



## Our Story

In 2010 we invented the category of fresh frozen food for dogs because we knew there had to be a better way to feed our four legged family members. Our approach has always been evidence based but with an eye toward a natural solution and, over the past several years we have changed a lot of minds and logged a fair number of "firsts" in the process. Including first pet food company to execute feeding trials on whole food diets, first pet food company to prove diets that boost the immune system, and more. Now, after almost a year in development, we are very excited to extend the same health benefits of our whole food diets to your feline family members!

## Recipe



### Fish and Chicken

Avail in 10 oz.

## Treat



### Salmon Bark

Avail in 5 oz.

## Veterinary Supplements



### Omega Plus Icelandic Premium

**Fish Oil** (Avail in 8 oz., 16 oz.)

Promotes healthy skin and a shiny coat



### Skin & Allergy Care

 (60 capsules)

Supports the immune system against allergies, infections and tear staining



### Joint Care

 (60 capsules)

Supports and protects joint tissue



### Joint Care Plus

 (60 capsules)

Proven stronger joint support with Collagen type II and Hyaluronic Acid



### Probiotic Live

 (60 capsules)

Supports digestion and promotes a healthy intestinal flora

# JustFood ForDogs®



More life. More years. More love.™

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# JustFood ForCats™

More life. More years. More love.™



## A Fresh Approach to Feline Nutrition

# It's Time to Change the Way You Feed Your Cat.



West Hollywood Kitchen



Costa Mesa Kitchen

## A Broken System

The current system of highly processed canned and bagged cat food is broken. Cats are obligate carnivores, unable to process carbohydrates and many of the other contents in mass produced cat food. Some of these ingredients are down right dangerous and if that sounds like hyperbole then you need only consult the FDA web site listing pet food recalls, which averages more than one per week in the U.S! Components such as empty peanut shells, toxic preservatives and even poultry feces are all perfectly legal ingredients in cat food and labeling requirements allow manufacturers to disguise the content of those ingredients. Worth noting is that the recall list contains some of the most "premium brands" on the market.

## Ingredients Matter

Just like our food for dogs, we use only USDA certified, restaurant grade ingredients to make our food for cats. Real food like sardines from the clean waters of Norway, human grade, USDA, hormone-free chicken and wild caught cod. Let's be clear about something, the ingredients we use are of critical importance to your cat and will directly contribute to his overall health because our diets rely on real food for as many of the nutrients as possible – and are then nutritionally balanced with human grade supplementation. Put simply, this food is healthier than highly processed, mass manufactured cat food.

## Cooked Fresh

Our fresh food is prepped and cooked to the minimal FDA levels in small batches and then quick frozen in our own kitchens in southern California. This method of preparing food removes potentially harmful pathogens but at the same time retains maximum nutritional value from natural food sources. The only "preservative" we ever use is the freezer and this entire process is inspected by our staff veterinary nutritionists and board certified veterinary toxicologist. All you have to do is thaw it in the refrigerator and put it on a plate. We believe it's the healthiest food a cat can eat.