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Gentle NEWS

May 2017

A monthly update on the goings on at GENTLE HQ

Important – How to swap over to Cold Pressed...Gently



We here at Gentle HQ have lost count of the amount of misinformation regarding swapping over to a cold pressed diet. To squash these myths right now we have released this handy and extremely important guide.

When Crossing over from **extruded** Food – **Do not** mix Cold Pressed with extruded food. Due to the drastically different ways the two foods break down in your dog's stomach feeding them together can have some unwanted side effects such as irritated stomachs. When changing over we would advise you to reduce the amount of your current food and then feed your dog the Cold Pressed food **separately** as treats throughout the day. This should continue for a few days. Following on from that change over completely to the Cold Pressed however reduce the amount fed (compared to guideline) until you are certain the dogs stomach has settled. Finally slowly increase the daily feed up to a level that suits your dog's activity level. Normal guideline = 1-1.2% of adult dogs body weight/2.5% for a puppy. Increase above if you dog is more active.

www.coldpresseddogfood.co.uk for more info, or get in contact

When crossing over from **raw food** – You can switch over from raw food immediately. The natural composition of both mean that the foods digest in very similar ways. Allowing you to mix the foods or even completely swap over from day one.

If you feed a mixture of Extruded and raw this will make the transition smoother but it is still advised that you introduce cold pressed slowly.

If your dog suffers from loose stools or drinks very heavily while feeding cold pressed this would suggest OVERFEEDING. Please reduce the amount fed as soon as possible!

COMMON QUESTION

How many Calories are there in Gentle?

In the Original Gentle there is 359 Calories per 100g

The Gentle fish variety has 331 Calories per 100g

It is important to remind people that you only need to feed 1-1.2% of an adult dogs body weight per day or 2.5% for a puppy.

So with normal Gentle a 10KG dog would only need 100g in a day which comes to 359 calories.

Want to give Gentle a try?

Get in touch with your full address and the variety you would like to try and we will ship it out to you

COMPLETELY FREE!



**We are now on Instagram!
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any news**

Gentle_dog_food_

What is Cold Pressed?

Cold pressed dog food uses a unique process that harnesses low temperatures to create a complete, balanced dog food that's as close to natural, raw feeding as possible.

Cold pressing itself is not a new development. It's an ancient process that enables us to extract the goodness of ingredients without degrading them. Over the last 50 or so years it's been used more and more in the production of animal feeds such as those for cattle, horses and pigs and more recently our pets.

For our canine friends the best cold pressed dog food manufacturer is a small traditional family business based in Europe with over 50 years' experience of cold pressing. **This company pioneered the cold pressing process for dog foods and the UK brand Gentle Dog Food is the culmination of nearly 50 years of research.**

For more info

Visit www.coldpresseddogfood.co.uk

May Bank Holiday Treat?... CHOP2BOWL

The Foldable Machine washable travel bowl



MAY SPECIAL OFFER – Now only £3.99 or 2 FOR £7.50

suitable for chopping
suitable as a water bowl
700ml

suitable as a feeding bowl
500 g Gentle

Easy to transport (folds flat)

Easy to clean and very hygienic

Durable

Food-safe polypropylene meets
FDA standards

Available on our online shop - <http://www.gentledogfood.co.uk/buy-online.php>

