

# EASY START-UP GUIDE

Starting Your Dog On  
Nature's Blend™  
Premium Freeze-Dried  
Raw Food

PLEASE READ CAREFULLY BEFORE SERVING







## HELLO, FELLOW DOG LOVER!

I want to congratulate you on taking this important step in caring for your companion. As a Nature's Blend dog, your pooch will be getting the advanced nutrition they need to thrive — the way they were truly meant to.

And effects of this diet can be absolutely remarkable! That's why it's very important that you introduce them to it the RIGHT way.

So please make sure to read this entire booklet — and follow the instructions in it very closely. With my simple start-up tips, your pup will become a bona fide "Nature's Blend dog" in no time. And you'll both be able to enjoy the fastest, most efficient results possible!

Here's to the bright, healthy future ahead...

Your dedicated partner in canine care,

**DR. MARTY GOLDSTEIN**

# GO SLOW: INTRODUCING YOUR DOG TO RAW NUTRITION

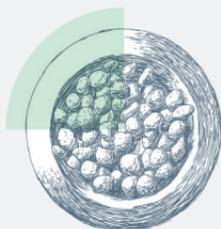
If your pup is new to Nature's Blend, it may take their body a little time to adjust to its dense nutritional content — this is perfectly normal.

(After all, going from “fast food” to fresh healthy meals can be a bit of a gut-shock at first!)

So, to avoid overwhelming your dog's digestive system with too many new nutrients all at once, you should wean them onto Nature's Blend gradually.

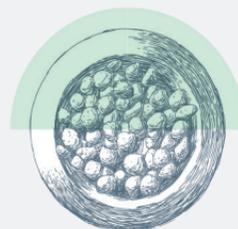
## Dr. Marty's 'Easy Transition' Plan

Follow these instructions at every meal:



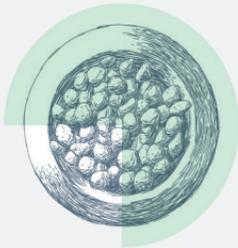
### DAY 1-3:

Replace **25%** of your dog's old food with Nature's Blend. Combine evenly in bowl before serving.



### DAY 4-6:

Replace **50%** of your dog's old food with Nature's Blend. Combine evenly in bowl before serving.



### DAY 7-9:

Replace **75%** of your dog's old food with Nature's Blend. Combine evenly in bowl before serving.



### DAY 10:

Serve your doggy a bowl of **100%** Nature's Blend! (See the bag to determine the proper amount per serving.)

## Note:

You can use a measuring cup or scale to get the exact proportions — but it's not necessary. You can usually get it right just by eyeballing them.

*Yes, you can combine Nature's Blend with both wet and dry dog food!*



## HOW MUCH SHOULD YOUR DOG EAT?

**Recommended Feeding Schedule:** For a healthy, adult dog, split the daily amount into 2 servings — feed them one in the morning, and one in the evening.



For puppies, I recommend talking to your vet about specific feeding guidelines.

## PREPARING NATURE'S BLEND:

1



Place the desired amount of freeze-dried food into a non-toxic, heat-safe dish.

2



Add warm water. The ideal food-to-water ratio is 2 to 1 (for example: 1 cup of Nature's Blend will require  $\frac{1}{2}$  cup of water).

3



Allow water to soak into Nature's Blend for 3 minutes. Then gently mix with a spoon, until texture is consistent.

Note: Nature's Blend can be served at any consistency, so feel free to modify the amount of water as needed. (For example, if your pooch is used to dry food, you may serve Nature's Blend completely dry as well.)

## WHAT TO EXPECT WHEN MAKING THE SWITCH

There's a good chance your pooch will take to Nature's Blend almost instantly. But, because every dog adapts to change differently, let's go over some potential issues you may encounter during the first few days.

**Stomach issues:** If you notice either runny stool or vomiting, don't be alarmed. While not all dogs experience these side effects, they're not uncommon — and typically just mean their body is “detoxing” from their old food. In most cases, their digestion will normalize within 2-3 days (just make sure to keep your dog hydrated). If these tummy troubles do not resolve themselves quickly, or you notice any other strange behavior from your pooch, you should consult your veterinarian right away, as there may be another issue at hand.

**Refusing to eat:** Some dogs may be skeptical of new smells and flavors in their food dish (no matter how delectable). So, if your pup doesn't dig into Nature's Blend right away — don't take it personally! They just need a little time to get used to it.

**Begging for more:** Picky eaters aside, most dogs find Nature's Blend irresistible right off the bat. So don't be surprised by a little begging or whining after each meal. Once your dog finally realizes this tasty new food is here to stay, they won't feel the need to “demand” more of it.

**What to Do:** Luckily, my 10-day transition plan can help minimize these issues for most dogs. However, if you don't see steady improvement, you can also customize the plan as needed. (In most cases, simply adding SMALLER amounts of Nature's Blend over a LONGER period should do the trick.) Remember, you have a **full 90 days** to try Nature's Blend risk-free before deciding if it's right for your dog — so feel free to let them adjust at their own pace. Once your pooch is fully weaned, you'll be glad you stuck with it.



For additional pointers, be sure to read my list of 'Expert Tips' on page 8!



## DR. MARTY'S EXPERT TIPS



**Use filtered water.** If your tap water has a high mineral content, this will help keep it from altering the taste of Nature's Blend. Plus, filtered water is just a cleaner, healthier choice in general.



**Make the water as warm** as possible (without letting it feel hot). The added warmth will help promote even better digestion... and besides, who doesn't love a nice warm meal?



**Whip it up!** To make Nature's Blend look extra fluffy, fresh, and appetizing once rehydrated, I recommend using a fork to mash it down — and then "whip it" back up — right before serving.



**Pick the right dish.** You should always avoid plastic dishes as they often contain harmful chemicals. But what's the best kind to use? Well, a heavy glass dish would be my first choice, followed by quality stainless steel. Ceramic dishes can be okay as well, but only if they have a non-toxic, lead-free glaze — so if you're not sure about their coating, it's best to steer clear.



**Consistency counts.** Try to feed your pup at the same time every morning and evening. This will help them digest all those nutrients more efficiently — and keep their “pooping schedule” regular too!



**“Who’s a good doggy?!”** As your pup adjusts to their new diet, positive reinforcement is key. So be sure to reward them with verbal praise, petting, or even a healthy treat after they’ve eaten. This will encourage them to keep cleaning their plate!

**Hurray!**

Now you’re ready to get started.

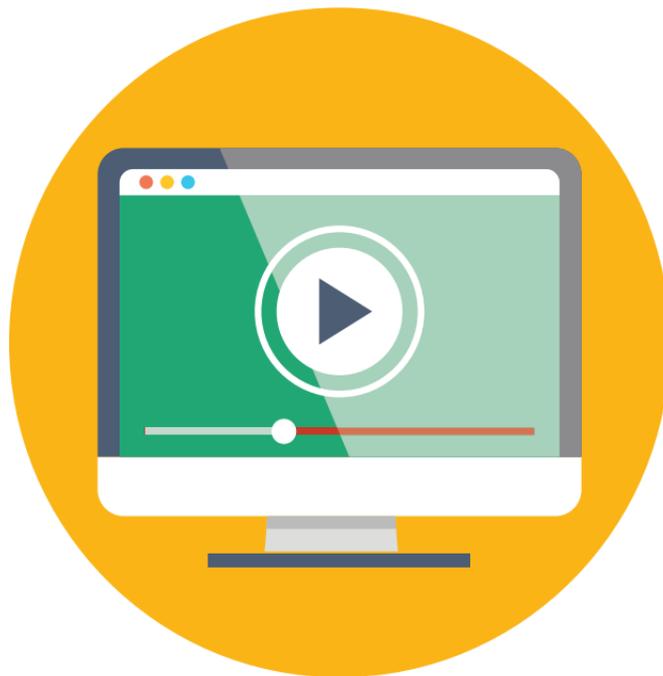
Welcome to the Nature’s Blend family —  
and bon appétit!



# NEED A LITTLE EXTRA HELP?

Check out my quick video  
tutorial online at:

[WWW.DRMARTYPETS.COM/FAQ](http://WWW.DRMARTYPETS.COM/FAQ)



Distributed by Dr. Marty  
6320 Canoga Avenue 15th Floor,  
Woodland Hills,  
CA 91367  
800-670-1839