

WHAT IS A ROTATIONAL DIET??

ROTATE PROTEINS, VEGGIES AND FRUITS FOR A HEALTHY, HAPPY PET

A Rotational Diet is based on the basic idea that more variety will provide better overall health and well-being for your pet. You don't eat the same thing day in and day out, and neither should your pet. By varying the proteins, veggies and fruits, your dog or cat will enjoy a more diverse and complete micro-nutrient intake, as well as exciting tastes and textures for better health and happiness.

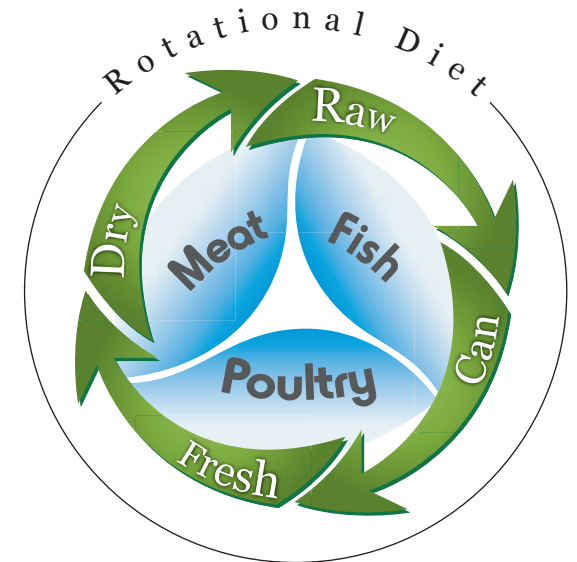
There's no right or wrong way to feed a Rotational Diet; your pet will benefit from the variety of forms and flavors! Just offer various proteins (e.g. beef, chicken, and salmon) and forms (raw, dry, cans and fresh) in your pet's diet. All brands and or types can be rotated, daily, weekly or monthly according to your lifestyle and your pet's preferences!

NEW NATURAL PET DIET PROMOTES ROTATION FOR BETTER NUTRITION

LINCOLN, Neb. (July 15, 2008) /PRNewswire/ – Following last year's devastating pet food recall, pet owners are more careful than ever to choose foods made with healthy ingredients. A high quality natural pet food is a great place to start, but that's no longer enough. Experts agree that variety is an important - and often overlooked - component in pet nutrition. "Just like humans, pets require a variety of foods in order to obtain the optimal level of nutrition from their diet," said Dr. Susan Lauten, a leading clinical instructor of veterinary medicine. Experts like Dr. Lauten agree that the ideal diet for dogs and cats includes rotation between proteins (e.g. beef, chicken, salmon) and forms (dry kibble, canned, and raw frozen pet food).

Known as the Rotation Diet, this feeding philosophy, which can be implemented on a daily, weekly or monthly basis, is centered on nutritional variety and provides pets with optimal nutrition. Rotating proteins and forms supports overall health, including, weight control, better hydration, a reduced risk of food intolerances and an overall improvement in cat's and dog's behavior and physical well-being. "It's based on a simple philosophy that represents a new way to look at nourishing our companion animals, while providing immense health benefits," said Dr. Lauten.

In support of the rotation philosophy, Hollywood Premier Pets provides a full line of natural kibble, canned, and raw frozen and Fresh foods in a variety of proteins. This wide array of products allows pet owners to easily customize a Rotation Diet for their pet, incorporating the forms and proteins that work best with their pet's health and lifestyle. As a result, there is no right or wrong way to administer the diet; variety is the key.



What is **THE ROTATIONAL DIET** & Why should **My Dog** be on it?

**"YOU DON'T EAT THE SAME THING
DAY IN AND DAY OUT, AND NEITHER
SHOULD YOUR PET."**

HOLLYWOOD PREMIER PETS
77920 COUNTRY CLUB DR
PALM DESERT, CA 92211
760-345-5005

WWW.HOLLYWOODPREMIERPETS.COM

A GUIDE TO UNDERSTANDING
THE ROTATIONAL DIET FOR DOGS

RAW

A diet consisting of raw meat, organ meat, bone, and fat reflects what your pet would eat in its natural habitat. The inclusion of raw food is recommended by veterinary experts as an important source of protein, moisture, and vital nutrients.

DRY KIBBLE

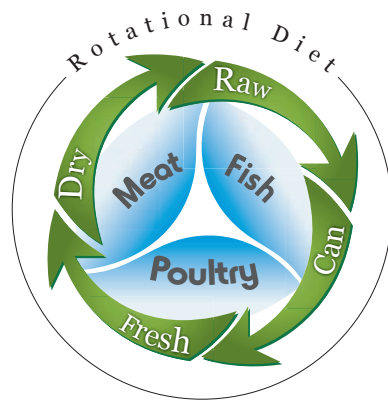
Hollywood Premier Pets offers a wide variety of Premium and Ultra Premium kibble choices to fit your pet's needs and preferences. Choose from Canidae, EVO, Whole Earth Farms, Taste of the Wild, Wellness, Innova, California Natural or Chicken Soup for the Dog Lover's Soul.

CANS

Canned diets offer complete and balanced nutrition in a form that provides beneficial levels of moisture for optimal pet health. Many of our brands are either grain-free or contain 95% meat.

FRESH

Freshly prepared meals of meats & vegetables are 100% all natural and never contain any by products or fillers. Also known as table scraps, this form of food is often minimally processed or cooked and contains high levels of minerals and nutrients. Fresh fruit (apple slices, carrots etc.) and vegetables make great all natural treats.



WHAT ARE THE BENEFITS?

ROTATING VARIETIES IMPROVES HEALTH & WELL-BEING

By varying protein sources and adding variety to your pet's diet, you'll be providing a more diverse and complete micro-nutrient intake that will benefit your cat or dog's health – immediately and for years to come.

REDUCED RISK OF FOOD ALLERGIES

Many allergies to common ingredients like chicken, beef, wheat, corn or soy can develop over time when pets are consistently fed the same food month after month. A Rotation Diet reduces the risk of allergies and intolerances because any one specific protein is not being overfed – so the body does not become sensitive.

IMPROVED HYDRATION

Many health problems found in pets (such as urinary and kidney issues) stem from long-term dehydration, which can be avoided by rotating products with higher moisture content like canned and raw frozen products. In fact, veterinarians routinely recommend increasing water intake as a first treatment option to help prevent or alleviate urinary problems.

REDUCED PICKINESS

A Rotation Diet can reduce pickiness in pets and increase their interest in meals. Pets that are accustomed to specific textures and flavors are less inclined to try new foods, while pets on a Rotation Diet are excited about their meals due to the variety of proteins and forms. Fido will think you've become a gourmet chef!

BETTER BEHAVIOR

When used in conjunction with obedience training, a Rotation Diet can help to decrease incidences of destructive behavior, which can develop from boredom.

CONVENIENT FOR YOU

Rotation is easy and convenient. Instead of buying a single 5lb bag of Chicken and Rice dry kibble, with a 5lbs of Chicken and Rice and another 5lbs bag of Roasted Bison and Venison. You can choose to rotate both forms or flavors on a daily, weekly, or monthly basis. Decide what works best for you – and your pet!

FOR A FREE PHONE CONSULTATION
ABOUT HOW TO START AND MAINTAIN A ROTATIONAL DIET FOR YOUR DOG
PLEASE FEEL FREE TO TO GIVE US A CALL TODAY!

760-345-5005

visit us online:

WWW.HOLLYWOODPREMIERPETS.COM