



NATIVE

EnTrust

KENT BLUE SEAL
CLASSICS

CRUNCHERS
SMALL BATCH DOG TREATS

Pet Nutrition Guide

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Committed to Quality

KENT® Nutrition Group upholds the highest standards, from the initial ingredient to the final product. Our commitment starts with our animal nutritionists, who perfect our products through rigorous research. We manufacture and test our high-quality products daily in our award-winning, certified-safe pet food facilities. This ensures consistency and safety in all our pet nutrition products.



Which Product is Best for Your Pet?



PERFORMANCE NUTRITION

Native® performance dog food is specifically formulated to meet the increased nutritional needs of highly active dogs, such as working dogs and canine athletes. Native contains higher levels of protein and fat to support muscle building, repair and sustained energy release during prolonged activity.



PREMIUM NUTRITION

EnTrust® pet foods deliver quality, science based nutrition with a variety of complete and balanced formulas to meet your pet's specific nutritional needs.



ESSENTIAL NUTRITION

KENT® Blue Seal® Classics pet foods deliver great-tasting, nutritionally sound formulas that help provide the complete, balanced nutrition that your pet needs to grow, perform and thrive.



HEALTHY TREATS

Crunchers® Small Batch Dog Treats are a healthy, nutritious snack for dogs of all ages. Oven-baked with premium ingredients, Crunchers are not only great treats, but ideal training rewards.

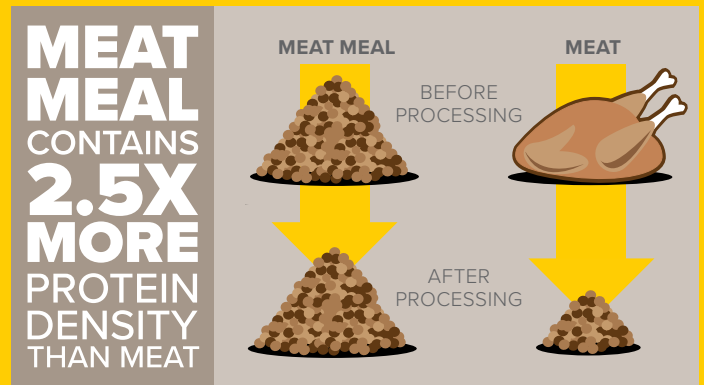
Meat Protein Meal is a Better Source of Concentrated Energy

Meat protein meals such as chicken, lamb, salmon and pork are meat proteins with the water removed and ground into a meal. Since they already have the moisture removed, they do not diminish during production.

Did you know that pet food ingredients are listed by their weight before processing? Since most meat proteins may be 75% water or more, when the water is removed as part of the production process, the level of actual meat remaining is substantially less.

For example, if a dog food lists chicken, beef or pork as the first ingredient by weight before processing, it actually will be the fourth or fifth ingredient once the water is removed. This means that your dog could be lacking the necessary digestible meat protein.

Meat protein meals are much more concentrated sources of protein and amino acids. This is why



our pet foods have meat protein listed as the first ingredient.

If you are feeding another pet food that does not list meat protein as the first ingredient, your pet may not be getting enough of the meat protein needed for optimal health and performance.



NATIVE[®]

PERFORMANCE NUTRITION
for Canine Athletes



At the Core of Every Athlete Is The Native Desire To Do Their Best

Dogs have an inner drive – a native passion – to perform well and always please their owners. Depending on the intensity of their activity, every dog has a distinct nutritional energy need. That's why we created Native® performance dog food. We wanted to ensure your canine athlete has a food that offers the desired nutrition and energy they need to perform at their peak.



HEART HEALTH Cardiac health depends on heart-focused nutrition. Our balance of protein building nutrients, omega-3 fatty acids and trace minerals helps support heart muscle and tissue integrity, reduce inflammation and regulate cardiovascular function.



BRAIN HEALTH Vitamin E, omega-3 fatty acids and complexed bio-available zinc, copper and manganese in Native play important roles in normal brain development and cognitive ability.



NUTRIVANTAGE® NUTRITION OPTIMIZER®

An exclusive blend of organic macro-molecules, trace minerals, antioxidants and chelating agents provide optimal nutrition supplementation for the digestive tract.

**NO CORN • NO WHEAT • NO SOY
NO MEAT BY-PRODUCTS**



HIP & JOINT Trace minerals such as copper, calcium, and omega-3 fatty acids in Native are essential for keeping bones strong, fighting inflammation and regulating bone and cartilage regeneration and thickness which can lead to greater performance.



PERFECT PAWS Paw pad thickness is vital to the overall performance of your canine athlete. Optimal levels of specially complexed bio-available zinc, copper and manganese have been shown to enhance paw pad thickness and integrity.



SKIN & COAT Vitamin E, omega fatty acids and trace minerals are vital to skin and hair coat health. The specially complexed bio-available forms of zinc and copper found in Native have been shown to support skin health and hair coat structure, leading to eye-catching coloration and luster.

DogFoodAdvisor

HIGHLY RECOMMENDED





ENERGYFITTM SYSTEM

Transition between levels
for maximized energy

At Native, we recognize that every dog has specific dietary needs based on their breed, size and activity level. That's why our performance canine nutrition team developed our exclusive EnergyFITTM system.

EnergyFIT (FIT = Formula Intensity Technology) provides your dog the needed nutrition and calories necessary to excel at whatever they love to do. Native is formulated in six energy levels, all with similar ingredients, that allow for a smoother digestive transition when moving from one formula to another. Whether you walk, run, hunt or compete with your favorite canine athlete, Native has the right formula to support your dog's activity in any endeavor!

SCAN TO LEARN MORE.



PERFORMANCE ENERGY LEVELS



LEVEL P Activity and stress associated with growth of puppies, especially medium to large breeds



LEVEL 1 Moderate exercise and stress with elevated activity 2-3 days per week



LEVEL 2 Moderate exercise and stress with vigorous activity 2-3 days per week



LEVEL 2.5 Elevated exercise and stress with vigorous activity 2-3 days per week



LEVEL 3 Elevated exercise and stress with vigorous activity 3-4 days per week



LEVEL 4 Extreme exercise or competition with intense activity 4-5 days per week



Available in 4-lb, 20-lb
and 40-lb bags

Native® Puppy

Chicken Meal & Rice Formula

- High-quality protein and complex carbs to support controlled, healthy growth
- Formulated for medium to large breed performance puppies
- Suitable for adult dogs with light to moderate activity levels

Calories per Cup: 411

From: Protein 114, Fat 150, Carbohydrate 148

GUARANTEED ANALYSIS

Protein (min)	28.0%	Copper (min)	12 mg/kg
Fat (min)	15.0%	Manganese (min)	50 mg/kg
Total Carbohydrates [†] (max)	42.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	10.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	3.00%



Available in 4-lb, 20-lb
and 40-lb bags

Native® Level 1

Lamb & Salmon Meal, Rice Formula

- Recommended for canines with light activity levels
- Great for maintaining condition in working and companion dogs
- Formula is suitable for dogs that are sensitive to chicken, pork or beef

Calories per Cup: 400

From: Protein 98, Fat 140, Carbohydrate 162

GUARANTEED ANALYSIS

Protein (min)	24.0%	Copper (min)	12 mg/kg
Fat (min)	14.0%	Manganese (min)	50 mg/kg
Total Carbohydrates [†] (max)	48.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	11.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	2.50%



Available in 4-lb, 20-lb
and 40-lb bags

Native® Level 2

Chicken Meal & Rice Formula

- Recommended for performance canines with moderate activity levels and periods of vigorous activity
- Formulated for canines that may have difficulty maintaining weight with regular exercise
- Ideal for working, sporting or companion dogs with a more active lifestyle

Calories per Cup: 417

From: Protein 106, Fat 160, Carbohydrate 151

GUARANTEED ANALYSIS

Protein (min)	26.0%	Copper (min)	12 mg/kg
Fat (min)	16.0%	Manganese (min)	50 mg/kg
Total Carbohydrates* (max)	45.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	11.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	3.00%



Available in 40-lb bags

Native® Level 2.5

Lamb & Salmon Meal, Rice Formula

- Recommended for performance canines with elevated activity levels and periods of vigorous activity
- Formula is suitable for dogs that are sensitive to chicken, pork or beef
- Perfect for dogs moving between moderate and high activity levels or recovering from intense work

Calories per Cup: 422

From: Protein 114, Fat 176, Carbohydrate 132

GUARANTEED ANALYSIS

Protein (min)	28.0%	Copper (min)	12 mg/kg
Fat (min)	18.0%	Manganese (min)	50 mg/kg
Total Carbohydrates* (max)	40.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	11.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	3.00%



Available in 20-lb
and 40-lb bags

Native® Level 3

Chicken Meal & Rice Formula

- Recommended for performance canines with elevated activity levels and periods of vigorous activity
- Nutritionally balanced to support endurance and aid in recovery
- Ideal for hunting, herding, and performance dogs needing sustained energy

Calories per Cup: 438

From: Protein 122, Fat 198, Carbohydrate 118

GUARANTEED ANALYSIS

Protein (min)	30.0%	Copper (min)	12 mg/kg
Fat (min)	20.0%	Manganese (min)	50 mg/kg
Total Carbohydrates* (max)	35.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	10.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	3.75%



Available in 40-lb bags

Native® Level 4

Chicken Meal & Rice Formula

- Recommended for performance canines with extreme activity levels and long periods of intense activity
- Formula is suitable for canines that require maximum calories to maintain weight with regular exercise and toy and small breed puppies
- High levels of protein and fat to fuel extreme endurance and performance

Calories per Cup: 510

From: Protein 156, Fat 266, Carbohydrate 89

GUARANTEED ANALYSIS

Protein (min)	35.0%	Copper (min)	12 mg/kg
Fat (min)	25.0%	Manganese (min)	50 mg/kg
Total Carbohydrates* (max)	25.0%	Zinc (min)	150 mg/kg
Dietary Fiber (max)	9.0%	Vitamin A (min)	11,000 IU/kg
Moisture (max)	10.0%	Vitamin E (min)	250 IU/kg
Calcium (min)	1.2%	Omega-3 fatty acids* (min)	0.95%
Phosphorus (min)	1.0%	Omega-6 fatty acids* (min)	4.50%

Find Your Level

	NATIVE ^P PUPPY	NATIVE ¹	NATIVE ²	NATIVE ^{2.5}	NATIVE ³	NATIVE ⁴
PUPPIES						
Toy Breed					●	●
Small Breed	①		①	●	●	●
Medium Breed	●		●	●	●	
Large Breed	●		●	●		
ADULTS: LIGHT TO MODERATE ACTIVITY						
Toy Breed	●				●	
Small Breed	●	●	●			
Medium Breed	●	●	●			
Large Breed	●	●	●			
ADULTS: MODERATE TO ELEVATED ACTIVITY						
Toy Breed					●	●
Small Breed				●	●	
Medium Breed				●	●	
Large Breed			●	●	●	
ADULTS: ELEVATED TO EXTREME ACTIVITY						
Toy Breed						●
Small Breed				●	●	●
Medium Breed				●	●	②
Large Breed				●	●	②
PREGNANT/LACTATING FEMALES						
Toy Breed						●
Small Breed	●		●	●	●	●
Medium Breed	●		●	●	●	
Large Breed	●		●	●		
SPECIAL CONDITIONS						
Dogs sensitive to Chicken, Pork, or Beef		●		●		
Seniors - Easily maintain weight with normal activity	●					

Note: The feeding recommendations are only a guideline to be used as a starting point. Native level and feeding amount may be adjusted based on body condition, metabolism, activity level and frequency and the needs of the individual dog.

① Small breed puppies with higher energy needs, consider feeding Native Level 3 or 4.

② Extreme performance

Native® Product Comparisons



NATIVE® PUPPY								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Puppy	28	15	11,000	220	0.95	3.00	411	Chicken Meal, Brewers Rice, Ground Barley, Chicken Fat, Brown Rice
Purina® Pro Plan Sport Performance 30/20 - Puppy Chicken & Rice	30	20	15,000	300	N/A	1.90	472	Chicken, Rice, Poultry By-Product Meal, Corn Protein Meal, Whole Grain Corn
Kinetic® Puppy 28K	28	15	N/A	N/A	N/A	N/A	435	Chicken Meal, Chicken By-Product Meal, Brewers Rice, Ground Sorghum, Brown Rice,
Next Level® Next Level Hi - Pro Puppy	28	18	N/A	250	3.00	0.30	395	Beef Meal, Brown Rice, Peas, Chicken Fat, Whole Grain Sorghum
Eukanuba Performance Puppy Pro	28	18	N/A	371	N/A	N/A	360	Chicken By-Product Meal, Brewers Rice, Corn, Chicken Fat, Wheat Gluten, Corn Gluten Meal



NATIVE® LEVEL 1								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Level 1	24	14	11,000	250	0.95	2.50	400	Lamb Meal, Brown Rice, Ground Barley, Ground Oats, Brewers Rice
Kinetic® Vital 24K	24	18	N/A	N/A	N/A	N/A	451	Beef Meal, Ground Sorghum, Brown Rice, Pork Fat, Brewers Rice
Victor® Elite	25	14	N/A	150	N/A	N/A	386	Chicken Meal, Whole Grain Brown Rice, Grain Sorghum, Peas, Chicken Fat
Eukanuba® Performance Sprint	21	13	N/A	420	N/A	N/A	N/A	Brewers Rice, Chicken By-Product Meal, Corn, Chicken fat, Natural Flavors



NATIVE® LEVEL 2								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Level 2	26	16	11,000	250	0.95	3.00	417	Chicken Meal, Brewers Rice, Ground Barley, Chicken Fat, Brown Rice
Victor® Professional	26	18	13,160	150	0.41	2.72	400	Beef Meal, Grain Sorghum, Whole Grain Millet, Chicken Fat, Blood Meal
Next Level® Performance Plus	26	16	N/A	150	N/A	N/A	370	Beef Meal, Grain Sorghum, Chicken Fat, Brown Rice, Pork Meal
Kinetic® Active 26K	26	16	N/A	N/A	N/A	N/A	444	Chicken Meal, Chicken By-Products Meal, Brewers Rice, Ground Sorghum, Brown Rice
Eukanuba Performance 26/16 Exercise	26	16	N/A	490	N/A	N/A	355	Chicken By-Product Meal, Corn, Brewers Rice, Chicken Fat



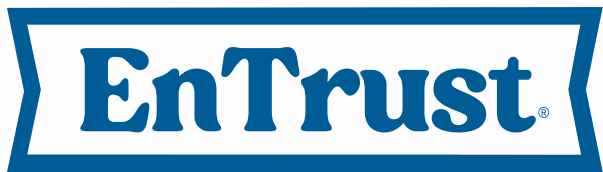
NATIVE® LEVEL 2.5								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Level 2.5	28	18	11,000	250	0.95	3.00	422	Lamb Meal, Brown Rice, Ground Barley, Salmon Meal, Chicken Fat (Mixed Tocopherols Preservative)
Victor® High Energy	24	20	N/A	150	N/A	N/A	412	Beef Meal, Grain Sorghum, Chicken Fat, Whole Grain Millet, Blood Meal



NATIVE® LEVEL 3								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Level 3	30	20	11,000	250	0.95	3.75	438	Chicken Meal, Brewers Rice, Ground Barley, Chicken Fat, Ground Flaxseed
Purina® Pro Plan Sport Performance 30/20	30	20	15,000	500	N/A	1.90	484	Chicken, Corn Protein Meal, Rice, Beef Fat preserved with Mixed-Tocopherols, Poultry By-Product Meal
Victor® Hi-Pro Plus	30	20	13,145	150	0.43	2.70	406	Beef Meal, Grain Sorghum, Chicken Fat, Pork Meal, Chicken Meal
Kinetic® Power 30K	30	20	N/A	N/A	N/A	N/A	462	Beef Meal, Grain Sorghum, Chicken Fat, Peas, Chicken Meal
Eukanuba® Performance 30/20 Sport	30	20	N/A	490	N/A	N/A	447	Chicken By-Product Meal, Corn, Brewers Rice, Chicken Fat, Wheat Gluten



NATIVE® LEVEL 4								
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Kcal/cup	Top 5 Ingredients
Native® Level 4	35	25	11,000	250	0.95	4.50	510	Chicken Meal, Chicken Fat (Mixed Tocopherols Preservative), Brown Rice, Ground Barley, Ground Oats
Eukanuba® Work	30	28	N/A	490	N/A	N/A	447	Chicken By-Product Meal, Corn, Brewers Rice, Chicken Fat, Wheat Gluten



Science Based Nutrition You Can Trust

Your pets are like family. Like any family member, you want to provide them with the very best. EnTrust® pet foods deliver quality nutrition to get them off to a great start and help them stay healthy for a lifetime. EnTrust offers a variety of science based, complete and balanced formulas to meet your pet's specific nutritional needs resulting in a difference you can see in your animal's overall appearance and health. Produced in our own manufacturing plants in the USA, with EnTrust pet foods, we put trust in everything we do.



HEART HEALTH First ingredient high-quality meat protein and omega-3 fatty acids for heart health



DIGESTIVE HEALTH Proprietary NutriVantage® Nutrition Optimizer®, prebiotics and super foods for digestive health



BRAIN HEALTH & DEVELOPMENT Optimal balance of omega-3 fatty acids for brain development



OPTIMAL ENERGY & ACTIVITY Wholesome grains and high-quality real meat protein result in optimal energy and activity



MUSCLE GROWTH & DEVELOPMENT High-quality real meat protein helps develop and maintain lean muscle



HIP & JOINT MOBILITY Wholesome grains and high-quality real meat protein result in optimal energy and activity



IMMUNE SUPPORT Antioxidant nutrients, super foods and prebiotics are essential to support the immune system



SKIN, COAT & PAW PAD INTEGRITY Complexed bio-available trace minerals and optimal balance of omega fatty acids promote skin, coat and paw pad integrity



Fortified with Zinpro® ProPath® Performance Minerals

ProPath® is an innovative line of patented performance minerals technology from Zinpro® that optimizes the amino acid transport system. Combined with the well-balanced nutrition of EnTrust pet foods, the essential trace minerals in ProPath® help to support growth and development, reproductive response, skin and coat quality and paw pad quality.



Available in 4-lb, 20-lb
and 35-lb bags

EnTrust® Healthy Puppy Formula

Chicken Meal & Rice Recipe

- Formulated with higher caloric levels for small and medium breed puppies
- Optimal balance of omega-3 fatty acids for brain development
- High-quality, real chicken protein helps develop and maintain lean muscle

Calories per Cup: 399

From: Protein 112, Fat 177, Carbohydrate 110

GUARANTEED ANALYSIS

Crude Protein (min.)	30.0%	Zinc (min.)	150 mg/kg
Crude Fat (min.)	20.0%	Vitamin A (min.)	11,000 IU/kg
Total Carbohydrates (max.)	34.0%	Vitamin E (min.)	220 IU/kg
Dietary Fiber (max.)	10.5%	Docosahexaenoic Acid (min)	0.05%
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	3.75%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm
Manganese (min.)	50 mg/kg		



Available in 18-lb
and 33-lb bags

EnTrust® Large Breed Puppy Formula

Chicken Meal & Rice Recipe

- Formulated for large breed puppies or any puppy with lower caloric requirements
- Optimal balance of omega-3 fatty acids for brain development
- Complexed bioavailable trace minerals and omega-3 fatty acids support hip and joint mobility

Calories per Cup: 337

From: Protein 96, Fat 109, Carbohydrate 132

GUARANTEED ANALYSIS

Crude Protein (min.)	28.0%	Zinc (min.)	150 mg/kg
Crude Fat (min.)	13.0%	Vitamin A (min.)	11,000 IU/kg
Total Carbohydrates (max.)	43.0%	Vitamin E (min.)	220 IU/kg
Dietary Fiber (max.)	12.5%	Docosahexaenoic Acid (min)	.05%
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.75%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm
Manganese (min.)	50 mg/kg		



Available in 4-lb, 20-lb
and 35-lb bags

EnTrust® Healthy Adult Formula

Pork Meal & Barley Recipe

- Real pork protein provides essential amino acids for energy, bone and muscle development
- No corn, no wheat, no soy formulation for dogs of all life stages that may have a problem with food sensitivities
- Complexed bioavailable trace minerals and optimal balance of omega fatty acids support skin, coat and paw pad integrity

Calories per Cup: 364

From: Protein 90, Fat 126, Carbohydrate 148

GUARANTEED ANALYSIS

Crude Protein (min.)	24.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	14.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	45.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	13.0%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.75%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	300 ppm



Available in 4-lb, 20-lb
and 35-lb bags

EnTrust® Healthy Adult Formula

Chicken Meal & Barley Recipe

- Complete nutrition real chicken protein source and a balanced ratio of protein, fat and carbohydrates
- Lower calories to help dogs of all life stages maintain a healthy weight while supplying needed energy
- Enriched with super foods such as blueberries, raspberries and sweet potatoes that nourish the body and energize

Calories per Cup: 353

From: Protein 91, Fat 128, Carbohydrate 134

GUARANTEED ANALYSIS

Crude Protein (min.)	26.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	15.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	43.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	13.5%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	3.00%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm



Available in 4-lb, 20-lb
and 35-lb bags

EnTrust® Healthy Adult Formula

Lamb Meal & Rice Recipe

- Real lamb protein provides essential amino acids for energy, bone and muscle development
- No wheat and no soy formulation for adult dogs that may have a problem with food sensitivities
- Omega-3 fatty acids and complexed bioavailable trace minerals support hip and joint mobility

Calories per Cup: 347

From: Protein 112, Fat 177, Carbohydrate 110

GUARANTEED ANALYSIS

Crude Protein (min.)	22.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	12.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	50.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	12.0%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.40%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.50%
Phosphorus (min.)	1.0%	Glucosamine* (min)	300 ppm
Copper (min.)	12 mg/kg		



Available in 20-lb
and 35-lb bags

EnTrust® Sensitive Stomach & Skin Formula

Salmon Meal & Rice Recipe

- Formulated with highly digestible salmon protein and moderate levels of fat to support an ideal body condition for adult dogs
- No corn, no wheat, no soy formula is a great choice for dogs with food sensitivities
- Complexed bioavailable trace minerals and optimal balance of omega fatty acids support skin, coat and paw pad integrity

Calories per Cup: 348

From: Protein 96, Fat 109, Carbohydrate 132

GUARANTEED ANALYSIS

Crude Protein (min.)	24.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	12.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	48.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	14.0%	Vitamin E (min.)	500 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.60%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.50%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm



Available in 4-lb
and 20-lb bags

EnTrust® Small Breed Formula

Pork Meal & Barley Recipe

- Small bite-size kibble helps make chewing easier for small breed dogs
- Real pork protein provides essential amino acids for energy, bone and muscle development
- No corn, no wheat, no soy option for dogs of all life stages that may have a problem with food sensitivities

Calories per Cup: 364

From: Protein 90, Fat 126, Carbohydrate 148

GUARANTEED ANALYSIS

Crude Protein (min.)	24.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	14.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	45.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	13.0%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.75%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	300 ppm



Available in 20-lb
and 35-lb bags

EnTrust® Active Adult Formula

Chicken Meal & Barley Recipe

- Complete nutrition with optimal levels of protein and fat to fuel active and performance dogs
- Real chicken protein provides essential amino acids for energy, bone and muscle development
- Omega-3 fatty acids and complexed bioavailable trace minerals support hip and joint mobility

Calories per Cup: 378

From: Protein 100, Fat 156, Carbohydrate 122

GUARANTEED ANALYSIS

Crude Protein (min.)	28.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	18.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	38.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	11.5%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.50%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	3.00%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm



Available in 18-lb
and 33-lb bags

EnTrust® Healthy Senior Formula

Chicken Meal & Barley Recipe

- Complete nutrition to support the unique metabolism of an older dog
- Optimal protein and fat levels to help maintain good body condition for less active dogs, seven years of age and older
- Omega-3 fatty acids and complexed bioavailable trace minerals support hip and joint mobility

Calories per Cup: 331

From: Protein 86, Fat 103, Carbohydrate 142

GUARANTEED ANALYSIS

Crude Protein (min.)	25.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	12.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	47.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	13.0%	Vitamin E (min.)	275 IU/kg
Moisture (max.)	11.0%	Docosahexaenoic Acid (min)	0.05%
Calcium (min.)	1.2%	Omega-3 Fatty Acids (min.)*	0.50%
Phosphorus (min.)	1.0%	Omega-6 Fatty Acids (min.)*	2.75%
Copper (min.)	12 mg/kg	Glucosamine* (min)	800 ppm



Available in 18-lb
and 33-lb bags

EnTrust® Healthy Weight Formula

Chicken Meal & Barley Recipe

- Complete nutrition for less active dogs that require fewer calories for maintenance or dogs prone to easy weight gain
- Wholesome grains and high-quality real chicken protein result in optimal energy and activity
- Omega-3 fatty acids and complexed bioavailable trace minerals support hip and joint mobility

Calories per Cup: 313

From: Protein 78, Fat 81, Carbohydrate 154

GUARANTEED ANALYSIS

Crude Protein (min.)	23.0%	Manganese (min.)	50 mg/kg
Crude Fat (min.)	10.0%	Zinc (min.)	150 mg/kg
Total Carbohydrates (max.)	51.0%	Vitamin A (min.)	11,000 IU/kg
Dietary Fiber (max.)	14.5%	Vitamin E (min.)	220 IU/kg
Moisture (max.)	11.0%	Omega-3 Fatty Acids (min.)*	0.40%
Calcium (min.)	1.2%	Omega-6 Fatty Acids (min.)*	2.25%
Phosphorus (min.)	1.0%	Glucosamine* (min)	800 ppm
Copper (min.)	12 mg/kg	Chondroitin Sulfate* (min)	400 ppm



Available in a 4-lb bag

EnTrust® Kitten Formula

Chicken Meal Recipe

- Nutrient-rich diet with protein and fat levels to support long-term health benefits
- Omega-3 fatty acids to help promote brain development
- High-quality real chicken protein helps develop and maintain lean muscle

Calories Per Cup: 415

From: Protein 131, Fat 180, Carbohydrate 104

GUARANTEED ANALYSIS

Crude Protein (min.)	35.0%	Zinc (min.)	150 mg/kg
Crude Fat (min.)	19.0%	Vitamin A (min.)	11,000 IU/kg
Total Carbohydrates (max.)	31.0%	Vitamin E (min.)	220 IU/kg
Dietary Fiber (max.)	10.5%	Taurine (min)	0.18%
Moisture (max.)	11.0%	Docosahexaenoic Acid (min)	0.04%
Calcium (min.)	1.0%	Omega-3 Fatty Acids (min.)*	0.30%
Phosphorus (min.)	0.8%	Omega-6 Fatty Acids (min.)*	3.00%
Copper (min.)	15 mg/kg	Glucosamine* (min)	800 ppm
Manganese (min.)	50 mg/kg	Chondroitin Sulfate* (min)	400 ppm

Available in 4-lb
and 20-lb bags

EnTrust® Adult Cat Formula

Chicken Meal Recipe

- Complete nutrition to meet the everyday needs and maintenance requirements of cats of all life stages
- Promotes an ideal body condition
- Real chicken protein provides essential amino acids for energy, bone and muscle development

Calories per Cup: 381

From: Protein 127, Fat 137, Carbohydrate 117

GUARANTEED ANALYSIS

Crude Protein (min.)	34.0%	Zinc (min.)	150 mg/kg
Crude Fat (min.)	15.0%	Vitamin A (min.)	11,000 IU/kg
Total Carbohydrates (max.)	36.0%	Vitamin E (min.)	220 IU/kg
Dietary Fiber (max.)	14.0%	Taurine (min)	0.18%
Moisture (max.)	11.0%	Docosahexaenoic Acid (min)	0.03%
Calcium (min.)	1.0%	Omega-3 Fatty Acids (min.)*	0.30%
Phosphorus (min.)	0.8%	Omega-6 Fatty Acids (min.)*	3.00%
Copper (min.)	15 mg/kg	Glucosamine* (min)	800 ppm
Manganese (min.)	50 mg/kg	Chondroitin Sulfate* (min)	400 ppm

EnTrust® Product Lineup



EnTrust Product		Healthy Puppy Formula	Large Breed Puppy Formula	Healthy Adult Formula	Healthy Adult Formula	Healthy Adult Formula	Sensitive Stomach & Skin Formula	Small Breed Formula	Active Adult Formula	Healthy Senior Formula	Healthy Weight Formula	Healthy Kitten Formula	Adult Cat Formula
Recipe		Chicken Meal & Barley	Chicken Meal & Barley	Pork Meal & Barley	Chicken Meal & Barley	Lamb Meal & Rice	Salmon Meal & Rice	Pork Meal & Barley	Chicken Meal & Barley	Chicken Meal & Barley	Chicken Meal & Barley	Chicken Meal	Chicken Meal
Crude Protein (min.)		30.0%	28.0%	24.0%	26.0%	22.0%	24.0%	24.0%	28.0%	25.0%	23.0%	35.0%	34.0%
Crude Fat (min.)		20.0%	13.0%	14.0%	15.0%	12.0%	12.0%	14.0%	18.0%	12.0%	10.0%	19.0%	15.0%
Total Carbohydrates (max.)		34.0%	43.0%	14.0%	43.0%	50.0%	48.0%	45.0%	38.0%	47.0%	51.0%	31.0%	36.0%
Dietary Fiber (max.)		10.5%	12.5%	13.0%	13.5%	12.0%	14.0%	13.0%	11.5%	13.0%	14.5%	10.5%	14.0%
Moisture (max.)		11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%
Zinc mg/kg		150	150	150	150	150	150	150	150	150	150	150	150
Vitamin A (min.) IU/kg		11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000
Vitamin E (min.) IU/kg		220	220	220	220	220	500	220	220	275	220	220	220
DHA (min.)		0.05%	0.05%	-	-	-	-	-	-	0.05%	-	0.04%	0.03%
Omega-3 Fatty Acids (min.)*		0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.40%	0.30%	0.30%
Omega-6 Fatty Acids (min.)*		3.75%	2.75%	2.75%	3.00%	2.50%	2.50%	2.75%	3.00%	2.75%	2.25%	3.00%	3.00%
Glucosamine* (min.)		800 ppm	800 ppm	800 ppm	800 ppm	300 ppm	800 ppm	800 ppm	800 ppm	800 ppm	100 ppm	800 ppm	800 ppm
Chondroitin Sulfate* (min.)		400 ppm	400 ppm	300 ppm	400 ppm	-	400 ppm	300 ppm	400 ppm	400 ppm	400 ppm	400 ppm	400 ppm
Calories per cup (calculated)		399	337	364	353	347	348	364	378	331	313	410	381
Bag Size	4 lb	✓		✓	✓	✓		✓				✓	✓
	18 lb		✓							✓	✓		
	20 lb	✓		✓	✓	✓	✓	✓	✓				✓
	33 lb		✓							✓	✓		
	35 lb	✓		✓	✓	✓	✓		✓				

EnTrust® Product Comparisons



EnTrust® Healthy Puppy Formula

	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Puppy Formula - Chicken Meal & Barley Recipe	30	20	11,000	220	0.50	3.75	800 / 400	399	Chicken Meal, Ground Corn, Chicken Fat, Ground Barley, Corn Protein Meal
Diamond® Naturals Small & Medium Breed Puppy - Chicken & Rice	32	22	10,000	150	0.50	3.40	N/A	453	Chicken, Chicken Meal, Ground White Rice, Chicken Fat, Cracked Pearled Barley
Nutrena® Loyall Life® Puppy Chicken & Brown Rice Recipe	30	20		150	0.60	3.30	N/A	438	Chicken, Chicken Meal, Brown Rice, Brewers Rice, Chicken Fat
4health Wholesome Grains - Puppy	27	15	N/A	150	0.04	2.50	N/A	409	Chicken, Chicken Meal, Garbanzo Beans, Peas, Pea Flour



EnTrust® Large Breed Puppy Formula

	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Puppy Formula - Chicken Meal & Barley Recipe	28	13	11,000	220	0.50	2.75	800 / 400	337	Chicken Meal, Ground Corn, Ground Barley, Corn Protein Meal, Chicken Fat
Diamond Naturals® Large Breed Puppy - Lamb & Rice	27	15	10,000	150	0.30	2.00	N/A	414	Lamb, Lamb Meal, Whole Grain Brown Rice, Cracked Pearled Barley, Grain Sorghum
Nutrena® Loyall Life® Puppy Large Breed Chicken & Brown Rice Recipe	26	14	N/A	150	0.50	2.55	250 / 250	402	Chicken, Chicken Meal, Brown Rice, Brewers Rice, Dried Peas
4health Wholesome Grains - Large Breed Puppy	27	15	N/A	200	0.40	2.80	N/A	417	Chicken, Chicken Meal, Brown Rice, Grain Sorghum, Cracked Pearled Barley



EnTrust® Healthy Adult Formula - Chicken & Barley Recipe									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Adult Formula - Chicken & Barley	26	15	11,000	220	0.50	3.00	800 / 400	353	Chicken Meal, Ground Corn, Ground Barley, Chicken Fat, Corn Protein Meal
Diamond Naturals® All Life Stages Chicken & Rice Formula	26	16	10,000	150	0.40	2.50	N/A	421	Chicken, Chicken Meal, Whole Grain Brown rice, Cracked Pearled Barley, White Rice
Nutrena® Loyall Life® Adult Chicken & Brown Rice Recipe	26	16	N/A	150	0.62	2.80	N/A	366	Chicken, Chicken Meal, Whole Grain Sorghum, Brown Rice, Chicken Fat
4health Wholesome Grains - Chicken & Rice	26	15	N/A	150	0.40	2.50	300 / 100	426	Chicken, Chicken Meal, Cracked Pearled Barley, Ground White Rice, Chicken Fat



EnTrust® Healthy Adult Formula - Lamb & Rice Recipe									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Adult Formula - Lamb & Rice	22	12	11,000	220	0.40	2.50	300 / N/A	347	Lamb Meal, Brown Rice, Ground Barley, Ground Oats, Whole Grain Sorghum
Diamond Naturals® Adult Dog - Lamb Meal & Rice	23	14	10,000	150	0.40	2.20	N/A	403	Lamb Meal, Ground White Rice, Cracked Pearled Barley, Grain Sorghum, Egg Product
Nutrena® Loyall Life® Adult Lamb Meal & Brown Rice Recipe	23	14	N/A	150	0.50	2.20	N/A	323	Lamb Meal, Whole Grain Sorghum, Whole Ground Barley, Chicken Fat (preserved with mixed tocopherols), Brown Rice
4health Wholesome Grains - Lamb & Rice	21	12	N/A	150	0.40	2.20	300 / 100	358	Lamb, Lamb Meal, Whole Grain Brown Rice, Oatmeal, Cracked Pearled Barley



EnTrust® Healthy Adult Formula - Pork & Barley Recipe

	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Adult Formula - Lamb & Rice	22	12	11,000	220	0.40	2.50	300 / N/A	347	Lamb Meal, Brown Rice, Ground Barley, Ground Oats, Whole Grain Sorghum
Diamond Naturals® Adult Dog - Lamb Meal & Rice	23	14	10,000	150	0.40	2.20	N/A	403	Lamb Meal, Ground White Rice, Cracked Pearled Barley, Grain Sorghum, Egg Product
Nutrena® Loyall Life® Adult Lamb Meal & Brown Rice Recipe	23	14	N/A	150	0.50	2.20	N/A	323	Lamb Meal, Whole Grain Sorghum, Whole Ground Barley, Chicken Fat (Preserved with Mixed Tocopherols), Brown Rice
4health Wholesome Grains - Lamb & Rice	21	12	N/A	150	0.40	2.20	300 / 100	358	Lamb, Lamb Meal, Whole Grain Brown Rice, Oatmeal, Cracked Pearled Barley



EnTrust® Sensitive Stomach & Skin Formula

	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Sensitive Stomach & Skin Formula	24	12	11,000	500	0.60	2.50	800 / 400	348	Salmon Meal, Brewers Rice, Ground Barley, Brown Rice, Chicken Meal
Diamond Naturals® Skin & Coat All Life Stages - Salmon & Potato	25	14.	10,000	150	0.40	2.50	N/A	408	Salmon, Fish Meal, Potatoes, Lentils, Peas
Nutrena® Loyall Life® Sensitive Skin & Coat Adult Salmon & Oatmeal Recipe	25	14	N/A	150	0.60	1.80	N/A	355	Salmon, Oatmeal, Brewers Rice, Potato Protein, Whole Ground Barley
4health Special Care - Sensitive Stomach	25	13	N/A	300	0.80	2.50	N/A	410	Potatoes, Egg Product, Potato Protein, Tomato Pomace, Chicken Fat



EnTrust® Small Breed Formula									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Small Breed Formula	24	14	11,000	220	0.50	2.75	800 / 300	364	Pork Meal, Ground Barley, Brown Rice, Chicken Fat (Mixed Tocopherols Preservative), Whole Grain Sorghum
Diamond Naturals® Small Breed Adult - Lamb & Rice	25	15	10,000	150	0.40	2.40	N/A	414	Lamb, Lamb Meal, Ground White Rice, Cracked Pearled Barley, Grain Sorghum
4health® Wholesome Grains - Small Bites Formula	26	12	N/A	150	0.30	2.00	450 / 150	351	Chicken, Chicken Meal, Cracked Pearled Barley, Ground White Rice, Dried Beet Pulp
Purina® ONE +Plus Small Breed Adult	28	17	15000	400	N/A	N/A	400 / N/A	375	Lamb, Chicken Meal, Rice Flour, Corn Gluten Meal, Whole Grain Corn



EnTrust® Healthy Senior Formula									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Senior Formula	25	12	11,000	275	0.50	2.75	800 / 400	331	Chicken Meal, Ground Corn, Ground Barley, Chicken Fat Whole Grain Sorghum
4health Wholesome Grains - Mature Adult	20	10	N/A	150	0.25	1.70	720 / 240	349	Lamb, Lamb Meal, Oatmeal, Whole Grain Brown Rice, Cracked Pearled Barley
Purina® ONE +Plus Vibrant Maturity Adult 7+	28	13	14,000	460	N/A	1.50	400 / N/A	363	Chicken, Rice Flour, Corn Gluten Meal, Chicken By-Product Meal, Soybean Meal
Diamond® Naturals Senior Dog - Chicken, Egg & Oatmeal Formula	25	11	10,000	150	0.30	2.20	650 / 240	347	Chicken, Chicken Meal, Whole Grain Brown Rice, Cracked Pearled Barley, Ground White Rice



EnTrust® Healthy Weight Formula									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Healthy Weight Formula	23	10	11,000	220	0.40	2.25	100 / 400	313	Chicken Meal, Ground Corn, Ground Barley, Whole Grain Sorghum, Dried Plain Beet Pulp
Diamond Naturals® Light Adult Dog - Lamb Meal & Rice	18	6	10,000	150	0.25	1.25	750 / 250	310	Lamb Meal, Whole Grain Brown Rice, Oatmeal, Cracked Pearled Barley, Ground White Rice
4health Wholesome Grains - Healthy Weight	20	8	N/A	150	0.30	1.70	300 / 100	347	Whole Grain Brown Rice, Chicken, Chicken Meal, Chicken Fat, Dried Beet Pulp
Purina® ONE Healthy Weight High-Protein Formula	27	8	13,000	250	N/A	1.50	350 / 0	320	Turkey, Rice Flour, Soybean Meal, Corn Gluten Meal, Chicken By-Product Meal





EnTrust® Healthy Kitten Formula									
	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/ Chondroitin ppm	Kcal/ cup	Top 5 Ingredients
EnTrust® Healthy Kitten Formula	35	19	11,000	220	0.30	3.00	800 / 400	410	Chicken Meal, Ground Corn, Corn Protein Meal, Chicken Fat (Mixed Tocopherols Preservative), Ground Barley
Diamond Naturals® Kitten - Chicken & Rice	34	22	10,000	150	0.50	3.50	N/A	460	Chicken, Chicken Meal, Brown Rice, Chicken Fat (Preserved With Mixed Tocopherols), Dried Yeast
Nutrena® Loyall Life® Cat & Kitten Chicken Recipe	32	14	N/A	150	0.40	2.20	N/A	325	Chicken, Chicken Meal, Brewers Rice, Whole Ground Barley, Chicken Fat
Purina® ONE +Plus Healthy Kitten	40	18	10,000	100	N/A	1.90	N/A	514	Chicken, Chicken By-Product Meal, Corn Gluten Meal, Rice Flour, Soybean Meal





EnTrust® Adult Cat Formula

	Protein %	Fat %	Vitamin A IU/kg	Vitamin E IU/kg	Omega 3 %	Omega 6 %	Glucosamine/Chondroitin ppm	Kcal/cup	Top 5 Ingredients
EnTrust® Adult Cat Formula	34	15	11,000	220	0.30	3.00	800 / 400	381	Chicken Meal, Ground Corn, Corn Protein Meal, Ground Barley, Chicken Fat (Mixed Tocopherols Preservative)
Diamond Naturals® Indoor Cat - Chicken & Rice	32	14	10,000	150	0.40	2.40	N/A	380	Chicken Meal, Chicken, Ground White Rice, Cracked Pearled Barley, Grain Sorghum
Nutrena® Loyall Life Cat & Kitten Chicken Recipe	34	18	N/A	150	0.50	3.00	N/A	446	Chicken, Chicken Meal, Ground White Rice, Peas, Chicken Fat
Nutrena® Loyall Life Cat & Kitten Chicken Recipe	32	14	N/A	150	0.40	2.20	N/A	325	Chicken, Chicken Meal, Brewers Rice, Whole Ground Barley, Chicken Fat



CLASSICS



KENT® and Blue Seal® Classics

KENT® and Blue Seal® Classics pet foods deliver great-tasting, nutritionally sound formulas that help provide the complete, balanced nutrition that your pet needs to grow, perform and thrive.

Produced in our own manufacturing facilities here in the USA, each formula features high-quality protein to meet your pet's energy needs, vitamins and minerals for improved health, and yeast cultures to support digestive function. KENT and Blue Seal Classics pet foods strive to provide high-quality nutrition for your pet at a great value so you can enjoy a lifetime together.

Features & Benefits:

For Dogs

- Quality protein for muscle and tissue integrity
- Healthy fats and oils for skin and hair coat condition
- Essential micro-nutrients for immune system support
- Dietary fiber for digestive activity and health

For Cats

- Chicken flavor for a great taste
- Poultry protein for healthy skin and coat
- Enriched with taurine for a healthy heart and keen eyesight
- Quality ingredients for healthy digestion



Available in 25-lb
and 50-lb bags

Krunchies®

- Dogs love the natural poultry flavor and the nugget size
- Balanced nutrition is perfect for maintenance of normally active adult dogs
- Formula contains no soy and may be a good choice for dogs that have sensitivities to soy

Calories per Cup: 318

From: Protein 70, Fat 83, Carbohydrate 165

GUARANTEED ANALYSIS

Crude Protein (min.)	21.0%	Crude Fiber (max.)	4.0%
Crude Fat (min.)	10.0%	Moisture (max.)	12.0%



Available in 5-lb, 25-lb
and 50-lb bags

Natural 26™

- Provides hardy, wholesome nutrition needed for hard-working dogs
- Higher protein and fat levels help maintain muscle strength and energy needed to promote lifelong health through nutrition
- Nutritionally complete with added vitamins and minerals

Calories per Cup: 342

From: Protein 92, Fat 103, Carbohydrate 147

GUARANTEED ANALYSIS

Crude Protein (min.)	26.0%	Crude Fiber (max.)	4.0%
Crude Fat (min.)	12.0%	Moisture (max.)	12.0%



Available in a 40-lb bag

Active Dog™

- Great choice for supplying extra calories needed for performance, work, hunting or whenever extra condition is desired
- High protein content from quality, digestible pork and poultry sources helps dogs maintain muscle mass and strength
- Active Dog is nutritionally complete for all life stages

Calories per Cup: 382

From: Protein 98, Fat 159, Carbohydrate 125

GUARANTEED ANALYSIS

Crude Protein (min.)	27.0%	Dietary Fiber (max.)	12.0%
Crude Fat (min.)	18.0%	Moisture (max.)	12.0%
Total Carbohydrates (max.)	39.0%		



Available in a 40-lb bag

Hi-Protein™ 27

- Provides a high level of protein to help dogs build and replenish muscle tissue and stay in good physical condition
- Working dogs, including hunting dogs, farm dogs and protection dogs, burn extra energy and use more protein for muscle repair and replenishment

Calories per Cup: 329

From: Protein 96, Fat 87, Carbohydrate 146

GUARANTEED ANALYSIS

Crude Protein (min.)	27.0%	Dietary Fiber (max.)	18.0%
Crude Fat (min.)	10.0%	Moisture (max.)	12.0%
Total Carbohydrates (max.)	47.0%		



Available in 20-lb
and 40-lb bags

Kit & Cat™

- Kit & Cat is a savory recipe including chicken, the taste your cats will love.
- High-quality ingredients are selected to provide your pet with well- balanced nutrition and high digestibility
- With added taurine, Kit & Cat helps keep eyes sharp and hearts healthy
- Nutritionally complete and balanced for both kittens and adult cats

Calories per Cup: 356

From: Protein 110, Fat 97, Carbohydrate 148

GUARANTEED ANALYSIS

Crude Protein (min.)	30.0%	Dietary Fiber (max.)	4.0%
Crude Fat (min.)	11.0%	Moisture (max.)	9.0%
Total Carbohydrates (max.)	4.0%		





Available in a 40-lb bag

Farm Dog™

- Complete and balanced, designed to help adult dogs on the farm stay physically fit
- Hearty, homestyle nutrition with wholesome grains and high-quality pork protein
- Provides your dog with a great combination of both flavor and energy

GUARANTEED ANALYSIS

Crude Protein (min.)	21.0%	Crude Fiber (max.)	6.0%
Crude Fat (min.)	7.5%	Moisture (max.)	12.0%



Available in a 32-lb bag

Barn Cat™

- Complete and balanced diet for cats of all life stages
- Great-tasting combination of poultry, pork and fish protein sources
- Nutritionally complete with added vitamin fortification

GUARANTEED ANALYSIS

Crude Protein (min.)	30.0%	Crude Fiber (max.)	4.0%
Crude Fat (min.)	8.5%	Moisture (max.)	12.0%

CRUNCHERS
SMALL BATCH DOG TREATS



Crunchers® Dog Treats

Crunchers® are small batch dog treats and are a healthy, nutritious snack for dogs of all ages. Not only are they ideal training rewards, but they also help keep dogs' teeth clean and white.

Crunchers are oven-baked with premium ingredients. Available in several sizes and shapes and five tasty varieties your dogs will love.



NUTRITIOUS PROTEIN

Part of a healthy, balanced diet



HARD TEXTURE

Helps clean teeth effectively, a result of chewing action and abrasiveness



VITAMINS & MINERALS

Provides a healthy, nutritious treat

NO ARTIFICIAL FLAVORS OR PRESERVATIVES



Large
4.25"



Medium
3.25"



Small
1.5"



Mini
1.25"

Shown actual size



Crunchers® Original Recipe

- Available in:
 - Mini treats in 2-lb bags
 - Small treats in 3.5-lb bags and bulk/25-lb box
 - Medium treats in 3.5-lb bags and in bulk/25-lb box
 - Large treats in 3.5-lb bags and bulk/25-lb box

GUARANTEED ANALYSIS

Crude Protein (min.)	24.0%	Dietary Fiber (max.)	3.0%
Crude Fat (min.)	7.0%	Moisture (max.)	12.0%



Crunchers® Peanut Butter Flavor

- Made with real peanut butter
- Available in:
 - Small treats in 3.5-lb bags
 - Medium treats in 3.5-lb bags

GUARANTEED ANALYSIS

Crude Protein (min.)	20.0%	Dietary Fiber (max.)	3.0%
Crude Fat (min.)	7.0%	Moisture (max.)	12.0%



Crunchers® Assorted Flavors

- Available in:
 - Small treats in 3.5-lb bags and bulk/25-lb box
 - Medium treats in 3.5-lb bags and in bulk/25-lb box

GUARANTEED ANALYSIS

Crude Protein (min.)	20.0%	Dietary Fiber (max.)	3.0%
Crude Fat (min.)	7.0%	Moisture (max.)	12.0%



Crunchers® Happy Health™ Recipe

- Made with chicken and lamb meal
- Wholesome grains - no corn, no wheat, no soy
- Fun heart shapes
- Available in 2-lb bags and and bulk/20-lb box

GUARANTEED ANALYSIS

Crude Protein (min.)	18.0%	Dietary Fiber (max.)	70.0%
Crude Fat (min.)	8.5%	Moisture (max.)	10.0%



Crunchers® Happy Belly Recipe

- Made with real pumpkin to support digestive health
- Wholesome grains - no corn, no wheat, no soy
- Fun heart-shapes
- Available in 2-lb bags

GUARANTEED ANALYSIS

Crude Protein (min.)	17.0%	Dietary Fiber (max.)	7.5%
Crude Fat (min.)	7.0%	Moisture (max.)	12.0%

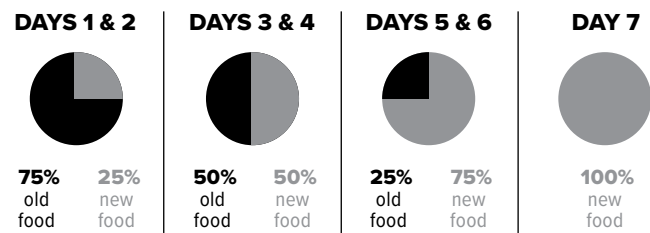


Feeding Your Pet

To properly feed your pet, choose a complete and balanced diet tailored to their age, size and breed. Measure portions using a measuring cup, and be mindful of the recommended feeding guidelines on the food packaging. Avoid table scraps and foods that are toxic to your pet. Offer fresh, clean water at all times. Consider different feeding methods like timed feeding, free-feeding, or portioning based on your pet's needs and your lifestyle.

Introducing a New Pet Food

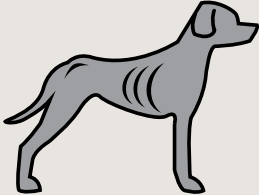
To avoid digestive upset when introducing your pet to a new food, switch to the new food over the course of a week by gradually decreasing the old food and increasing the new. Provide plenty of clean, fresh water at all times.



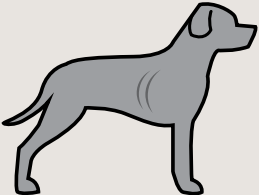
Determining Your Pet's Body Condition

Monitoring your pet's weight is an important part of making sure they stay healthy. Another way to determine if your pet is at its proper weight is to assess its body condition. Use the guide below to help evaluate your pet's body condition and potential nutritional needs. Be sure to consider your pet's breed when determining your pet's condition and consult with your veterinarian if you have any questions.

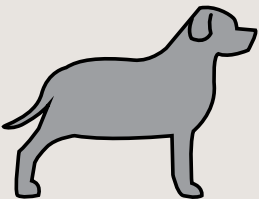
Underweight
Bony in appearance with no muscle tone. Ribs, spine and hip bones are easily visible.



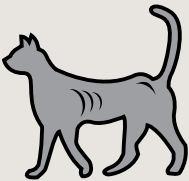
Ideal
Normal looking with good muscle tone and ribs and spine are easily felt. Abdomen is raised, not sagging.



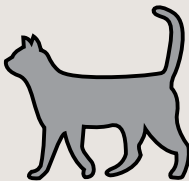
Overweight
Overall fat appearance and no muscle tone. Chest and abdomen are swollen and extended.



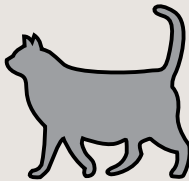
Underweight
Bony in appearance with no muscle tone. Ribs, spine and hip bones are easily visible.



Ideal
Normal looking with good muscle tone and ribs and spine are easily felt. Abdomen is raised, not sagging.



Overweight
Overall fat appearance and no muscle tone. Chest and abdomen are swollen and extended.



At KENT,[®] we believe that mealtime is more than just a daily routine; it's an essential way to support your pet's health, energy, and your bond with them. Whether you're raising a new puppy, maintaining the vitality of an active dog, or caring for a loyal senior companion, proper nutrition lays the foundation for a lifetime of well-being

Our Native[®], EnTrust[®] and Classic pet food lines are rooted in decades of research, care and a commitment to quality. From premium performance formulas to everyday balanced nutrition, each product is crafted to meet your pet's unique needs at every stage of life.

Here's to many happy, healthy years ahead — fueled by knowledge, care and the best nutrition possible.

Want more tools to support your pet's wellness?

Visit our website for expert feeding guidance, seasonal tips, and solutions for allergies, activity-specific nutrition and more.





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