

Proud Paws® Performance 27/18 Dog Food



Formulated for Highly Active Working or Hunting Dogs

No Synthetic Preservatives, Artificial Colors or Artificial Flavors

Product Number
80052AAA

Product Positioning

Proud Paws Performance 27/18 Dog Food is formulated to meet the specific nutrient needs of growing, performance, or active dogs. It is a complete, dry dog food, which provides 27% high-quality protein and 18% fat to supply additional protein and energy needed to sustain vigorous activity and to maintain body condition.

Features

Nutritionally complete and balanced

Meat protein sources including beef and chicken

Brewers rice

Wholesome, highly digestible, high-quality ingredients

High and consistent palatability

Low-fiber/high-energy content

Higher caloric content

Vitamin/mineral fortification

Salmon oil

Guaranteed amount of linoleic acid

Natural-source vitamin E

Prebiotic

Dried yeast

Locked-in product formula

Dry product form

Benefits

100% nutritionally complete and balanced based on nutrient profiles; no additional sources of protein, energy, vitamins, or minerals are needed in the dog's diet.

Supplies essential amino acids; dogs efficiently use meat-based protein sources to obtain nutrients for maintenance, body tissue needs, and reproduction.

High-quality energy source.

Strict selection of high-quality ingredients and manufacturing quality control procedures ensures product contains only high-quality ingredients beneficial to the nutritional status of pets.

Nutritional adequacy combined with great, meaty taste ensures dogs will consume needed nutrients.

Results in less stool volume, a great feature for pet food products.

Sustains higher levels and longer periods of activity.

Proper mineral and vitamin levels are essential for a vast array of body functions and good health. An improperly formulated pet food predisposes pets to an inefficient, unhealthy life.

Source of docosahexaenoic acid (DHA), an essential Omega-3 fatty acid important for cell function, heart health, brain and eye development.

For lustrous coat and supports healthy skin.

Protects body tissue from oxidative damage. The need for vitamin E is vital to immune system functioning. Research shows natural-source vitamin E is more bioavailable than synthetic vitamin E.

Supports beneficial gut microflora for healthy digestion.

The use of yeast aids the digestive process and enhances flavor, along with having a beneficial impact on appearance and hair coat.

Ensures product is consistent from one production run to the next; nutrition and palatability would otherwise be compromised.

Providing a consistent, palatable, complete pet food is more easily accomplished with dry pet foods versus canned pet foods, which typically contain meat, meat by-products, cereal products, and a high percentage of water. Canned pet foods may or may not be fortified with needed vitamins and minerals. Dry pet foods promote healthy gums and teeth in comparison to a canned food diet.



Proud Paws Performance 27/18 Dog Food is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) Dog Food Nutrient Profile for All Life Stages, including growth of large size dogs (70 lb or more as an adult).

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Companion Animal
80052AAA

Product Form: Extruded form, 40-lb bag

Guaranteed Analysis

Crude Protein, not less than	27.0%
Crude Fat, not less than	18.0%
Crude Fiber, not more than	4.5%
Moisture, not more than	12.0%
Linoleic Acid, not less than	3.0%
Calcium (Ca), not less than	1.2%
Phosphorus (P), not less than	1.0%
Vitamin E, not less than	100 IU/kg

Ingredients

Beef Meal, Corn Meal, Ground Whole Wheat, Corn Gluten Meal, Chicken Fat (preserved with mixed tocopherols and citric acid), Brewers Rice, Chicken By-Product Meal, Dried Yeast, Natural Flavors, Potassium Chloride, Salmon Oil, Salt, Dicalcium Phosphate, Choline Chloride, Maltodextrin, Ferrous Sulfate, Calcium Carbonate, Zinc Sulfate, Vitamin E Supplement, Zinc Oxide, Riboflavin Supplement, Manganese Sulfate, Copper Sulfate, Sodium Selenite, Niacin Supplement, Biotin, Calcium Pantothenate, Vitamin A Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Vitamin B₁₂ Supplement, Calcium Iodate, Pyridoxine Hydrochloride, Vitamin D₃ Supplement, Cobalt Carbonate, Folic Acid.

Calorie Content: Metabolizable Energy (ME), calculated = 3,830 kcal/kg or 386 kcal/cup (based on standard 8-oz measuring cup)

Proud Paws Performance 27/18 Dog Food is formulated to meet the nutritional needs of highly active dogs. Quality ingredients are formulated in just the right amounts to provide everything dogs are known to need for complete and balanced nutrition. No supplements are necessary. Even the most finicky dog will love the nutritious, crunchy nuggets.

Feeding Instructions

Proud Paws Performance 27/18 Dog Food may be served moist or dry. Either way, it will provide your dog with complete, balanced nutrition. To serve moist, simply add one part warm water to four parts Proud Paws Performance 27/18 Dog Food and stir until chunks become moistened; feed while warm. If fed moistened, do not serve more than what the dog will consume in a thirty-minute period to ensure product freshness.

A dog should be maintained in good body condition and not allowed to become overweight. The food intake required to maintain good body condition will vary depending on age, activity level, environment, and other stress factors. Consequently, the food requirement for each dog will vary, and should be adjusted accordingly. Use the standard chart below as a guide. Pregnant, nursing, and hardworking dogs or dogs exposed to cold weather may require 2-3 times these amounts.

When high activity or other factors require high feed intake, twice-a-day feeding is recommended. However, for most normally active dogs over one year old, once-a-day feeding is usually sufficient.

Feeding Instructions for Adult Dog at Maintenance

Dog Size	Weight	Daily Amount*
Toy Breeds	Up to 12 lb	1/2 - 1 1/4 cups
Small	12 – 25 lb	1 1/4 - 2 cups
Medium	25 – 50 lb	2 - 3 1/2 cups
Large	50 – 100 lb	3 1/2 - 6 cups
Extra Large	100+ lb	6 cups plus 1/2 cup for each additional 10 lb of body weight over 100 lb.

*Amounts are based on standard 8-oz dry measuring cup.

For Puppies: Puppies begin to eat solid food at 3-4 weeks of age. Add warm water to soften the food and after 8 weeks, mix with water or feed dry. Feed pups all the moistened Proud Paws Performance 27/18 Dog Food they will consume at intervals throughout the day, or use the chart as a guide and feed approximately twice as much as suggested. If fed moistened, do not serve more than what the pups will consume in a thirty-minute period to ensure product freshness. If fed dry, food may be kept before the pups at all times. After one year, follow adult feeding instructions.

Pregnancy and Nursing: Proud Paws Performance 27/18 Dog Food provides the extra nutrition needed by reproducing females in all stages of gestation and lactation. Food consumption may vary during gestation, so feed the amount needed to maintain the pregnant female's good body condition. Food intake may double or even quadruple during lactation.

Feeding Tip: Changes in your pet's feeding habits should be made gradually. When changing over to Proud Paws Performance 27/18 Dog Food, first substitute small amounts of Proud Paws in place of your pet's current food. Then over the next week to 10 days, increase the amount of Proud Paws, while decreasing the amount of his other food, until your pet is consuming only Proud Paws Performance 27/18 Dog Food.

Remember to provide plenty of fresh, clean water in a clean container at all times. Regular veterinarian visits are recommended to ensure your dog's good health.