



## Why You Should Buy Your Food from Your Veterinarian

There are three factors that affect a pet's quantity and quality of life. Genetics, Environment and Nutrition. We can't do much about the genetics our pets are born with. We can definitely try to ensure that their environment is safe and supportive of a comfortable lifestyle with healthy habits like exercise and mental stimulation. The one thing we have almost complete control over (okay, there are always going to be those it-fell-on-the-floor dietary indiscretions), is nutrition.



We are not a pet store. While we may sell a few odds and ends, our focus is on the health and wellbeing of your pet. Our veterinarians study nutrition in school, as do our Registered Veterinary Technicians/Technologists, because it is such a major contributing factor to the overall health and wellbeing of animals.

We don't have special deals with companies to sell their food – we carefully choose our nutrition partners based on their scientific approach, food palatability, reliability of their claims, commitment to their products, and – of course – value for money.

We want high quality nutrition to be affordable for all pet owners – and it can be!



The thing is, we don't worry about ingredients nearly as much as we worry about nutrients – that's the true test. We know that people get concerned about ingredient lists because of the way they are written – it can be so deceiving. Most people don't know that "chicken meal" can often be much more nutritious than "chicken." Understanding the confusing definitions helps you to get past the marketing that many companies use.

We wish it was simpler for our pet owners to identify foods that made sense for their pets. It shouldn't be such a game and we recognize that the choices out there are literally endless. Even celebrities have started endorsing pet foods, which hurts a little, because we are pretty sure we know more about pet nutrition than they do!!

We can't cover everything in this letter to you – so here are the main points explaining why you should consider buying your pet's food from your veterinarian.

**Quality** – it is extremely important to us that we are working with companies who have longevity in the world of pet nutrition, and take pride in the products they create. They source ingredients from known

and trusted sources and do quality assurance to confirm that the food is exactly as promised. They guarantee their products so that, if we are not seeing the results we want, you can exchange it or return it for something that makes sense. Of course, quality is also reflected in innovation and we appreciate that there are certain companies dedicated to the science of what is possible – through nutrition – for the prevention and management of health concerns and diseases through all stages of life.

**Evidence-Based Claims** – We are scientists after all! We don't like false claims – and the pet food industry is full of them. Don't tell me what it's going to do, prove it! Just because you toss a few cranberries in the bag, it doesn't mean the food will magically help with urinary health. Where is the science to back it up? Scientific formulation is critical. It's not just about the ingredients, it's about how they work together, the recipe and the instructions with the variables. Where is the evidence that the ingredients chosen are providing the nutrients necessary to result in the changes promised?! **SHOW US THE STUDIES!** (by the way... we read the studies, so you don't have to!)



**Value for Money** – At the end of the day, we are not selling pet food to get rich. We are not selling it for the sake of selling. We are not a retail store. We stock foods that make sense, to keep the pets in our care happy and healthy. We love being able to carry affordable foods to maintain your healthy pets. What do we mean by affordable? Dollars per day. Think, a cup of coffee! Now, isn't that investment worth it to avoid issues down the road? We also want to point out that, just because a food is expensive, it doesn't mean it is nutritious. Countless "premium" foods have been under fire for false claims, recalls and literally causing health issues in pets due to their poor nutrient profiles. Consider that just because a pet food says they are "premium" it doesn't mean they have met any special criteria.

**Results** – Let's be honest – what's the point in telling you a food is going to help with a condition (like obesity) if it's going to fail. You know where to find us! You'll hold us accountable and we know it! Whether it's a shiny coat or perfect poops, we carry foods that boost strong nutrient profiles with supplementation of antioxidants, immune-system boosters, fatty acids and even flavor enhancers, all so that you get results you can - literally – see.



**Palatability** – No matter what, we are still talking about identifying foods pets will find tasty. We all know pets have odd tastes (have you seen the stuff they try to eat?). Their palates vary just like ours do and so we need tasty foods with flavour and texture options. The companies we work with enable us to identify foods your pet should love, while not penalizing you if they don't. They make trying something new easy so you don't have to worry about your pet's discerning taste.

**Tailored Nutrition** – It's our job to know your pet and based on their species, age, size, breed and health considerations, make recommendations that work to meet their current and future goals! Whether a food for general wellbeing, a food to proactively prevent or a food specifically focused on disease management or treatment, we have options that make sense. We also have board-certified veterinary nutritionists at the ready to support us with those especially tough cases when pets have multiple health conditions with competing requirements.

You love your pet, so why not make nutrition a priority? We're not saying you can't use unhealthy treats to show your affection, but choose their everyday food in a way that takes responsibility for their wellbeing. You won't be sorry!

Most Veterinary approved diets are available through our online store!

Please use this link or contact the clinic if you are interested in signing up for our VetStore.

<https://www.myvetstore.ca/napaneevet>

