Helen Feliciano, Long Beach, CA

## **Bogart, a miniature poodle, with severe disc disease.**

*"He would walk with his back arched and cry with pain every morning. Now this 14 year old dog jumps up on his hind legs like he did when he was a puppy."*

Dr. Linda Mills, Long Beach, CA

## **J.J., a 14 year old Chocolate Lab, suffers joint discomfort from his old age.**

*"He follows us around like a puppy in the morning and at night just waiting to get his chew which is super palatable."*

Fawnhaven Labs, Snohomish, WA

# Natural bovine cartilage means healthy joints and a happy dog.

*Available in food, chews or biscuits.*

What makes the **Active Care**® system different is natural bovine cartilage and our patented method of obtaining it. Many dog foods have taken an easy leap onto the healthy joint bandwagon by adding varying amounts of synthetic forms of chondroitin and glucosamine, and then claiming to promote good joint health. Natural bovine cartilage provides the all-important GAGs in an all natural stable form so there are no chemical side effects. With natural bovine cartilage, **Active Care**® was specifically created to maintain good joint health.

## Why is natural cartilage so important?

All **Active Care**® products are made with natural cartilage because they provide complete joint nutrition with substantially more total GAGs and other nutrients healthy joints need. Natural bovine cartilage provides significantly higher quantities of all the GAGs including glucosamine, chondroitin sulfate, and hyaluronic acid to supply the cartilage cells with the building blocks they need to help re-build joints.

In their natural unprocessed form, these nutrients are easy for your dog's system to recognize and absorb. Because they come in chews, biscuits and food you'll find, you can easily make good joint health part of your dog's daily routine. These are all quality treats and foods, low in fat and sodium, that your dog will love everyday. No pills, no powders, no forgetting. With **Active Care**® healthy joints are a natural.

***It's never too soon. Never too late.***

### **PUPPIES**

*Get your puppy's joints started right by providing complete, natural nutrition while they form and grow.*

### **ADULTS**

*Adulthood can mean the slow silent beginning of joint problems. Good joint nutrition can delay their onset for years.*

### **SENIORS**

*Your dog will be moving more comfortably, with greater ease and less pain. Some see results in just a few weeks! Active Care® works in conjunction with their vet's prescribed therapy.*

**100% SATISFACTION GUARANTEED.**

# Breeder's Choice®

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## **Active Care®**

All dogs run on healthy joints.

Breeder's Choice was started by our family over 50 years ago and is still family owned and operated. Because we're dog lovers and experienced dog owners, we have seen first hand and many times how even well-cared-for dogs can have their happiest years brought to a painful and premature end because of degenerating joints.

We created **Active Care®** chews, biscuits and food with natural bovine cartilage, trachea, and connective tissue, with the highest levels of unprocessed chondroitin and glucosamine, to develop, maintain and repair the joints. It's for all breeds at all ages, naturally formulated with skin and coat conditioners, and makes taking good care of your dog's joints absolutely effortless.

Make **Active Care®** part of your dog's daily diet and give them all the happy, carefree years they deserve.

April 2002

Made by  
Breeder's Choice®  
Pet Foods, Inc.  
Irwindale, CA 91706  
Made in U.S.A.

### Questions?

Call 1.800.255.4286

Visit: [www.breeders-choice.com](http://www.breeders-choice.com)

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Patented