

## Protein for Pets' New Pet Food Brand *Naked* is Eco-Friendly and Sustainable

Dear old Rover might not realize it, but almost all dog foods have packaging that is either difficult or impossible to recycle. This means that those empty dog food bags cost trees to make the bags, and then they just head off to a landfill somewhere. If Rover knew this, he'd probably be sad, because what dog doesn't love a nice tree?

Let's talk first about the food itself. There are no "mystery ingredients" or cheap fillers in *Naked* dog food. The protein comes from only certified organic meats that have not been treated with hormones or antibiotics. Not only do we offer the finest meats, we know that no dog food is worth making if dogs don't find it delicious. Rest assured that Rover will be eager for chow time knowing that he's got some *Naked* dog food coming.

We also take the production and delivery of our dog food seriously. The ingredients are carefully chosen from local producers, which helps support businesses within the community. Selecting local products also lowers our carbon footprint by lessening the fuel used in shipping, the emissions produced from longer trips, and reduced fuel consumption. After all, why would Rover want a food made up of ingredients from unknown sources that may have been transported for days?

The packaging is also important to us, so we use a large bin that is top quality but used. This means no new bin has to be manufactured, thus preserving resources and avoiding wasteful packaging. The food goes from the bin to environmentally responsible containers that are not laden with unnecessary and uneconomical inks and dyes. The simple white packaging has been designed to use only indispensable materials that can easily be recycled. Rover would be pleased to know that less garbage is being created because no dog wants to create a dump.

As kind and loyal as Rover is, he isn't a millionaire. With *Naked* dog food this is not an issue, since we make such extensive use of recycled items and cut down on wasteful packaging we can lessen the cost to produce the food. This results in *Naked* dog food providing the best bang for the buck for owners that don't want to compromise quality but also don't want spend a fortune.

If Rover seems to be spending a lot of time at the vet, it could be do to fillers and other low-quality, non-organic ingredients in his food. Our all natural, organic ingredients not only



have the potential to help Rover stay healthy and reduce illnesses, they may also extend Rover's active years and provide him with a good quality of life.

We know that owners have a special relationship with their dogs. Giving them the best food will not only delight Rover, it will grant gratification to the owners providing it. We also give dog owners the peace of mind that comes from knowing that we are committed to our community, the environment, and the quality of our food. Visit us at one of our 12 Southern California stores and see what we mean by "Happy Pets, Healthy Planet".