

Guideline to Feeding

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FEEDING GUIDELINES FOR ADULT DOGS

The standard amount of Azmira[®] dry to feed is one level cup per 25 pounds of body weight per day (split into two feedings). This means a 50 pound dog would receive one cup in the morning and one cup in the evening. Always supply plenty of fresh water. Remember that feeding amounts may vary according to breed, activity level, temperament, and climate. Puppies and pregnant / lactating bitches have special nutritional needs and may consume ½ to 1 cup per day more and also may require the addition of cottage cheese or another protein rich food.

FEEDING GUIDELINES FOR ADULT CATS

Mature cats normally require ½ cup of dry food daily. When combined with canned food it is necessary to decrease the amount of dry food. Feeding amounts will vary by age, breed, activity level, temperament, and metabolism of the cat. Kittens may consume up to twice the adult level due to growth and activity level.

DO NOT OVERFEED AZMIRA

Loose stool, diarrhea, and gas may result from over feeding. If this occurs, decrease the amount fed by 25% and observe the stool and general temperament. If this corrects the problem, but the animal is still "acting" hungrier than normal, increase gradually to find the proper amount. Be sure to feed twice daily in measured portions to ensure proper digestion. Stool consistency is the best indicator of proper feeding.

STORAGE

Azmira[®] foods should be stored under conditions of moderate temperature and humidity. Canned formulas must be refrigerated after opening and should be used within 3 or 4 days. Dry formulas should be kept in their original package -- three folds and a heavy duty clip will insure a good seal with our barrier packaging. Keep all foods out of direct sunlight or extreme heat. As non food-grade plastics have been known to promote rapid rancidity in naturally preserved diets, we recommend avoiding direct contact with plastic.

SWITCHING TO AZMIRA

There are three commonly used switching techniques. We recommend the direct change method for dogs and the transitional method for cats, but all are known to work well for both species.

1. Direct Change -- Switch directly from former brand to Azmira[®] being sure to reduce quantity accordingly. Azmira[®] is a concentrated food, so it is important to follow the feeding guidelines on the bag and/or can.
2. Transitional Change -- Carefully mix 2/3 of the former brand with 1/3 of Azmira[®] for the first two days, then ½ and ½ for two days, then 1/3 of the former brand and 2/3

of Azmira® for two days. After the sixth day, feed 100% Azmira®, being sure to reduce quantity accordingly.

3. Fasting & Changing -- Discontinue the former brand of food. Withhold all food for 24 hours. Always supply plenty of fresh water. After 24 hours, begin feeding Azmira® following the feeding guidelines. Use half of the recommended portion as the first meal when breaking the fast.

When completely switched to Azmira®, your pet might take a couple of weeks to "detoxify". During this process, some pets shed their coat or exhibit irritations on the skin. Although this is not common, it is normal. There will be a marked improvement in skin and coat after this natural process takes place.

ABOUT THE AUTHOR

Dr. Newman holds a Doctor of Naturopathy and a Doctor of Philosophy (in Holistic Nutrition) and has been a world renowned pioneer in the field of natural pet care. The author of nine books, including her latest, *'Three Simple Steps to Healthy Pets: The Holistic Animal Care LifeStyle®'*, Dr. Newman is also the formulator of Azmira Holistic Animal Care® products and diets.



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