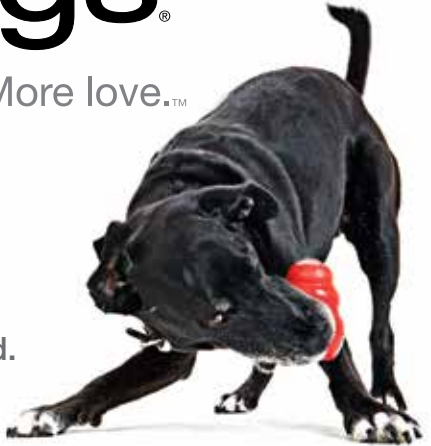


# JustFood ForDogs®

More life. More years. More love.™

A simple guide to feeding  
your dog the world's best food.



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# A JustWelcome

*“Congratulations on taking the first step in transitioning your dog to the best food you can provide. At JustFoodForDogs we know that picking the right dog food is no easy task; after all, your dog’s daily diet helps determine his health, happiness, energy level, and even the size and frequency of his vet bills. We believe that the two most important things you should look for in any dog food are ingredient quality and nutritional balance, and that’s why we put together this guide for you to take home, look over, and feel confident that JFFD is the right choice for your dog.*”

*We also thought it would be helpful to share the most common questions (and our answers) regarding the transition to a whole food diet so that your experience is effortless and smooth. If you have any questions, however, that we didn’t include in this guide, please don’t hesitate to contact us and we will be happy to help.*

*We welcome you and your dog to the JFFD family.”*

- Shawn Buckley, Founder JustFoodForDogs



Newport Beach



West Hollywood



Manhattan Beach



Sherman Oaks

# JustUs

We are proud to say that we are the creators of the “world’s first dog kitchen.” Designed and built to focus entirely on canine nutrition and wellness, we began our business in 2010 with one simple, primary objective - to increase the length and quality of life for as many dogs as possible through a nutritionally balanced, whole food diet.

With locations in West Hollywood, Sherman Oaks, Manhattan Beach, Newport Beach, Capistrano Beach and more to come we have every intention of changing as many canine lives as possible. We also ship all of our products nationwide via orders placed on our online store: [JustFoodForDogs.com](http://JustFoodForDogs.com).

All of our food and treats are made by hand in small batches, our ingredients are locally sourced and of course we are proud to say, “Made in USA”.



Dr. John Tegzes  
VMD, Dipl. ABVT  
Director of Veterinary Nutrition & Education

Dr. Oscar Chavez  
BVetMed MRCVS,  
Chief Medical Officer

# JustVets

Our diets are veterinarian formulated and our line of prescription diets are used by veterinary specialists to effectively manage disease. We have two on-staff veterinarians, Dr. John Tegzes VMD, Dipl. ABVT, professor of toxicology, and Dr. Oscar Chavez, BVetMed MRCVS, professor of Canine Clinical Nutrition. They are part of a team of researchers across two major universities that have proven that feeding whole food diets provides superior nutrition to processed kibble. More importantly, they have seen the beneficial effects of our food on the health of their own dogs, Rey Chavez and Daisy and Duke Tegzes. Their passion as veterinarians, educators, researchers, and pet parents is what has propelled JustFoodForDogs into a trusted and established veterinary brand.



# JustIngredients

We make all our recipes exclusively with ingredients certified by the USDA for human consumption—the exact same whole foods we humans eat. This is not a marketing gimmick: the use of high quality, human-grade ingredients guarantees that our diets are much more digestible and bioavailable than typical feed-grade “dog food,” meaning your dog won’t have to work so hard to convert his dinner to energy.

Additionally, our meals contain absolutely no preservatives, fillers or by-products and many of the ingredients we use are certified organic. Further, all of our meat and poultry is hormone and GMO free and 100% of our fish is wild caught and sustainable. Lastly, our packaging is BPA free.



# JustCooked

All our diets are gently cooked to preserve the maximum nutritional value of the ingredients and eliminate any possibility of contamination by pathogens in raw meat that could be harmful to dogs or their human families. Unlike wild dogs who live only 6.5 years on average, we want our canine companions to stick around as long as possible and we're committed to finding the safest possible route to that goal.



# JustBalanced

It is nearly impossible for dogs to get all their required nutrients from food alone so any diet intended for long term feeding must be supplemented with extra vitamins and minerals. The nutrients we use are human-grade, just like our ingredients. To determine a dog's nutritional needs, we follow the most stringent guidelines available, published by the National Research Council (NRC). All JFFD daily diets have successfully passed feeding trials based on AAFCO protocols to prove nutritional adequacy for long term feeding.





# JustProven

Independent university research shows what we already knew instinctively: Dogs fed an exclusive diet of JFFD instead of their regular kibble experienced significant increases in white blood cells and circulating antibodies\* – in short, switching to our diets is clinically proven to boost their immune system.

\* Data on file at JustFoodForDogs LLC



# JustForDru

*"Dru is my service dog and has been eating JFFD Fish & Sweet Potato for a couple of years now and we would never feed him anything else. His coat was pretty nice before but now it's silky and shiny! It has an amazing golden glow and people comment on how beautiful he is all the time. JFFD has dramatically improved the health of his coat and ears, and his overall well being. My greatest joy when I took Dru to a vet specialist for a check up on his back, I found out that the veterinary hospital feeds all their patients JFFD food too! Now if that is not a great testimonial, I don't know what is! We love JFFD and would never change...the high quality food, ease of delivery, and special seasonal treats make them the only company we would ever use."*

- Amy & Dru



# JustDailyMeals

We offer healthy dogs a huge selection of Daily Meals and Seasonal Specials from which to choose. Picky palates are unlikely to be bored by a rotation of so many different recipes and even sensitive stomachs are able to enjoy the variety without upset, once they're fully transitioned to whole food.

For dogs with suspected allergies, we're careful to use only a single source of protein in each of our Daily Meals and we offer several grain free and gluten free options as well. Our short term Specials often include novel proteins like bison or pork: a fun opportunity for a dog to experience something totally new.



# JustVetSupport

Thanks to our line of Vet Support Diets, dogs living with all sorts of chronic conditions and illnesses can finally reap the crucial benefits of a whole food diet. We have recipes formulated specifically to support dogs with cancer, renal disease, dermatoses, and many other conditions, and our nutrition team regularly designs Custom Diets for those dogs whose needs are unique or complex.



# JustTreats

Just like our meals, we make our delicious assortment of treats using only ingredients certified by the USDA for human consumption—in fact, it's not uncommon to catch the humans in our kitchens snacking on our Chicken Breast Treats before sharing them with the canine clientele!

We know you and your dog will love our treats, but remember: treats should not account for more than 10% of a dog's daily caloric intake.



# JustSupplements

Even though our food is nutritionally balanced for long term feeding, we do recommend the addition of certain supplements at home: some for dogs with specific complaints, others simply as part of a healthy dog's daily regimen. All of our supplements are made in an FDA/GMP-certified facility in the United States and, like everything else we give our dogs, are entirely safe for use by humans.



# JustHappy

*"JFFD has been an absolute lifesaver for these pups...never healthier, never happier!"*

- Richard G



# JustTransition

*"Folks please remember: dry kibble and canned food, no matter how premium the price, likely contains powerful preservatives, fillers and ingredients that are not certified by the USDA.*

*With that comes the need for a transitioning period when starting to feed a whole food diet. This is to ensure the dog can slowly detoxify and rid himself of his old food while moving to a balanced, healthy diet.*

*This process can have a few bumps and tummy aches, which is perfectly normal. Although some dogs can transition almost immediately, I recommend pet parents try transitioning slowly and give it a couple weeks before going 100% JustFoodForDogs."*

-Dr. Chavez



# JustAFewDays

## How long will it take my dog to transition completely to JFFD?

It can vary depending on the age and sensitivity of the dog but in general about 5-10 days. Think of this transition as more of a detox. For many dogs it will be the first introduction to preservative-free whole food so as a rule of thumb, go slow, as there is no need to rush the transition.

Once your dog is fully transitioned onto a whole food diet, the need for transitioning is over. He or she is free to enjoy all our recipes!

## An Average Transition

	Day 1-3	Day 4-7	Day 8-10	Day 11
Old Food	75%	50%	25%	0%
JustFoodForDogs	25%	50%	75%	100%





# JustSensitive

## What is the transition like for my dog?

Most dogs transition very easily. Some dogs with more sensitive stomachs experience slight discomfort (loose stool, upset stomach) which is perfectly normal, so please do not worry. Simply scale back the percentage of JFFD to old food, and transition a bit slower. Nothing replaces the watchful eye of a loving pet parent, so if you have any questions please give us a call.



# JustHungry

**When my dog seems hungry for more food should I feed him more?**

Dogs generally love food, and ESPECIALLY love our food. The JFFD feeding guidelines, like all feeding guidelines, are approximate and subject to a given dog's age, activity level and metabolism. With that in mind, begging probably has more to do with loving the food than needing the nutrients. If he begins to lose or gain unexpected weight then simply adjust the amount incrementally until his weight stabilizes. Always consult with a veterinarian to ensure proper weight management.

# JustStellar

*"Rhu has thrived since being fed JustFoodForDogs. When we got him from Best Friends, he was having excessive digestive issues and he's now as healthy as can be. All his blood-work comes back as stellar! So going from being a rescued puppy pulled out of a hoarding case, having a hole in his heart and then beating the polyneuropathy (which was supposed to take his life)... we attribute a huge portion of this to his diet. He receives both the turkey and fish formulas along with some supplementation. Thank you so much for your food, just bought another batch today. There should be a store in every city nationwide!"*

- Shelly & Rhu





# JustCycle

How do I store JustFoodForDogs?

It's simple, just remember:

**FreezerRefrigeratorBowl**

Thawing in the refrigerator, in warm water or very briefly in the microwave is easiest and best. Food lasts one year in the freezer.

**FreezerRefrigeratorBowl**



# JustKeep

**Once thawed, how long will JFFD last in the fridge?**

JFFD is just like human food. So as a rule of thumb, fish recipes last three days, all others about 5-6 days.



# JustHot

## Is it okay to heat the food for my dog?

Yes, it's fine to heat the food for your dog; some dogs prefer it that way. You can heat the food by running warm water over the vacuum seal bag of thawed food or you can put it in the microwave for a short time on low setting. Some customers pour warm water on the food when feeding to slow their dog's eating and heat the food at the same time.

Please do not cook the food however; it has already been cooked to minimal levels in order to preserve nutritional value and eliminate potential harmful pathogens that can cause illness.



## Just An Hour Or Two

**What happens if JFFD accidentally sits at room temperature for an hour or so after thawing out?**

An hour or even two is not going to be a problem. Think about it like people food, if you had a party and had appetizers out for an hour or so people are not going to get sick from it.

Just as with human food, if the food stays out overnight, it should be thrown away.

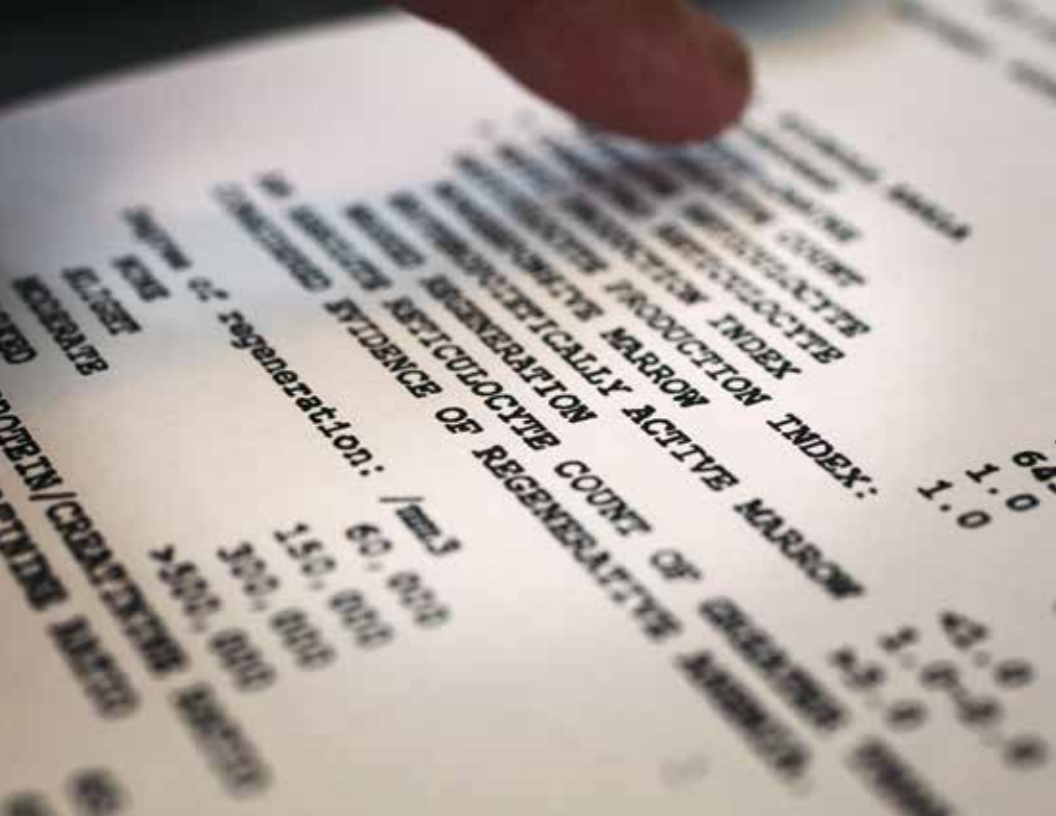


# JustFeeding

For best results it is recommended that you weigh the food in ounces using a digital scale. If you do not have a scale, you may use the general estimate that one 8 oz cup is approximately 8 oz in weight.

When starting a new diet, we recommend you weigh your dog every one to two weeks and adjust initial servings accordingly.

Weight	Beef		Chicken		Fish		Lamb		Turkey		Venison	
	Oz	Cups	Oz	Cups	Oz	Cups	Oz	Cups	Oz	Cups	Oz	Cups
10	9	1	10	1	13	1.5	8	1	9	1	11	1.5
20	14	1.75	16	2	22	3	13	1.5	15	1.75	19	2.5
30	20	2.5	22	2.75	30	3.75	17	2	20	2.5	26	3.25
40	24	3	27	3.5	38	4.75	21	2.75	24	3	32	4
50	29	3.5	32	4	45	5.5	25	3.25	29	3.5	38	4.75
60	33	4	36	4.5	51	6.25	29	3.75	33	4.25	44	5.5
70	37	4.5	41	5	57	7	33	4.25	37	4.75	49	6.25
80	42	5	45	5.75	63	8	36	4.5	42	5.25	54	6.75
90	44	5.5	49	6.25	69	8.5	39	5	45	5.5	59	7.5
100	48	6	53	6.75	75	9.5	42	5.25	49	6	64	8
115	53	6.75	59	7.5	83	10.5	47	6	54	6.5	71	9
125	57	7.25	63	8	89	11	50	6.25	58	7	76	9.5
150	62	8	73	9	101	12.75	56	7	66	8	87	11



# JustAdvice

## Can someone from JFFD speak with my vet about my dog's nutritional needs?

Yes. JFFD has two staff veterinarians: Dr. Oscar Chavez, who is a professor in Clinical Canine Nutrition, and Dr. John Tegzes, who is board certified in Veterinary Toxicology and a professor at Western University's College of Veterinary Medicine. Either of our vets would be happy to speak with your dog's vet and answer any questions they might have. Our staff Registered Veterinary Technicians (RVTs) are also available to speak with your vet at any time.



# JustSocial

Dogs are social creatures and so are we...  
Just search justfoodfordogs!



Like us  
on facebook



Recommend us  
on yelp



Follow us  
on twitter



Check in  
on FourSquare



Watch us  
on youtube



Follow us  
on pinterest



Join us  
on google+



Find us  
on google maps



# JustThanks

Thank you for joining us in making yet another dog's life longer and healthier. We applaud your effort and desire to do what's right for your dog and appreciate your trust in JustFoodForDogs.

If you have any additional questions please don't hesitate to contact us. You can also visit our website or Facebook page where we continually update and share our canine nutritional knowledge.

**Newport Beach Kitchen:**

500 W. Coast Hwy., Newport Beach CA 92663

**West Hollywood Kitchen:**

7870 Santa Monica Blvd., West Hollywood CA 90046

**Sherman Oaks Kitchen:**

13900 Ventura Blvd., Sherman Oaks CA 91423

**Manhattan Beach Kitchen:**

1605 N. Sepulveda Blvd., Manhattan Beach CA 90266

**Capistrano Beach Pantry:**

26886 Calle Hermosa, Capistrano Beach, CA 92624

(Please note that hours of operation and product variety may be limited at our Pantry locations.)

866.726.9509 • 866.423.9405 (fax)

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**JustFoodForDogs.com**