

# Proud Paws® Ultra-Select 27/15 Dog & Puppy Food

Premium Formula for Puppies and Active Adult Dogs

*No Artificial Colors or Artificial Flavors*



Product Number  
**80823AAA**

## Product Positioning

Proud Paws Ultra-Select 27/15 Dog & Puppy Food is formulated to provide chicken by-product meal as the number one ingredient and brewers rice as the number two ingredient. It meets specific nutrient needs of puppies and active dogs. It is a complete, dry dog food, which provides 27% high-quality protein and 15% fat, at a very competitive value for a premium formula dry dog food.

---

## Features

Nutritionally complete and balanced

Meat protein sources including fish meal

Primary protein source is chicken by-product meal

Primary grain source is brewers rice

Wholesome, highly digestible, high-quality ingredients

High and consistent palatability

Low-fiber/high-energy content

Higher caloric content

Vitamin/mineral fortification

Guaranteed amount of Omega 3 fatty acid

Guaranteed amount of Omega 6 fatty acid

Natural-source vitamin E

PremiDex™

Locked-in product formula

Dry product form

## Benefits

100% nutritionally complete and balanced based on nutrient profiles; no additional sources of protein, energy, vitamins, or minerals are needed in the dog's diet.

Supplies essential amino acids; dogs efficiently use meat-based protein sources to obtain nutrients for maintenance, body tissue needs, and reproduction.

Nutritious source of highly palatable protein.

Offers an alternative to owners who desire rice as the main grain source (provides energy) rather than corn.

Strict selection of high-quality ingredients and manufacturing quality control procedures ensures product contains only high-quality ingredients beneficial to the nutritional status of pets.

Nutritional adequacy combined with great, irresistible taste ensures dogs will consume needed nutrients.

Results in less stool volume, a great feature for pet food products.

Sustains higher levels and longer periods of activity; supplies energy for growth.

Proper mineral and vitamin levels are essential for a vast array of body functions and good health. An improperly formulated pet food predisposes pets to an inefficient, unhealthy life.

May help maintain a healthy immune system.

Enhances healthy skin and coat.

Protects body tissue from oxidative damage. The need for vitamin E is vital to immune system functioning. Research shows natural-source vitamin E is more bioavailable compared with synthetic vitamin E.

A prebiotic that may have a positive effect on healthy digestion.

Ensures product is consistent from one production run to the next; nutrition and palatability would otherwise be compromised.

Providing a consistent, palatable, complete pet food is more easily accomplished with dry pet foods versus canned pet foods, which typically contain meat, meat by-products, cereal products, and a high percentage of water. Canned pet foods may or may not be fortified with needed vitamins and minerals. Dry pet foods promote healthy gums and teeth in comparison to a canned food diet.



## Product Form

Extruded form, 20 and 40 lb bags.

**Proud Paws Ultra-Select 27/15 Dog & Puppy Food is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) Dog Food Nutrient Profiles for All Life Stages.**

## Guaranteed Analysis

Crude Protein, not less than	27.0%
Crude Fat, not less than	15.0%
Crude Fiber, not more than	3.5%
Moisture, not more than	10.0%
Calcium (Ca), not less than	1.2%
Phosphorus (P), not less than	0.9%
Vitamin E, not less than	90 IU/kg
Omega 6 Fatty Acid, not less than	3.0%*
Omega 3 Fatty Acid, not less than	0.4%*

\*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profile.

### Calorie Content:

Metabolizable Energy (ME) = 3,659 kcal/kg (calculated)

## Ingredients

Chicken By-Product Meal, Brewers Rice, Ground Wheat, Chicken Fat (preserved with mixed tocopherols and citric acid), Dried Beet Pulp, Natural Flavors, Potassium Chloride, Salt, Fish Oil, Flaxseed Meal, Fish Meal, Dicalcium Phosphate, Choline Chloride, Maltodextrin, Ferrous Sulfate, Zinc Sulfate, Vitamin E Supplement, Zinc Oxide, Riboflavin Supplement, Manganese Sulfate, Copper Sulfate, Sodium Selenite, Niacin Supplement, Biotin, Calcium Pantothenate, Vitamin A Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Vitamin B<sub>12</sub> Supplement, Calcium Iodate, Pyridoxine Hydrochloride, Vitamin D<sub>3</sub> Supplement, Cobalt Carbonate, Folic Acid.

**Proud Paws Ultra-Select 27/15 Dog & Puppy Food** is formulated to meet the nutritional needs of growing puppies or active adult dogs. Quality ingredients are formulated in just the right amounts to provide everything dogs are known to need for complete and balanced nutrition. No supplements are necessary. Even the most finicky dog will love the nutritious, crunchy nuggets.

## Feeding Instructions

Proud Paws Ultra-Select 27/15 Dog & Puppy Food may be served moist or dry. Either way, it will provide your dog with complete, balanced nutrition. To serve moist, simply add one part warm water to four parts Proud Paws Ultra-Select 27/15 Dog & Puppy Food and stir until chunks become moistened; feed while warm. If fed moistened, do not serve more than what the dog will consume in a thirty-minute period to ensure product freshness.

A dog should be maintained in good body condition and not allowed to become overweight. The food intake required to maintain good body condition will vary depending on age, activity level, environment, and other stress factors. Consequently, the food requirement for each dog will vary, and should be adjusted accordingly. Use the standard chart below as a guide. Pregnant, nursing, and hardworking dogs or dogs exposed to cold weather may require 2-3 times these amounts.

When high activity or other factors require high feed intake, twice a day feeding is recommended. However, for most normally active dogs over one year old, once a day feeding is usually sufficient.

## Feeding Instructions for Adult Dog at Maintenance

Dog Size	Weight	Daily Amount*
Toy Breeds	Up to 12 lb	1/2 - 1 1/4 cups
Small	13 - 25 lb	1 1/4 - 2 1/4 cups
Medium	26 - 50 lb	2 1/4 - 3 1/2 cups
Large	51 - 100 lb	3 1/2 - 6 1/4 cups
Extra Large	100+ lb	6 1/4 cups plus 1/2 cup for each additional 10 lb of body weight over 100 lb

\*Amounts are based on standard 8-ounce dry measuring cup.

**For Puppies:** Puppies begin to eat solid food at 3-4 weeks of age. Add warm water to soften the food and after 8 weeks, mix with water or feed dry. Feed pups all the moistened Proud Paws Ultra-Select 27/15 Dog & Puppy Food they will consume at intervals throughout the day, or use the chart on the next page as a guide. If fed moistened, do not serve more than what the pups will consume in a thirty-minute period to ensure product freshness. If fed dry, food may be kept before the pups at all times. After one year, follow adult feeding instructions.

Companion Animal

**80823AAA**

## Puppy Feeding Instructions for Growth

Weight of Puppy at Maturity (lb)	2-3 Months*	4-6 Months*	7-12 Months*
3 – 12 lb	½ - 1 cup	¾ - 1 ½ cups	¾ - 2 cups
13 – 20 lb	1 - 1 ½ cups	1 ½ - 2 cups	2 - 2 ¾ cups
21 – 40 lb	1 ¼ - 2 ½ cups	2 - 3 ½ cups	2 ¾ - 4 ½ cups
41 – 60 lb	2 ½ - 2 ¾ cups	3 ½ - 4 ¾ cups	4 ½ - 6 ¼ cups
61 – 80 lb	2 ¾ - 3 ½ cups	4 ¾ - 5 ½ cups	6 ¼ - 7 ½ cups
81 – 100 lb	3 ½ - 4 cups	5 ½ - 6 ½ cups	7 ½ - 8 ¾ cups
101 – 120 lb	4 - 4 ¾ cups	6 ½ - 7 ½ cups	8 ¾ - 10 ¼ cups
120 lb +	4 ¾ cups plus ½ cup**	7 ½ cups plus 1 cup**	10 ¼ cups plus 1 cup**

\*Amounts are based on standard 8-ounce dry measuring cup.

\*\*For each 20 lb of body weight over 120 lb.

**Pregnancy and Nursing:** Proud Paws Ultra-Select 27/15 Dog & Puppy Food provides the extra nutrition needed by reproducing females in all stages of gestation and lactation. Food consumption may vary during gestation, so feed the amount needed to maintain the pregnant female's good body condition. Food intake may double or even quadruple during lactation.

**Feeding Tip:** Changes in your pet's feeding habits should be made gradually. When changing over to Proud Paws Ultra-Select 27/15 Dog & Puppy Food, first substitute small amounts of Proud Paws in place of your pet's current food. Then over the next week to 10 days, increase the amount of Proud Paws, while decreasing the amount of his other food, until your pet is consuming only Proud Paws Ultra-Select 27/15 Dog & Puppy Food.

Remember to provide plenty of fresh, clean water in a clean container at all times. Regular veterinarian visits are recommended to ensure your dog's good health.