



PRODUCT GUIDE

2022





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ABOUT INSTINCT[®]

OUR PROMISE AS THE RAW BRAND®

Raw nutrition guides all that we do. Instinct believes that food and how it's made has the power to transform lives. That's why we incorporate raw into everything we do; from our 100% raw frozen and freeze-dried recipes to freeze-dried raw toppers to kibble recipes boosted with raw nutrition, we make it easy to include raw in a pet's diet in a variety of ways.

Science-based raw nutrition. The science of raw food has always been at our core. Our first raw recipes were developed in partnership with University of Nebraska PhD nutritionists. Our Research and Development team has deep expertise that guides us through innovation, formulation and quality control. We have also partnered with university researchers to study the impact of raw food on dogs' health.

The highest quality & safety standards. Instinct recipes start with the highest quality ingredients from vendors we trust, and our safety procedures are the best in the raw pet food industry. In fact, Instinct is the only raw pet food company in North America to achieve the highest, "excellent," Safe Quality Food (SQF) Food Safety rating and an SQF Quality Certification. Our raw food is cold-pressured to ensure it's free of pathogens and maintains more intact nutrients than cooked pet food. As a final safety step, all our food is tested by an external, ISO 17025 certified lab prior to it leaving our facilities.

Proudly made in Lincoln, Nebraska. Instinct Pet Food began as Nature's Variety, and was established in 2002. Since the beginning, our raw recipes have been crafted in Lincoln, Nebraska. Made in small batches in our company-owned facilities, our raw food is minimally processed and held to the highest quality and safety standards.

Our deep history in raw started when our founder began working with big cats at the Lincoln Children's Zoo and then Omaha's Henry Doorly Zoo. A raw, meat-based diet led to positive changes in the animals, like improved coat quality, better oral health, and better reproductive health. These transformative results inspired us to spread raw nutrition to dogs and cats. The rest is history!

Instinct Pet Food is a subsidiary of Agrolimen, a family-owned company focused on human food and pet food, headquartered in Barcelona, Spain. With sales of ~\$2 billion USD, Agrolimen produces and sells 25 #1 brands in over 100 countries and employs over 5,100 people. Agrolimen owns Affinity and Nature's Menu pet food brands in Europe.

Instinct's corporate office is located in St Louis, Missouri. We own and fully control all of our raw manufacturing facilities in Lincoln, Nebraska.



OUR TEAM OF EXPERTS



NEIL THOMPSON

CEO OF INSTINCT SINCE 2018

Over 30 years of leadership experience with almost 20 years in pet nutrition – including former CEO at Hill's Pet Nutrition. Neil joined Agrolimen, Instinct's parent company, in 2016 and was appointed CEO of Instinct in 2018.



SUSY TEJAYADI, PHD

CHIEF SCIENTIFIC OFFICER, WITH INSTINCT SINCE 2011

Over 30 years of technical experience in pet and human food with more than a decade of experience in product development of infant formula. Dr. Tejayadi earned her PhD in Food Science and her past roles include product development manager with one of the largest pet food companies in the world.



SUSAN G. WYNN, DVM, DACVIM (NUTRITION)

SENIOR DIRECTOR OF SCIENTIFIC AFFAIRS, WITH INSTINCT SINCE 2019

Internationally renown author, speaker, editor, consultant and teacher, Dr. Wynn has been involved with basic and clinical research in addition to her 31 years in veterinary practice.



HELENA SOEDJAK, PHD

SENIOR DIRECTOR OF PRODUCT SAFETY & QUALITY, WITH INSTINCT SINCE 2019

Over 30 years of food safety, quality, microbiology and regulatory experience in a broad spectrum of food processing and hurdle technologies, including the baby food and dairy food sectors. Holds a PhD in Biochemistry, MSc in Chemistry, MSc in Microbiology Process Technology, and MSc in Food Science & Technology.



JASON MEENTS, B.SC

SENIOR DIRECTOR OF RESEARCH & DEVELOPMENT, WITH INSTINCT SINCE 2011

Over 15 years of research & development experience in the human food and pet food industry, with a primary focus on meat-based products.



JENNIFER BRICKLEY, B.SC

DIRECTOR OF FOOD SAFETY & QUALITY, WITH INSTINCT SINCE 2018

Over 20 years of food safety and quality experience in the human food industry (meat).

INSTINCT'S COMMITMENT TO RESEARCH

We believe in the health benefits of raw feeding and are dedicated to supporting studies to prove it.

As The Raw Brand®, we pride ourselves in leading and discovering more research to prove the power of raw nutrition for our pets.

INSTINCT-LED OR SPONSORED RESEARCH INCLUDES:

*Instinct is proud to have a multiyear research agreement with Dr. Anna Hielm-Björkman and the **DogRisk independent research program** at the University of Helsinki. They are making groundbreaking discoveries to better understand the role of nutrition in our pets' health and well-being – including raw nutrition.*

- DogRisk uses a Food Frequency Questionnaire to conduct a longitudinal study examining how genetic, environmental and nutritional factors influence disease in dogs – including raw. More than 16,000 dogs are included in the study, all of various ages and breeds.
- The Helsinki group is also studying the influence of food in controlled prospective studies.
- Published studies thus far show that raw feeding does not lead to harmful changes in hematology or serum biochemistries (Anturaniemi 2020). They've also shown that feeding raw to puppies as their first solid diet reduces the chances of developing atopic dermatitis (Hemida 2020) and inflammatory bowel disease (Hemida 2021) later in life compared to puppies fed kibble.



- In a controlled study of atopic dogs, skin gene expression was analyzed using RNA sequencing before and after the feeding experiment. Differences in gene expression were compared between atopic and healthy dogs, and between those who ate dry food and raw food. Raw feeding appeared to activate the skin's immune defense, as well as the function of genes that increase the production of antioxidants or have anti-inflammatory effects.
- More to come, as DogRisk explores other issues such as: hip dysplasia/mobility issues, chronic ear infections, and cancer.
- Study on the effects of raw food on dogs with the **Swanson lab at the University of Illinois** (Belashopka et al). The results of this study showed for the first time that our raw diet containing a commercial yeast cell wall extract was highly digestible with lower fecal output, good fecal scores and higher fecal concentrations of short chain fatty acids. There were additionally no harmful changes in bloodwork.
- Sponsorship of **a nutrition resident's research at the University of Georgia** that's assessing raw vs processed, cooked diets for senior dogs. This research is expected to score quality of life and clinical issues common in dogs 7+, as well as examine the role that diet plays in these areas.
- **In-house studies** on the biochemistry of raw foods.
 - o Our findings thus far have shown that our raw diets are free of AGEs compared to kibble or canned foods. Our raw foods also contain physiologically relevant levels of beneficial polyphenolic compounds, which are not found in the processed foods to which the raw foods were compared.



THE CALMS™ THEORY OF RAW NUTRITION

“...the relatively recent focus on nutrients parallels an increasing discrepancy between theory and practice; the greater the focus on nutrients, the less healthful foods have become.” JAMA Aug 11, 2010; 304(6)

“Whole Food Nutrition” is a trendy term, suggesting an eating strategy focusing on natural, unprocessed foods. The pet food industry by and large has made use of ingredients that are by-products of the human food industry, and while these ingredients are inexpensive and nutritious, they are food fractions. Soy protein, for instance, is not the same as a soybean – it’s missing fiber, vitamins, minerals and fatty acids. At Instinct we have pioneered the CALMS™ theory of raw food which explains the biochemical differences between raw and processed food.

CALMS™



COMPLEXITY

Unprocessed food has a wider array and greater number of nutrients than processed food, where nutrients are lost to heat.



ANTIOXIDANTS

Mechanical processing of food oxidizes it, which means that the resident antioxidant activity of food is lost.



LOW COOKING TOXINS

Raw food is low in advanced glycation end-products (AGEs), which are formed when certain amino acids combine with reducing sugars during the browning (Maillard) reaction.



MICROBIOME EFFECT

The microbiome of the gut and other niches of the body – and therefore the body as a whole – are profoundly influenced when dogs and cats are fed raw.



SYNERGY AND MATRIX EFFECT

Whole foods contain thousands of nutrients which may work synergistically. Synergy is the concept that “the whole is greater than the sum of its parts.” Natural, whole food ingredients also present nutrients in a different and more complex matrix than do food fractions, potentially influencing nutrient bioavailability.

NUTRITIONAL COMPLEXITY

Kibble, canned foods, dehydrated foods and fresh-cooked frozen foods all undergo heating as a kill step and preservation method. When designing foods such as these, formulators recognize that certain essential nutrients will be destroyed by heat and will increase the inclusion rate of these nutrients so that the finished formula has adequate amounts. Notice that formulators are concentrating on essential ingredients, but what happens to other ingredients that may have beneficial health effects but aren't considered essential?

Any single food contains hundreds of compounds, and a formulated pet food containing many ingredients may contain thousands of compounds. Some of them are well known, such as proanthocyanins found in blueberries, and some aren't yet well understood, such as bioactive peptides in meat that may influence immune functions, blood pressure, or serum cholesterol levels (Arihara 2008). Many of these compounds are sensitive to heat, and in a given pet food containing, say 1 muscle meat, 2 organ meats, one whole grain, 5 vegetables and one fat source, it's possible that dozens of phytonutrients and peptides are inactivated by heat. In other words, raw foods may contain dozens more healthy compounds than a cooked food containing the same ingredients, and as such is more nutritionally complex (Mohamed 2011), (Pérez-Gregorioa 2017).

BENEFICIAL NUTRIENTS IN FOOD THAT ARE POTENTIALLY HEAT SENSITIVE

Compounds in meat	Compounds in plant foods
Amino acids (such as glutamine, lysine, asparagine etc)	Phenolics (such as tannins in green tea, anthocyanin in berries, curcuminoids in turmeric, etc)
Bioactive peptides (with activities such as control of blood pressure, cholesterol, dental tartar, etc)	Carotenoids (such as beta-carotene, astanxanthin, lycopene)
Creatine (used in bodybuilding)	Organic acids (such as IP-6 or inositol hexaphosphate)
Coenzyme Q10 (an antioxidant and a component of muscle energy production)	Indoles (such as glucosinolates in cruciferous veggies like cabbage, brussels sprouts, kale)





ANTIOXIDANT CAPACITY

It has long been recognized that mechanical processing of food leads to oxidation (Papuc 2017), (Soladoye 2015). Chronic medical conditions that are associated with long term inflammation may be accompanied by oxidative stress in target organs. In fact, the process of aging with all of its changes in tissue functions and strength is thought to be associated, at least in part, with chronic oxidative stress. Many foods, especially fruits and vegetables but also including meats, contain antioxidants that act as free radical scavengers to neutralize harmful free radicals. Mincing and grinding disrupts cellular compartmentalization and antioxidant systems, reducing the antioxidant capacity of the food. In addition, many food antioxidants are also heat-sensitive and do not survive the processing undergone by kibble, canned, and possibly even air-dried dehydrated foods.

HEAT-SENSITIVE ANTIOXIDANT COMPOUNDS IN FOODS

Type of compound	Examples from Plant products	Examples from Animal products
Proteins	Zein	Albumin, milk proteins
Vitamins	Vitamin E, C, beta-carotene, pyridoxine	Vitamin E, C, A, pyridoxine
Carotenoids	Carotene, Lycopene, cryptoxanthin, astaxanthin, lutein, zeaxanthin	
Amino acids	Arginine, lysine	Methionine, carnitine, taurine
Phenolic compounds	Flavonoids, phenolic acids	
Sulfur containing compounds	Diallyl sulfide (in garlic)	Methionine, taurine
Hormones	abscisic acid	Melatonin

LOW COOKING TOXIN LEVELS

The Maillard reaction is responsible for the flavors and browning that make bread, meat, coffee and French fries taste so good. Maillard Reaction Products (MRP) form when certain amino acids combine with reducing sugars. Some of these advanced glycation end-products (AGEs) have been studied extensively and are known to cause oxidative stress and possibly incite inflammation.

MRPs have been associated with a number of diseases including cancer, atherosclerosis, arthritis, diabetes and kidney disease. They cause damage in 3 main ways: 1. Causing structural changes in normal proteins in the body; 2. Eliciting inflammatory reactions; and 3. Damaging the microbiome. Formation of MRPs depends on the extent of cooking – higher temperatures and longer cooking times will lead to higher levels (Teodorowicz 2018), (Vesela 2013).

Investigators have estimated that dogs may ingest up to 122 times the amount of AGEs that humans eating a typical Western diet would, and cats ingest 32 times the amount that humans do (van Rooijen 2014). This is easy to understand considering that most pets eat consistent diets of processed foods for a lifetime. While MRPs are found in dry, canned, fresh cooked, dehydrated and in some freeze-dried foods, they are absent in raw foods.

MICROBIOME

In the last 2 decades, researchers have learned (and raised many more questions) about the role of the microbiome in health. We know that these microbial populations (found in the gut, urinary and genital tracts, skin, eyes, and even blood) are influenced by genetics, environment, and to a major degree, food. The metabolic products of these organisms are also of great interest. The estimated number of unique bacterial genes in this “accessory genome” (~3,300,000 in humans) exceeds the number of our own genes (~22,000) by a factor of 150 (Castillo 2019).



Raw feeders have long believed that a raw diet improves dental health by slowing tartar and plaque accumulation. Initially these activities were ascribed to chewing on bones, while others theorized that a high carbohydrate diet such as kibble may cause blooms of the oral bacteria that lead to tartar accumulation. There is only one study to date on the effect of raw food (and raw with canned food) on the oral microbiome, which suggests a significant influence of food types in this niche (Adler 2016). Recent research suggests that plant polyphenols or compounds such as caseinophosphopeptides (from meats) could have antibacterial effects (Philip 2019), (Basu 2018), (Stoyell 2016), (Philip 2019).

The GI microbiome is a living thing that responds to its environment, determined partially by the food eaten by the host. The GI microbiome metabolizes food in the gut and communicates directly with the gut wall and the immune system. To understand the systemic and widespread effects of microbiome activity, it's worth pointing out that the gut contains the majority of an animal's immune cells, as well as much of the animal's nervous system - in fact, it is said that the gut acts as an "enteric brain". As the microbiome goes, so the host goes.

Studies have shown that dogs and cats eating raw, high meat diets differ in both their GI microbiomes as well as the metabolic end-products of microbial metabolism (Sandri 2019), (Schmidt 2018), (Scarsella 2020), (Kerr et al., 2010, 2014), (Herstad et al., 2017), (Kim et al., 2017), (Sandri et al., 2017), (Algys et al., 2018). For instance, raw fed dogs had higher levels of fecal gamma-aminobutyric acid (GABA), which is an inhibitory neurotransmitter. (Schmidt 2018), (Butowski 2019), (Wernimont 2020). One researcher active in this area states "The administration of [raw meat-based] diet promoted a more balanced growth of bacterial communities and a positive change in the readouts of healthy gut functions in comparison to [extruded] diet" (Sandri 2017).

Blood has always been considered a normally sterile environment, but recent human studies have found evidence of microbes in the blood; in fact DNA sequencing reveals that each milliliter of human blood contains around 1000 bacterial cells. The bacteria populating the blood are thought to be in a dormant phase which would explain why this condition is not pathogenic, and why it is so difficult to culture bacteria from normal blood. Much recent research is focusing on the hypothesis that during certain conditions some of these bacteria reactivate and reproduce, thus inducing or reactivating disease - usually an inflammatory disease.

In a study of differences in the blood microbiome resulting from different diets, raw-fed dogs stood out with significantly different blood microbial populations when compared to dogs eating kibble, canned food or a partially homemade diet. There were qualitative differences in the proportions of certain taxa between the groups (Scarsella 2020). The results of this study suggest that changes in the blood microbiome may be associated with shifts in the intestinal microbial population due to changes in the diet.

Raw feeding appears to have profound effects on a number of biomes present in an animal. This may explain some of the changes reported when pets are switched from processed food to raw.

SYNERGY AND MATRIX

Biochemical interactions have been classified as potentiation, addition, synergy, or antagonism (Phan 2018). Nutrient interactions likely involve all 4 activities. As an example, combinations of various vegetable and meat ingredients cause significant variability in the metabolic efficiency of a complete diet. Studies have shown that in mixtures across food categories, 21% of the combinations exhibited synergistic activity; 54% showed additive activity, and 25% exhibited antagonism (Wang 2011). The use of more complex food ingredients (using whole egg vs egg white or egg waste in pet foods for example) brings a much larger array of interactions. Use of whole foods as ingredients in pet foods leads to completely different chemical mixtures and resulting reactions than use of food fractions. We draw your attention to the example of studies of individual nutrients or food compounds vs whole fruits and vegetables in studies of cancer prevention.

Cancer prevention can be used as one illustration of how the natural food matrix is advantageous. Once it was recognized that fruits and vegetables were associated with protection against cancer, research centered on individual compounds of interest, such as Vitamin A, Vitamin E, and selenium. None of these individual compounds have proven as useful clinically in comparison to whole fruits and vegetables themselves, however. Cancer cells, like other living organisms, evolve to survive, and cancer chemotherapy is generally more successful using multiple agents in order to prevent clonal selection. Perhaps cancer prevention should also involve a wider array of preventive compounds from whole foods for similar reasons (Potter 2014).

“All foods come from living organisms where the components interacted to produce biological systems. These interactions are relevant when the plant or animal is consumed as food.” (Jacobs 2007).

Food matrices exist on many levels but can be grossly divided into physical and chemical types which, additionally, are scale sensitive. For instance, the texture of a food impacts bioavailability, perhaps as much as the chemical and enzyme interactions. Again considering 2 different protein sources commonly used in pet foods – chicken vs chicken meal – it should be clear that extraction and processing of the protein meal results in an entirely different chemical and physical matrix for each protein source. These differences may well be relevant to the food consumer’s metabolic processes and nutritional status.

It remains to be seen whether these differences between whole foods and food fractions are “better” or “worse,” but the differences in the synergistic and matrix characteristics of raw foods vs processed foods are almost certainly relevant to health. These food characteristics represent another possible explanation for changes reported anecdotally when owners switch their pets’ food from processed to raw.

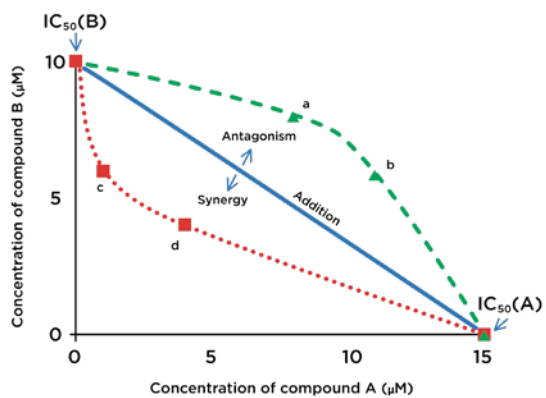


FIGURE 1 Isobologram of binary mixture at 50% activity (IC_{50}): Addition: a line

Phan MAT, et al, 2018. . Crit Rev Food Sci Nut 58(8):1310

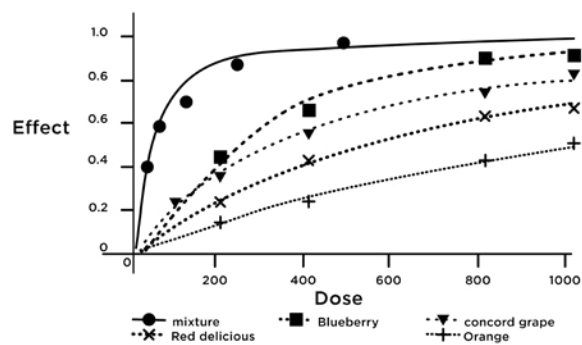
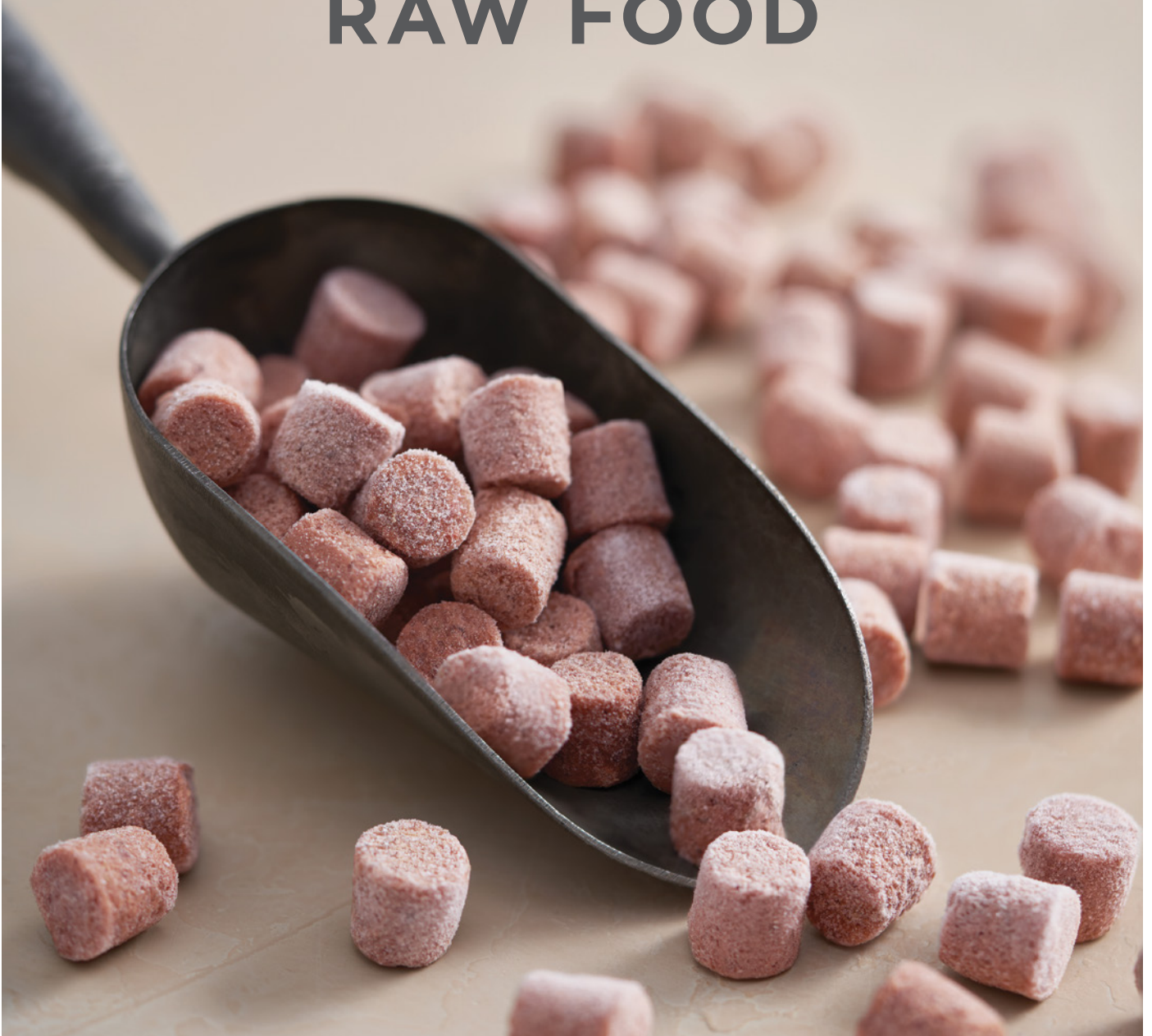


FIGURE 2 Dose response of antioxidant activity of orange, apple, grape, blueberry and 4-way combination.

Liu RH, Potential Synergy of Phytochemicals in Cancer Prevention: Mechanism of Action. J Nutr. 2004 Dec;134(12 Suppl):3479S

MAKING SAFE RAW FOOD



Food Safety Plan

Instinct Pet Food's safety and distribution procedures are the best in the raw pet food industry. We identify and implement best practices from the human and pet food industries into all of our product and manufacturing systems. A comprehensive food safety approach starts with the raw materials and proceeds through manufacturing, storage and distribution. We believe that each step of the process must be carefully monitored and controlled to provide the best quality and safest food possible.



OUR CORE PRINCIPLES:

- Instinct is the ONLY raw pet food company in North America to achieve an “Excellent” Safe Quality Food (SQF) Food Safety rating and an SQF Quality certification – validating our commitment to safe and quality foods.
 - o Under the umbrella of the Global Food Safety Initiative (GFSI), SQF is the most prevalent auditing standard, especially in the US.
 - o The SQF Audit Program is a rigorous and credible food safety and quality audit program that is recognized by retailers, brand owners, and food service providers world-wide.
 - o SQF certification isn’t a requirement in the pet food industry, but Instinct chose to go above and beyond to show our commitment to food safety and quality.
- Instinct has a Supplier Approval Program in place. We require that all vendors have key programs and processes in place to assure compliance with our core values.
- Instinct facilities are registered with FDA and follow strict FDA manufacturing guidelines. Instinct is in compliance with the following FDA Food Safety Modernization Act (FSMA) rules: Hazard Analysis and Risk-Based Preventive Controls for Animal Food, Food Fraud Mitigation, Food Defense Plan, Sanitary Transportation of Human and Animal Foods, and Foreign Supplier Verification Program.
- Preventive control programs in place include Good Manufacturing Practices, traceability, sanitation control, foreign material control, temperature control, equipment calibration, training program, packaging verification, preventative maintenance, raw material control, pest control, and environmental monitoring programs.
- A comprehensive environmental monitoring program ensures that our product is protected from potential pathogenic contamination by identifying, preventing, and eliminating of pathogens in the manufacturing environment.
- All of our products are tested for pathogens by an ISO 17025 certified external laboratory and the results are reviewed by certified Instinct Quality Assurance personnel prior to distribution to the marketplace to ensure we meet our Zero Tolerance policy.
- Comprehensive operational food safety and quality checks include metal detection, temperature checks, product color/texture and sensory characteristics, package integrity checks, ingredient verification, water activity checks, weight checks, and label verification.

COMPLETE AND BALANCED NUTRITION

Provision of a nutritional adequacy statement on a bag of food and assurance of actual nutritional adequacy are two different things. How do you know a pet food is actually complete and balanced beyond a claim on the bag?

Our formulation process is thorough, involving studies of commercial viability, desired claims, pricing, and whether nutritional targets can be met. Our formulators and board certified veterinary nutritionist® together have over 50 years of pet food formulation experience and have worked for the largest pet food companies on the planet.

Nutritional assurance starts with our ingredients. The first step is qualifying our vendors and ingredients - we require vendors to undergo a comprehensive assessment of their food and quality programs. Not only do we require a COA (Certificate of Analysis), ongoing testing to monitor the nutrient content of our ingredients is done regularly to verify the guaranteed analysis or nutrients that are on the label.

R&D tests a new pet food formula to learn about processability and set processing parameters for routine production. Samples are then submitted to more nutrient analysis, palatability testing, digestibility testing and other testing as needed.

Feeding trials are the most rigorous test procedure used to substantiate the nutrient content of a pet food. Our leading Instinct® Raw Longevity™ frozen formulas are undergoing an AAFCO feeding trial for growth and maintenance.

ADDRESSING FOOD-BASED PATHOGENS

Using Cold Pressure as a kill-step: What is HPP?

High Pressure Processing (HPP) is a technique utilizing high isostatic pressure at cold temperature which destroys bacteria by rupturing the cell membrane. The technique was first used in 1899 to pasteurize milk and has become widespread in foods for people, including juices, smoothies and ready to eat foods such as hummus, packaged meats and stir fry meal bags. HPP preserves the sensory and nutritional properties of food, because of the absence of heat treatment.

The time and degree of pressure are determined individually for each specific type of food or formula, as well as the organisms targeted for control. The pressure and duration are influenced by pH, water activity, and specific components of food. Raw pet foods are typically processed at pressures of 550-600 mPa (80,000-87,000 psi) for up to 7 minutes. Our HPP protocol has been validated specifically for our formulas through our collaboration with recognized and reputable research universities and organizations.

HPP preserves heat-sensitive compounds. While it can cause mild changes to protein, HPP does not disrupt covalent bonds, so these changes are much less extensive than those induced by cooking. High pressure has no significant influence on the primary and secondary structures of protein components in food products. Low molecular weight compounds such as flavor substances, nutrients, and aromatic components are not affected by HPP. HPP also retains immunoglobulin components in dairy products, increases resistant starch content in cereals, and reduces the glycemic index of fruit and vegetable products (Huang 2020).

HPP does not result in sterilized food – there are still organisms present by the end of the process. This means that if the frozen food is improperly handled, bacterial growth will resume. However, at Instinct our HPP processes have been validated for pathogens of concern (Salmonella, E.coli O157:H7 and Listeria monocytogenes) and each step of the process is controlled and carefully monitored. Product is tested for the target pathogens and released for sale only after a negative test result is obtained.

How are Probiotics involved?

Specific strains of probiotic bacteria originating from dogs and cats were tested against Salmonella found in our incoming poultry products, and a proprietary probiotic cocktail developed which is mixed with the poultry formulas before HPP. Probiotic bacteria may inhibit pathogens through a number of mechanisms. These include production of bacteriostatic compounds such as organic acids and peroxides, bactericidal substances against adhesion proteins or utilizing cell wall toxins; competitive inhibition via competition for nutrients, and competitive exclusion.

We validate the efficacy of the probiotic cocktail by doing challenge studies against pathogens of interest. Because of the starting concentration of these probiotics, some may survive the HPP process and potentially provide the additional benefits of a probiotic supplement in addition to inhibiting pathogen growth in the meat.

Some raw pet food companies claim that probiotics alone are effective in eliminating food-borne pathogens, however, internal testing at Instinct has shown this to be false. We use multiple hurdle technology, combining our probiotic and HPP technologies, to ensure pathogen control.

WSAVA GUIDELINES



INSTINCT'S COMPLIANCE WITH THE WSAVA GUIDELINES

In 2011 (updated in 2021), the World Small Animal Veterinary Association (WSAVA) published a nutrition toolkit designed to help veterinarians and pet owners ensure that dogs and cats are on an optimal diet tailored to meet their pet's nutritional needs. These guidelines focus on 2 evaluations – what to look for in a brand, and what to look for on a pet food label. Instinct proudly follows these guidelines.

WSAVA GUIDELINES

Recommendations on Selecting Pet Foods

What to look for in a brand

1. Do they employ a PhD or DACVIM (Nutrition)?

Yes, Instinct has a full-time board certified veterinary nutritionist®, Susan G. Wynn, DVM, DACVIM (Nutrition). Our chief formulator has a PhD in Food Science.

2. Who formulates the diet?

Our formulators have college or advanced degrees in technical areas with over 50 years combined experience in formulating products for big companies—both in the human and pet food industry. Formulators collaborate with our board certified veterinary nutritionist® to develop advanced products.

3. What is the quality control process for ingredients and finished products?

Similar to the largest companies in the industry, our leading Instinct® Raw Longevity™ formulas are undergoing an AAFCO feeding trial for all-life stages. All of our kibble and canned products are formulated to meet the AAFCO Canine or Feline Nutrient Profiles. We confirm key nutrient levels by a 3rd party laboratory analysis, and run digestibility and palatability studies on our recipes. We audit our suppliers and co-packers and perform nutritional analyses on finished products on a regular basis.

In addition:

- Instinct is the only raw pet food company in North America to earn SQF's highest level of certification: an "Excellent" Food Safety rating and certification in Quality.
- Our facilities are FSMA compliant.
- We check our facilities for cleanliness—both visually and using microbiologic testing—prior to production at all of our facilities.
- We monitor and microbiologically test our raw ingredients.
- We check and verify the correct ingredients are being used & in the correct amounts.
- We perform metal detection testing to prevent foreign material contamination.
- When packing our raw frozen recipes, we check for correct weights, clumping, product shape, color, temperature & water activity (for freeze-dried).
- Once blended, our raw recipes are sent to a reputable 3rd party SQF-certified company where they go through a pathogen reduction step called Cold Pressure Processing (also known as High Pressure Processing or HPP).
- After Cold Pressure, our food is tested to validate that it does not contain pathogens.
- Our finished frozen and freeze-dried raw recipes go through pathogen testing to ensure we achieve Zero Tolerance for target pathogens prior to distribution to the customers.
- Our Environmental Monitoring Program is designed to prevent pathogens from contaminating our products.
- We have a training program in place to ensure employee competency.

4. What kind of product research or nutrition studies have been conducted? Is it published in peer-reviewed journals?

We are the sole U.S. Sponsor of the DogRisk study from the Veterinary Faculty at the University of Helsinki. We recently awarded a grant to support research on dilated cardiomyopathy at University of California, Davis. We conduct in-house research, most recently on biochemical attributes of raw vs processed foods. Finally, we are proud to sponsor a nutrition resident and her studies at the University of Georgia during 2021-2022. Studies we support have been published, and we look forward to more:

- Hemida M, et al. Early Life Modifiable Exposures and their Association with Owner Reported Inflammatory Bowel Disease Symptoms in Adult Dogs (2021) Front. Vet. Sci.2021; 8:552350.doi: 10.3389/fvets.2021.552350 [View link](#)
- Anturaniemi J, et al. The Effect of Atopic Dermatitis and Diet on the Skin Transcriptome in Staffordshire Bull Terriers. Front. Vet. Sci. 2020; 7:552251. doi: 10.3389/fvets.2020.552251 [View link](#)
- Moore R, et al. Targeted Metabolomics With Ultraperformance Liquid Chromatography–Mass Spectrometry (UPLC-MS) Highlights Metabolic Differences in Healthy and Atopic Staffordshire Bull Terriers Fed Two Different Diets, A Pilot Study. Front. Vet. Sci. 2020; 7:554296. doi: 10.3389/fvets.2020.554296 [View link](#)
- Hemida M, et al. Identification of modifiable pre- and postnatal dietary and environmental exposures associated with owner-reported canine atopic dermatitis in Finland using a web-based questionnaire. PLoS ONE 2020; 15(5): e0225675. <https://doi.org/10.1371/journal.pone.0225675> [View link](#)

- Anturaniemi J, et al. Owners' perception of acquiring infections through raw pet food: a comprehensive internet-based survey. Veterinary Record 2019; doi:10.1136/vetrec-2018-105122 [View link](#)
- Anturaniemi J, et al. The effect of a raw vs dry diet on serum biochemical, hematologic, blood iron, B12 and folate levels in Staffordshire bull terriers. Vet Clin Pathol. 2020;00:1-12. [View link](#)
- Beloshapka AN, Duclos LM, Vester Boler BM, Swanson KS. Effects of inulin or yeast cellwall extract on nutrient digestibility, fecal fermentative end-product concentrations, and blood metabolite concentrations in adult dogs fed raw meat-based diets. AJVR 2012; 73(7):1016-1023 [View link](#)

What to look for on a label

5. Nutrition Adequacy Statement?

Our diets all bear AAFCO-specified nutritional adequacy statements, indicating whether the diet is complete and balanced or for intermittent/supplemental feeding, the appropriate life stage for feeding that diet, and how nutritional adequacy was determined.

6. How many calories per gram or serving of food?

That varies depending on the food. Please visit our website for a complete listing or contact our customer service department.

Phone: 1-888-519-7387

Email: cservice@instinctpetfood.com

Live Chat: [instinctpetfood.com](https://www.instinctpetfood.com) Monday-Friday 8 am-5 pm CST

7. Does the company provide immediate contact information such as a phone number or email address?

Phone: 1-888-519-7387

Website: [instinctpetfood.com](https://www.instinctpetfood.com) can be found on every package

This question also indicates that a company should be able to provide a typical nutrient analysis for all of their formulas. These are available on our website, or please contact our customer service department for more information.

Phone: 1-888-519-7387

Email: cservice@instinctpetfood.com

Live Chat: [instinctpetfood.com](https://www.instinctpetfood.com) Monday-Friday 8 am-5 pm CST

8. Who makes the food?

All our raw recipes are made in the USA. Instinct frozen and freeze-dried raw meals recipes are made in our own state-of-the-art facility, over which we have 100% control. Our canned and dry foods are produced by the largest co-packers in the industry, who also produce products for the largest pet food companies. If you are interested, please reach out to our customer service department and we will share the name of our co-packers.

If the manufacturer cannot or will not provide any of this information, veterinarians and owners should be cautious about feeding that brand.

We agree!



INSTINCT[®] RAW PORTFOLIO

INSTINCT® PLATFORMS



Instinct® Raw Longevity™

Our most scientifically crafted formulas. Instinct® Raw Longevity™ is backed by 10 years of research of over 16,000 dogs conducted by the University of Helsinki. Instinct® Raw Longevity™ provides guaranteed nutrition that is customized for puppy, kitten, adult and adult 7+ in a variety of proteins. Every recipe supports heart, immune, gut and skin & coat health through enhanced raw recipes that are protein-packed along with a rainbow of vegetables and fruits to provide key nutrients pets need to stay healthy.



Instinct® Raw

A great introduction to raw. Each Instinct® Raw recipe is minimally processed and protein-packed with meat and organs and non-GMO vegetables, fruits + vitamins & minerals. We use whole-food ingredients like cage-free chicken and never include grain, corn, wheat, soy, artificial colors or preservatives. Our recipes are 100% raw nutrition – never cooked – preserving the integrity of every ingredient.



Instinct® Raw Boost® Kibble

Instinct® Raw Boost® is a better way to feed than kibble alone – combining nutrient-rich, high-protein kibble plus freeze-dried raw in one bag. Each recipe starts with real meat like cage-free chicken, USA-raised beef, or grass-fed lamb. Our recipes are protein-packed with a natural probiotic boost, higher Omegas* and more antioxidants* (*than Instinct® Original) for digestive health, skin and coat, and a healthy immune system.

INSTINCT® WAYS TO FEED

FROZEN RAW MEALS

Our most minimally processed recipes, never cooked, 100% raw nutrition

Instinct® Raw Longevity™ Frozen Available recipes:	DOG • Proteins: Beef, Beef & Cod, Chicken, Lamb, Rabbit • Lifestages: Puppy, Adult, Adult 7+ • Forms: Bites, Patties	CAT • Proteins: Beef, Beef & Cod, Chicken, Rabbit • Lifestages: Kitten, Adult, Adult 7+ • Forms: Bites
Instinct® Raw Frozen Available recipes:	DOG • Proteins: Beef, Chicken, Lamb • Lifestages: Puppy, Adult • Forms: Bites, Patties	CAT • Proteins: Chicken • Lifestages: Kitten, Adult • Forms: Bites

FREEZE-DRIED RAW MEALS

Complete and balanced 100% raw meals that are freeze-dried to preserve the integrity of ingredients and nutrients

Instinct® 100% Freeze-Dried Raw Meals Available recipes:	DOG • Proteins: Beef, Beef & Cod, Chicken, Lamb, Rabbit • Lifestages: Puppy, Adult, Adult 7+ • Forms: Bites	CAT • Proteins: Beef, Beef & Cod, Chicken, Rabbit • Lifestages: Kitten, Adult, Adult 7+ • Forms: Bites
Instinct® Raw Freeze-Dried Meals Available recipes:	DOG • Proteins: Beef, Chicken, Lamb • Lifestages: Puppy, Adult • Forms: Bites	CAT • Proteins: Chicken • Lifestages: Kitten, Adult • Forms: Bites

RAW + KIBBLE

Recipes combine nutrient-rich, high-protein kibble plus freeze-dried raw in one bag for a better way to feed than kibble alone

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Available recipes:	DOG • Proteins: Beef, Chicken, Rabbit • Lifestages: Puppy, Adult, Adult 7+ • % Freeze-Dried: 20%	CAT • Proteins: Beef, Chicken • Lifestages: Kitten, Adult, Adult 7+ • % Freeze-Dried: 20%
Instinct® Raw Boost® Kibble Available recipes:	DOG • Proteins: Beef, Chicken, Salmon • Lifestages: Puppy, Large Breed Puppy, Adult, Senior • Specialties: Gut Health, Skin & Coat Health, Small Breed, Toy Breed, Healthy Weight • % Freeze-Dried: 5%	CAT • Proteins: Chicken, Duck, Rabbit, Salmon • Lifestages: Adult • Specialties: Indoor Health, Healthy Weight • % Freeze-Dried: 5%

INSTINCT® DIETS

BY LIFE STAGE OR CONDITION

STAGE OR CONDITION	EXAMPLE	DIET(S) RECOMMENDED
GROWTH	Kitten	Raw: Instinct Raw Longevity Raw Frozen Meals for Kittens, Instinct Raw Longevity 100% Freeze-Dried Raw Meals for Kittens, Instinct Raw Recipe for Kittens, Instinct Raw Freeze-Dried Meals for Kittens
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend for Kittens, Instinct Raw Boost Kibble, Instinct Raw Boost Kibble Indoor Health, Instinct Original for Kittens
		Wet: Instinct Ultimate Protein, Instinct Original, Instinct Original for Kittens
	Puppy	Raw: Instinct Raw Longevity Raw Frozen Meals for Puppies, Instinct Raw Longevity 100% Freeze-Dried Raw Meals for Puppies, Instinct Raw Recipe for Puppies, Instinct Raw Freeze-Dried Meals for Puppies
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend for Puppies, Instinct Raw Boost Kibble for Puppies, Instinct Raw Boost Whole Grain Kibble for Puppies, Instinct Be Natural for Puppies, Instinct Raw Boost Kibble, Instinct Raw Boost Kibble for Small Breed Dogs, Instinct Raw Boost Kibble for Toy Breed Dogs, Instinct Original, Instinct Be Natural
		Wet: Instinct Original for Puppies, Instinct Original, Instinct Original for Small Breed Dogs
	Large Breed Puppy	Our raw and freeze-dried raw diets are too high in calcium for large breed puppies
		Kibble: Instinct Raw Boost Kibble for Large Breed Puppies

STAGE OR CONDITION	EXAMPLE	DIET(S) RECOMMENDED
MAINTENANCE	Cats at optimal weight	Raw: Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend, Instinct Raw Boost Kibble, Instinct Raw Boost Kibble Indoor Health, Instinct Ultimate Protein, Instinct Original, Instinct Limited Ingredient Diet
		Wet: Instinct Minced Cups, Instinct Ultimate Protein, Instinct Original
	Dogs at optimal weight	Raw: Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend, Instinct Raw Boost Kibble, Instinct Raw Boost Whole Grain Kibble, Instinct Raw Boost Kibble for Small Breed Dogs, Instinct Raw Boost Kibble for Toy Breed Dogs, Instinct Raw Boost Kibble for Gut Health, Instinct Raw Boost Kibble for Skin & Coat Health, Instinct Raw Boost Kibble for Senior Dogs, Instinct Original, Instinct Limited Ingredient Diet, Instinct Be Natural
		Wet: Instinct Original, Instinct Original for Small Breed Dogs, Instinct Limited Ingredient Diet
GESTATION LACTATION	Gestating or lactating cats	Kibble: Instinct Raw Boost Kibble, Instinct Raw Boost Kibble Indoor Health, Instinct Original, Instinct Ultimate Protein
		Wet: Instinct Ultimate Protein, Instinct Original
	Gestating or lactating dogs	Kibble: Instinct Raw Boost Kibble, Instinct Raw Boost Kibble for Small Breed Dogs, Instinct Raw Boost Kibble for Toy Breed Dogs, Instinct Original, Instinct Be Natural
		Wet: Instinct Original, Instinct Original for Small Breed Dogs

STAGE OR CONDITION	EXAMPLE	DIET(S) RECOMMENDED
SENIOR	Healthy cats 7 or up, individually assessed by medical history	Raw: Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend, Instinct Raw Boost Kibble, Instinct Raw Boost Kibble Indoor Health, Instinct Ultimate Protein, Instinct Original, Instinct Limited Ingredient Diet
		Wet: Instinct Minced Cups, Instinct Ultimate Protein, Instinct Original
	Healthy dogs 7 or up, individually assessed by breed and medical history	Raw: Instinct Raw Longevity Raw Frozen Meals for Dogs Ages 7+, Instinct Raw Longevity 100% Freeze-Dried Raw Meals for Dogs Ages 7+, Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
		Kibble: Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend for Dogs Ages 7+, Instinct Raw Longevity 20% Freeze-Dried Raw Meal Blend, Instinct Raw Boost Kibble for Senior Dogs, Instinct Raw Boost Kibble, Instinct Raw Boost Whole Grain Kibble, Instinct Raw Boost Kibble for Small Breed Dogs, Instinct Raw Boost Kibble for Toy Breed Dogs, Instinct Raw Boost Kibble for Gut Health, Instinct Raw Boost Kibble for Skin & Coat Health, Instinct Raw Boost Kibble for Senior Dogs, Instinct Original, Instinct Limited Ingredient Diet, Instinct Be Natural
		Wet: Instinct Original, Instinct Original for Small Breed Dogs, Instinct Limited Ingredient Diet
OBESITY*	Adult cats with a body condition score of 6-7/9 or above	Raw: Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
	Adult cats with a body condition score of 6-7/9 or above	Kibble: Instinct Raw Boost Kibble, Instinct Raw Boost Kibble Indoor Health, Instinct Original, Instinct Ultimate Protein
	Adult cats with a body condition score of 6-7/9 or above	Wet: Instinct Minced Cups, Instinct Ultimate Protein, Instinct Original
	Adult dogs with a body condition score of 6-7/9 or above	Raw: Instinct Raw Longevity Raw Frozen Meals, Instinct Raw Longevity 100% Freeze-Dried Raw Meals, Instinct Raw Recipe, Instinct Raw Freeze-Dried Meals
	Adult dogs with a body condition score of 6-7/9 or above	Wet: Instinct Original
CONVALESCENCE	Please see individual diets or recommendations and contraindications	Kibble: Instinct Raw Boost Kibble, Instinct Raw Boost Kibble for Small Breed Dogs, Instinct Raw Boost Kibble for Toy Breed Dogs, Instinct Original, Instinct Be Natural

* These diets are recommended if the pet's daily caloric intake for weight loss is no more than 20% less than the amount recommended in our feeding guide. For greater calorie restriction, lower calorie weight management diets are recommended.

DIETARY INFORMATION FOR DOGS

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe



Published December 2021

for Puppies

CAGE-FREE CHICKEN RECIPE for puppies



Available Sizes: 7 oz, 4 lb, 6 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Yellow Squash, Apples, Carrots, Ground Flaxseed, Dried Pumpkin, Blueberries, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Beets, Spinach, Dried Chicory Root, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Potassium Chloride, Dried Bacillus coagulans Fermentation Product, Tricalcium Phosphate, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Ascorbic Acid.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	68.0%
Docosahexaenoic Acid (DHA) (min)	0.08%
Calcium (min)	0.45%
Phosphorus (min)	0.35%
Zinc (min)	60 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	200 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.30%
*Omega 6 Fatty Acids (min)	1.40%
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1639	217	372	32	54	13

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	1-3	3-5	5-7	7-8 ½	8 ½-10
4 to 8 Months (cups per day*)	¾-2 ½	2 ½-4 ¼	4 ¼-5 ¾	5 ¾-7	7-8 ½
8 to 12 Months (cups per day*)	½-2	2-3 ¼	3 ¼-4 ½	4 ½-5 ¾	5 ¾-7
Over 12 Months	Transition to Instinct® Raw Longevity™ Raw Frozen Meals for Adult Dogs				

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1639		
Moisture	%	68		
NFE	%	5	15.63	30.51
Crude Fiber	%	3	9.38	18.30
Ash	%	3	9.38	18.30
Crude Protein	%	12	37.50	73.22
Arginine	%	0.79	2.47	4.82
Histidine	%	0.31	0.97	1.89
Isoleucine	%	0.51	1.59	3.11
Methionine	%	0.24	0.75	1.46
Methionine and Cystine	%	0.37	1.16	2.26
Leucine	%	0.97	3.03	5.92
Lysine	%	0.99	3.09	6.04
Phenylalanine	%	0.91	2.84	5.55
Phenylalanine and Tyrosine	%	0.91	2.84	5.55
Threonine	%	0.52	1.63	3.17
Tryptophan	%	0.15	0.47	0.92
Valine	%	0.47	1.47	2.87
Taurine	%	0.1	0.31	0.61
Total Fat	%	9	28.13	54.91
Linoleic acid	%	1.88	5.88	11.47
Alpha-linolenic acid	%	0.31	0.97	1.89
Arachidonic acid	%	0.11	0.34	0.67
EPA	%	0.14	0.44	0.85
DHA	%	0.088	0.28	0.54
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.47	0.92
Sum Omega 3 isomers	%	0.3	0.94	1.83
Sum Omega 6 isomers	%	1.4	4.38	8.54
Minerals				
Calcium	%	0.6	1.88	3.66
Phosphorus	%	0.35	1.09	2.14
Magnesium	%	0.03	0.09	0.18
Sodium	%	0.19	0.59	1.16
Chloride	%	0.33	1.03	2.01
Potassium	%	0.29	0.91	1.77
Iron	mg/kg	38	118.75	23
Copper	mg/kg	12	37.50	7
Manganese	mg/kg	11	34.38	7
Selenium	mg/kg	0.15	0.47	0.09
Iodine	mg/kg	207	646.88	126
Zinc	mg/kg	60	187.50	37
Vitamins				
Vitamin A	IU/kg	20000	62500.00	12203
Vitamin D	IU/kg	594	1856.25	362
Vitamin E	IU/kg	200	625.00	122
Thiamin (B1)	mg/kg	15	46.88	9
Riboflavin (B2)	mg/kg	6	18.75	4
Niacin (B3)	mg/kg	70	218.75	43
Pantothenic acid (B5)	mg/kg	8	25.00	5
Pyridoxine (B6)	mg/kg	4	12.50	2
Folic acid	mg/kg	11	34.38	7
Cobalamin (B12)	mg/kg	0.073	0.23	0
Choline	mg/kg	964	3012.50	588
Biotin	mg/kg	0.649	2.03	0
Vitamin C	mg/kg	308	962.50	188

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef Recipe

for Dogs



Published December 2021

GRASS-FED BEEF RECIPE for dogs



INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Beef Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Tricalcium Phosphate, Dried Bacillus coagulans Fermentation Product.

Available Sizes: 7 oz, 4 lb, 6 lb, 16 lb

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	40 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.35%
*Omega 6 Fatty Acids (min)	0.45%
*Bacillus coagulans (min)	30,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1608	213	365	32	54	13

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1608		
Moisture	%	70		0
NFE	%	4	13.33	24.88
Crude Fiber	%	3	10.00	18.66
Ash	%	4	13.33	24.88
Crude Protein	%	13	43.33	80.85
Arginine	%	0.87	2.90	5.41
Histidine	%	0.37	1.23	2.30
Isoleucine	%	0.54	1.80	3.36
Methionine	%	0.33	1.10	2.05
Methionine and Cystine	%	0.52	1.73	3.23
Leucine	%	1.12	3.73	6.97
Lysine	%	1.05	3.50	6.53
Phenylalanine	%	0.62	2.07	3.86
Phenylalanine and Tyrosine	%	1.06	3.53	6.59
Threonine	%	0.55	1.83	3.42
Tryptophan	%	0.18	0.60	1.12
Valine	%	0.78	2.60	4.85
Taurine	%	0.1	0.33	0.62
Total Fat	%	9	30.00	55.97
Linoleic acid	%	0.44	1.47	2.74
Alpha-linolenic acid	%	0.27	0.90	1.68
Arachidonic acid	%	0.09	0.30	0.56
EPA	%	0.11	0.37	0.68
DHA	%	0.06	0.20	0.37
Eicosapentanoic and Docosahexanoic acids	%	0.17	0.57	1.06
Sum Omega 3 isomers	%	0.35	1.17	2.18
Sum Omega 6 isomers	%	0.45	1.50	2.80
Minerals				
Calcium	%	0.68	2.27	4.23
Phosphorus	%	0.44	1.47	2.74
Magnesium	%	0.02	0.07	0.12
Sodium	%	0.19	0.63	1.18
Chloride	%	0.61	2.03	3.79
Potassium	%	0.42	1.40	2.61
Iron	mg/kg	126	420	78
Copper	mg/kg	17.77	59	11.1
Manganese	mg/kg	11.21	37	7.0
Selenium	mg/kg	0.15	0.500	0.1
Iodine	mg/kg	2.04	6.80	1.3
Zinc	mg/kg	50	167	31
Vitamins				
Vitamin A	IU/kg	60000	200000	37313
Vitamin D	IU/kg	400.28	1334	249
Vitamin E	IU/kg	40	133	25
Thiamin (B1)	mg/kg	12.89	43	8.02
Riboflavin (B2)	mg/kg	10.39	35	6.46
Niacin (B3)	mg/kg	39.21	131	24.38
Pantothenic acid (B5)	mg/kg	15.91	53	9.89
Pyridoxine (B6)	mg/kg	3.38	11	2.10
Folic acid	mg/kg	11.78	39	7.33
Cobalamin (B12)	mg/kg	0.269	0.897	0.167
Choline	mg/kg	1498	4993	932
Biotin	mg/kg	0.85	2.833	0.529
Vitamin C	mg/kg	5.68	19	4

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe



Published December 2021

for Dogs

CAGE-FREE CHICKEN RECIPE for dogs



Available Sizes: 4 lb, 6 lb, 16 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Yellow Squash, Apples, Carrots, Ground Flaxseed, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Tricalcium Phosphate, Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	40 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.35%
*Omega 6 Fatty Acids (min)	1.8%
*Bacillus coagulans (min)	30,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1620	216	368	35	54	11

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1620		
Moisture	%	70		
NFE	%	3	10.00	18.52
Crude Fiber	%	3	10.00	18.52
Ash	%	3	10.00	18.52
Crude Protein	%	12	40.00	74.07
Arginine	%	0.8	2.67	4.94
Histidine	%	0.3	1.00	1.85
Isoleucine	%	0.53	1.77	3.27
Methionine	%	0.22	0.73	1.36
Methionine and Cystine	%	0.33	1.10	2.04
Leucine	%	0.97	3.23	5.99
Lysine	%	0.99	3.30	6.11
Phenylalanine	%	0.5	1.67	3.09
Phenylalanine and Tyrosine	%	0.91	3.03	5.62
Threonine	%	0.52	1.73	3.21
Tryptophan	%	0.14	0.47	0.86
Valine	%	0.42	1.40	2.59
Taurine	%	0.1	0.33	0.62
Total Fat	%	9	30.00	55.56
Linoleic acid	%	2.28	7.60	14.07
Alpha-linolenic acid	%	0.32	1.07	1.98
Arachidonic acid	%	0.1	0.33	0.62
EPA	%	0.09	0.30	0.56
DHA	%	0.06	0.20	0.37
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.50	0.93
Sum Omega 3 isomers	%	0.35	1.17	2.16
Sum Omega 6 isomers	%	1.8	6.00	11.11
Minerals				
Calcium	%	0.578	1.93	3.57
Phosphorus	%	0.351	1.17	2.17
Magnesium	%	0.026	0.09	0.16
Sodium	%	0.166	0.55	1.02
Chloride	%	0.327	1.09	2.02
Potassium	%	0.267	0.89	1.65
Iron	mg/kg	34.52	115	21
Copper	mg/kg	11.78	39	7.3
Manganese	mg/kg	11.33	38	7.0
Selenium	mg/kg	0.15	0.500	0.1
Iodine	mg/kg	2.08	6.93	1.3
Zinc	mg/kg	50	167	31
Vitamins				
Vitamin A	IU/kg	20000	66667	12346
Vitamin D	IU/kg	457	1523	282
Vitamin E	IU/kg	40	133	25
Thiamin (B1)	mg/kg	11.71	39	7
Riboflavin (B2)	mg/kg	6.39	21	4
Niacin (B3)	mg/kg	74.53	248	46
Pantothenic acid (B5)	mg/kg	9.42	31	6
Pyridoxine (B6)	mg/kg	4.24	14	3
Folic acid	mg/kg	11.34	38	7
Cobalamin (B12)	mg/kg	0.0682	0.227	0.042
Choline	mg/kg	902.32	3008	557
Biotin	mg/kg	0.6612	2.20	0.408
Vitamin C	mg/kg	5.68	19	4

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Lamb Recipe



Published December 2021

for Dogs

GRASS-FED LAMB RECIPE for dogs



Available Sizes: 4 lb, 6 lb

INGREDIENTS:

Lamb, Lamb Liver, Lamb Spleen, Lamb Kidney, Ground Lamb Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinates, Copper Proteinates, Manganese Proteinates, Calcium Iodate), Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	40 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.40%
*Omega 6 Fatty Acids (min)	0.40%
*Bacillus coagulans (min)	30,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1604	213	364	34	57	9

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Lamb Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1,604		
Moisture	%	70		
NFE	%	3	10.00	18.70
Crude Fiber	%	3	10.00	18.70
Ash	%	3	10.00	18.70
Crude Protein	%	12	40.00	74.81
Arginine	%	0.84	2.80	5.24
Histidine	%	0.33	1.10	2.06
Isoleucine	%	0.55	1.83	3.43
Methionine	%	0.29	0.97	1.81
Methionine and Cystine	%	0.45	1.50	2.81
Leucine	%	1.07	3.57	6.67
Lysine	%	1	3.33	6.23
Phenylalanine	%	0.58	1.93	3.62
Phenylalanine and Tyrosine	%	1.11	3.70	6.92
Threonine	%	0.56	1.87	3.49
Tryptophan	%	0.16	0.53	1.00
Valine	%	0.73	2.43	4.55
Taurine	%	0.1	0.33	0.62
Total Fat	%	9	30.00	56.11
Linoleic acid	%	0.7	2.33	4.36
Alpha-linolenic acid	%	0.35	1.17	2.18
Arachidonic acid	%	0.07	0.23	0.44
EPA	%	0.12	0.40	0.75
DHA	%	0.09	0.30	0.56
Eicosapentanoic and Docosahexanoic acids	%	0.21	0.70	1.31
Sum Omega 3 isomers	%	0.4	1.33	2.49
Sum Omega 6 isomers	%	0.4	1.33	2.49
Minerals				
Calcium	%	0.61	2.03	3.80
Phosphorus	%	0.39	1.30	2.43
Magnesium	%	0.02	0.07	0.12
Sodium	%	0.18	0.60	1.12
Chloride	%	0.34	1.13	2.12
Potassium	%	0.3	1.00	1.87
Iron	mg/kg	57	190.00	35.54
Copper	mg/kg	17.74	59.13	11.06
Manganese	mg/kg	11.01	36.70	6.86
Selenium	mg/kg	0.15	0.50	0.09
Iodine	mg/kg	2.077	6.92	1.29
Zinc	mg/kg	50	166.67	31.17
Vitamins				
Vitamin A	IU/kg	60,000	200000.00	37406
Vitamin D	IU/kg	407	1356.67	254
Vitamin E	IU/kg	40	133.33	25
Thiamin (B1)	mg/kg	12	40.00	7.48
Riboflavin (B2)	mg/kg	8	26.67	4.99
Niacin (B3)	mg/kg	53	176.67	33.04
Pantothenic acid (B5)	mg/kg	12	40.00	7.48
Pyridoxine (B6)	mg/kg	2	6.67	1.25
Folic acid	mg/kg	12	40.00	7.48
Cobalamin (B12)	mg/kg	0.217	0.72	0.14
Choline	mg/kg	1094	3646.67	682.04
Biotin	mg/kg	0.777	2.59	0.48
Vitamin C	mg/kg	21	70.00	13.09

Instinct® Raw Longevity™ Raw Frozen Meals Farm-Raised Rabbit Recipe



Published December 2021

for Dogs

FARM-RAISED RABBIT RECIPE for dogs



Available Sizes: 4 lb, 6 lb

INGREDIENTS:

Rabbit (including Ground Rabbit Bone), Pork Liver, Pork Heart, Pork Fat, Ground Pork Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Rabbit Liver, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Rabbit Lung, Rabbit Kidney, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinates, Copper Proteinates, Manganese Proteinates, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	68.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	40 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.30%
*Omega 6 Fatty Acids (min)	1.20%
*Bacillus coagulans (min)	30,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1627	216	369	34	57	9

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Farm-Raised Rabbit Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1627		
Moisture	%	68		
NFE	%	3	9.38	18.44
Crude Fiber	%	3	9.38	18.44
Ash	%	3	9.38	18.44
Crude Protein	%	13	40.63	79.90
Arginine	%	0.93	2.91	5.72
Histidine	%	0.39	1.22	2.40
Isoleucine	%	0.65	2.03	4.00
Methionine	%	0.37	1.16	2.27
Methionine and Cystine	%	0.47	1.47	2.89
Leucine	%	1.22	3.81	7.50
Lysine	%	1.16	3.63	7.13
Phenylalanine	%	0.64	2.00	3.93
Phenylalanine and Tyrosine	%	0.87	2.72	5.35
Threonine	%	0.65	2.03	4.00
Tryptophan	%	0.2	0.63	1.23
Valine	%	0.77	2.41	4.73
Taurine	%	0.43	0.71	2.64
Total Fat	%	9	28.13	55.32
Linoleic acid	%	1.89	5.91	11.62
Alpha-linolenic acid	%	0.23	0.72	1.41
Arachidonic acid	%	0.14	0.44	0.86
EPA	%	0.09	0.28	0.55
DHA	%	0.06	0.19	0.37
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.47	0.92
Sum Omega 3 isomers	%	0.3	0.94	1.84
Sum Omega 6 isomers	%	1.2	3.75	7.38
Minerals				
Calcium	%	0.62	1.94	3.81
Phosphorus	%	0.44	1.38	2.70
Magnesium	%	0.03	0.09	0.18
Sodium	%	0.17	0.53	1.04
Chloride	%	0.32	1.00	1.97
Potassium	%	0.34	1.06	2.09
Iron	mg/kg	44	137.50	27.04
Copper	mg/kg	17.9	55.94	11.00
Manganese	mg/kg	11.25	35.16	6.91
Selenium	mg/kg	0.19	0.59	0.12
Iodine	mg/kg	2.086	6.52	1.28
Zinc	mg/kg	50	156.25	30.73
Vitamins				
Vitamin A	IU/kg	20,000	62500.00	12293
Vitamin D	IU/kg	574	1793.75	353
Vitamin E	IU/kg	40	125.00	25
Thiamin (B1)	mg/kg	12	37.50	7.38
Riboflavin (B2)	mg/kg	7	21.88	4.30
Niacin (B3)	mg/kg	60	187.50	36.88
Pantothenic acid (B5)	mg/kg	13	40.63	7.99
Pyridoxine (B6)	mg/kg	2	6.25	1.23
Folic acid	mg/kg	13	40.63	7.99
Cobalamin (B12)	mg/kg	26.284	82.14	16.15
Choline	mg/kg	1,230	3843.75	755.99
Biotin	mg/kg	1.112	3.48	0.68
Vitamin C	mg/kg	5	15.63	3.07

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef & Wild-Caught Cod Recipe



Published December 2021

for Dogs

GRASS-RED BEEF & WILD-CAUGHT COD RECIPE for dogs



Available Sizes: 4 lb, 6 lb

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Cod, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin E (min)	40 IU/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.30%
*Omega 6 Fatty Acids (min)	0.30%
*Bacillus coagulans (min)	30,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1602	213	365	35	57	11

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef & Wild-Caught Cod Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1602		
Moisture	%	70		
NFE	%	4	13.33	24.97
Crude Fiber	%	3	10.00	18.73
Ash	%	4	13.33	24.97
Crude Protein	%	13	43.33	81.15
Arginine	%	0.86	2.87	5.37
Histidine	%	0.36	1.20	2.25
Isoleucine	%	0.55	1.83	3.43
Methionine	%	0.34	1.13	2.12
Methionine and Cystine	%	0.52	1.73	3.25
Leucine	%	1.1	3.67	6.87
Lysine	%	1.04	3.47	6.49
Phenylalanine	%	0.61	2.03	3.81
Phenylalanine and Tyrosine	%	1.04	3.47	6.49
Threonine	%	0.55	1.83	3.43
Tryptophan	%	0.18	0.60	1.12
Valine	%	0.77	2.57	4.81
Taurine	%	0.16	0.53	1.00
Total Fat	%	9	30.00	56.18
Linoleic acid	%	0.43	1.43	2.68
Alpha-linolenic acid	%	0.27	0.90	1.69
Arachidonic acid	%	0.08	0.27	0.50
EPA	%	0.117	0.39	0.73
DHA	%	0.077	0.26	0.48
Eicosapentanoic and Docosahexanoic acids	%	0.194	0.65	1.21
Sum Omega 3 isomers	%	0.52	1.73	3.25
Sum Omega 6 isomers	%	0.52	1.73	3.25
Minerals				
Calcium	%	0.6	2.00	3.75
Phosphorus	%	0.45	1.50	2.81
Magnesium	%	0.03	0.10	0.19
Sodium	%	0.21	0.70	1.31
Chloride	%	0.64	2.13	4.00
Potassium	%	0.54	1.80	3.37
Iron	mg/kg	109	363.33	68.04
Copper	mg/kg	17	56.67	10.61
Manganese	mg/kg	11	36.67	6.87
Selenium	mg/kg	0.53	1.77	0.33
Iodine	mg/kg	2.04	6.80	1.27
Zinc	mg/kg	93	310.00	58.05
Vitamins				
Vitamin A	IU/kg	40000	133333.33	24969
Vitamin D	IU/kg	465	1550.00	290
Vitamin E	IU/kg	40	133.33	25
Thiamin (B1)	mg/kg	12	40.00	7.49
Riboflavin (B2)	mg/kg	8.9	29.67	5.56
Niacin (B3)	mg/kg	33	110.00	20.60
Pantothenic acid (B5)	mg/kg	13	43.33	8.11
Pyridoxine (B6)	mg/kg	3.11	10.37	1.94
Folic acid	mg/kg	11	36.67	6.87
Cobalamin (B12)	mg/kg	0.23	0.77	0.14
Choline	mg/kg	1391	4636.67	868
Biotin	mg/kg	0.805	2.68	0.50
Vitamin C	mg/kg	5.7	19.00	4

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe

for Adult Dogs Ages 7+



Published December 2021

CAGE-FREE CHICKEN RECIPE for adult dogs ages 7+



Available Sizes: 4 lb, 6 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone, source of Glucosamine and Chondroitin Sulfate), Chicken Liver, Chicken Heart, Carrots, Apples, Yellow Squash, Ground Flaxseed, Coconut Oil, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Blueberries, Cranberries, Spinach, Beets, New Zealand Green Mussel, Chicory Root, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Tricalcium Phosphate, Salt, Potassium Chloride, Turmeric, Dried Bacillus coagulans Fermentation Product, Lemon Balm, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Ascorbic Acid, L-Carnitine.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	68.0%
Arginine (min)	0.70%
Leucine (min)	0.80%
Docosahexaenoic Acid (DHA) (min)	0.08%
Manganese (min)	10.0 mg/kg
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin D (min)	600 IU/kg
Vitamin E (min)	200 IU/kg
Pyridoxine (min)	1.5 mg/kg
Folic Acid (min)	0.60 mg/kg
*Taurine (min)	0.10%
*Omega 3 Fatty Acids (min)	0.40%
*Omega 6 Fatty Acids (min)	1.50%
*Glucosamine (min)	400 mg/kg
*Chondroitin Sulfate (min)	400 mg/kg
*L-Carnitine (min)	150 mg/kg
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1685	224	382	35	54	11

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1,685		
Moisture	%	68		
NFE	%	5	15.63	29.67
Crude Fiber	%	3	9.38	17.80
Ash	%	3.5	10.94	20.77
Crude Protein	%	12	37.50	71.22
Arginine	%	0.7	2.19	4.15
Histidine	%	0.31	0.97	1.84
Isoleucine	%	0.53	1.66	3.15
Methionine	%	0.24	0.75	1.42
Methionine and Cystine	%	0.36	1.13	2.14
Leucine	%	0.8	2.50	4.75
Lysine	%	1	3.13	5.93
Phenylalanine	%	0.52	1.63	3.09
Phenylalanine and Tyrosine	%	0.94	2.94	5.58
Threonine	%	0.53	1.66	3.15
Tryptophan	%	0.15	0.47	0.89
Valine	%	0.48	1.50	2.85
Taurine	%	0.1	0.31	0.59
Total Fat	%	9	28.13	53.41
Linoleic acid	%	12.71	39.72	75.43
Alpha-linolenic acid	%	0.32	1.00	1.90
Arachidonic acid	%	0.11	0.34	0.65
EPA	%	0.14	0.44	0.83
DHA	%	0.08	0.25	0.47
Eicosapentanoic and Docosahexanoic acids	%	0.22	0.69	1.31
Sum Omega 3 isomers	%	0.4	1.25	2.37
Sum Omega 6 isomers	%	1.5	4.69	8.90
Minerals				
Calcium	%	0.64	2.00	3.80
Phosphorus	%	0.37	1.16	2.20
Magnesium	%	0.02	0.06	0.12
Sodium	%	0.19	0.59	1.13
Chloride	%	0.33	1.03	1.96
Potassium	%	0.27	0.84	1.60
Iron	mg/kg	40	125.00	23.74
Copper	mg/kg	11.94	37.31	7.09
Manganese	mg/kg	10	31.25	5.93
Selenium	mg/kg	0.15	0.47	0.09
Iodine	mg/kg	2.068	6.46	1.23
Zinc	mg/kg	50	156.25	29.67
Vitamins				
Vitamin A	IU/kg	30,000	93750.00	17804
Vitamin D	IU/kg	600	1875.00	356
Vitamin E	IU/kg	200	625.00	119
Thiamin (B1)	mg/kg	18	56.25	10.68
Riboflavin (B2)	mg/kg	7	21.88	4.15
Niacin (B3)	mg/kg	72	225.00	42.73
Pantothenic acid (B5)	mg/kg	8	25.00	4.75
Pyridoxine (B6)	mg/kg	1.5	4.69	0.89
Folic acid	mg/kg	0.6	1.88	0.36
Cobalamin (B12)	mg/kg	0.08	0.25	0.05
Choline	mg/kg	966	3018.75	573.29
Biotin	mg/kg	0.65	2.03	0.39
Vitamin C	mg/kg	307	959.38	182.20

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe for Adult Dogs Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Cage-Free Chicken Recipe

for Puppies



Published December 2021

CAGE-FREE CHICKEN RECIPE for puppies



Available Sizes: 8 oz, 3 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Beef Liver, Beef Spleen, Beef Kidney, Cod, Carrots, Apples, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Ground Miscanthus Grass, Ground Flaxseed, Salmon Oil, Pumpkin Seeds, Chicory Root, Tricalcium Phosphate, Salt, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Blueberries, Spinach.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Docosahexaenoic Acid (DHA) (min)	0.04%
Calcium (min)	0.5%
Phosphorus (min)	0.4%
*Omega 3 Fatty Acids (min)	0.3%
*Omega 6 Fatty Acids (min)	1.40%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1590	190	36	50	14

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	1-3 ¼	3 ¼-5 ½	5 ½-7 ¾	7 ¾-9 ¾	9 ¾-11 ¼
4 to 8 Months (cups per day*)	1-3	3-4 ¾	4 ¾-6 ½	6 ½-8	8-10
8 to 12 Months (cups per day*)	¾-2 ¼	2 ¼-3 ¾	3 ¾-5	5-6 ½	6 ½-8

Over 12 Months Transition to Instinct® Raw for Dogs

*Standard 8 oz dry measuring cup

Instinct® Raw Cage-Free Chicken Recipe for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1590		
Moisture	%	70		
NFE	%	5	16.67	31.45
Crude Fiber	%	3	10.00	18.87
Ash	%	4	13.33	25.16
Crude Protein	%	13	43.33	81.76
Arginine	%	0.81	2.70	5.09
Histidine	%	0.33	1.10	2.08
Isoleucine	%	0.54	1.80	3.40
Methionine	%	0.27	0.90	1.70
Methionine and Cystine	%	0.42	1.40	2.64
Leucine	%	1.06	3.53	6.67
Lysine	%	1.02	3.40	6.42
Phenylalanine	%	0.58	1.93	3.65
Phenylalanine and Tyrosine	%	1.02	3.40	6.42
Threonine	%	0.56	1.87	3.52
Tryptophan	%	0.17	0.57	1.07
Valine	%	0.61	2.03	3.84
Taurine	%	0.04	0.13	0.25
Total Fat	%	8	26.67	50.31
Linoleic acid	%	1.4	4.67	8.81
Alpha-linolenic acid	%	0.32	1.07	2.01
Arachidonic acid	%	0.1	0.33	0.63
EPA	%	0.05	0.17	0.31
DHA	%	0.04	0.13	0.25
Eicosapentanoic and Docosahexanoic acids	%	0.1	0.33	0.63
Sum Omega 3 isomers	%	0.3	1.00	1.89
Sum Omega 6 isomers	%	1.4	4.67	8.81
Minerals				
Calcium	%	0.518	1.73	3.26
Phosphorus	%	0.35	1.17	2.20
Magnesium	%	0.03	0.10	0.19
Sodium	%	0.2	0.67	1.26
Chloride	%	0.38	1.27	2.39
Potassium	%	0.32	1.07	2.01
Iron	mg/kg	99	330.00	62.26
Copper	mg/kg	13.26	44.20	8.34
Manganese	mg/kg	6.6	22.00	4.15
Selenium	mg/kg	0.381	1.27	0.24
Iodine	mg/kg	1.055	3.52	0.66
Zinc	mg/kg	52.5	175.00	33.02
Vitamins				
Vitamin A	IU/kg	88723	295743	55801
Vitamin D	IU/kg	343	1143	216
Vitamin E	IU/kg	48	160	30
Thiamin (B1)	mg/kg	10	33.33	6.29
Riboflavin (B2)	mg/kg	9	30.00	5.66
Niacin (B3)	mg/kg	53	176.67	33.33
Pantothenic acid (B5)	mg/kg	18	60.00	11.32
Pyridoxine (B6)	mg/kg	2	6.67	1.26
Folic acid	mg/kg	11	36.67	6.92
Cobalamin (B12)	mg/kg	0.261	0.87	0.16
Choline	mg/kg	800	2666.67	503
Biotin	mg/kg	0.879	2.93	0.55
Vitamin C	mg/kg	1	3.33	1

Instinct® Raw Real Beef Recipe

for Dogs



Published December 2021

REAL BEEF RECIPE for dogs



Available Sizes: 8 oz, 3 lb, 6 lb

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Carrots, Apples, Sweet Potatoes, Butternut Squash, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Tricalcium Phosphate, Potassium Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Blueberries, Spinach.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1523	183	174	34	51	14

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Real Beef Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1523		
Moisture	%	70		
NFE	%	5	16.67	32.83
Crude Fiber	%	3	10.00	19.70
Ash	%	4	13.33	26.26
Crude Protein	%	12	40.00	78.79
Arginine	%	0.82	2.73	5.38
Histidine	%	0.36	1.20	2.36
Isoleucine	%	0.53	1.77	3.48
Methionine	%	0.32	1.07	2.10
Methionine and Cystine	%	0.52	1.73	3.41
Leucine	%	1.09	3.63	7.16
Lysine	%	1.01	3.37	6.63
Phenylalanine	%	0.61	2.03	4.01
Phenylalanine and Tyrosine	%	1.04	3.47	6.83
Threonine	%	0.53	1.77	3.48
Tryptophan	%	0.18	0.60	1.18
Valine	%	0.77	2.57	5.06
Taurine	%	0.12	0.40	0.79
Total Fat	%	8	26.67	52.53
Linoleic acid	%	0.48	1.60	3.15
Alpha-linolenic acid	%	0.31	1.03	2.04
Arachidonic acid	%	0.09	0.30	0.59
EPA	%	0.03	0.10	0.20
DHA	%	0.02	0.07	0.13
Eicosapentanoic and Docosahexanoic acids	%	0.05	0.17	0.33
Sum Omega 3 isomers	%	0.46	1.53	3.02
Sum Omega 6 isomers	%	0.59	1.97	3.87
Minerals				
Calcium	%	0.64	2.13	4.20
Phosphorus	%	0.41	1.37	2.69
Magnesium	%	0.02	0.07	0.13
Sodium	%	0.19	0.63	1.25
Chloride	%	0.56	1.87	3.68
Potassium	%	0.39	1.30	2.56
Iron	mg/kg	137	456.67	89.95
Copper	mg/kg	14.08	46.93	9.24
Manganese	mg/kg	6.29	20.97	4.13
Selenium	mg/kg	0.42	1.40	0.28
Iodine	mg/kg	1.03	3.43	0.68
Zinc	mg/kg	67.5	225.00	44.32
Vitamins				
Vitamin A	IU/kg	102935	343117	67587
Vitamin D	IU/kg	386	1287	253
Vitamin E	IU/kg	56	187	37
Thiamin (B1)	mg/kg	12	40.00	7.88
Riboflavin (B2)	mg/kg	10	33.33	6.57
Niacin (B3)	mg/kg	40	133.33	26.26
Pantothenic acid (B5)	mg/kg	16	53.33	10.51
Pyridoxine (B6)	mg/kg	2	6.67	1.31
Folic acid	mg/kg	12	40.00	7.88
Cobalamin (B12)	mg/kg	0.305	1.02	0.20
Choline	mg/kg	1085	3616.67	712
Biotin	mg/kg	0.95	3.17	0.62
Vitamin C	mg/kg	1	3.33	1

Instinct® Raw Cage-Free Chicken Recipe

for Dogs



Published December 2021

CAGE-FREE CHICKEN RECIPE for dogs



Available Sizes: 3 lb, 6 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Carrots, Apples, Sweet Potatoes, Butternut Squash, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Salt, Choline Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%

CALORIES

Energy Density			Calorie Distribution		
kcal/kg	kcal/cup	kcal/patty	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1596	191	181	31	54	15

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/ 1000 kcal
Energy Density	kcal/kg	1585		
Moisture	%	70		
NFE	%	4	13.33	25.24
Crude Fiber	%	3	10.00	18.93
Ash	%	4	13.33	25.24
Crude Protein	%	10.5	35.00	66.25
Arginine	%	0.65	2.17	4.10
Histidine	%	0.24	0.80	1.51
Isoleucine	%	0.41	1.37	2.59
Methionine	%	0.27	0.90	1.70
Methionine and Cystine	%	0.35	1.17	2.21
Leucine	%	0.76	2.53	4.79
Lysine	%	0.81	2.70	5.11
Phenylalanine	%	0.39	1.30	2.46
Phenylalanine and Tyrosine	%	0.71	2.37	4.48
Threonine	%	0.41	1.37	2.59
Tryptophan	%	0.1	0.33	0.63
Valine	%	0.28	0.93	1.77
Taurine	%	0.16	0.53	1.01
Total Fat	%	9	30.00	56.78
Linoleic acid	%	1.97	6.57	12.43
Alpha-linolenic acid	%	0.32	1.07	2.02
Arachidonic acid	%	0.06	0.20	0.38
EPA	%	0.01	0.03	0.06
DHA	%	0.02	0.07	0.13
Eicosapentanoic and Docosahexanoic acids	%	0.03	0.10	0.19
Sum Omega 3 isomers	%	0.37	1.23	2.33
Sum Omega 6 isomers	%	2.08	6.93	13.12
Minerals				
Calcium	%	0.6	2.00	3.79
Phosphorus	%	0.32	1.07	2.02
Magnesium	%	0.02	0.07	0.13
Sodium	%	0.17	0.57	1.07
Chloride	%	0.34	1.13	2.15
Potassium	%	0.25	0.83	1.58
Iron	mg/kg	18	60.00	11.36
Copper	mg/kg	11.64	38.80	7.34
Manganese	mg/kg	10.97	36.57	6.92
Selenium	mg/kg	0.14	0.47	0.09
Iodine	mg/kg	2.09	6.97	1.32
Zinc	mg/kg	74.7	249.00	47.13
Vitamins				
Vitamin A	IU/kg	16304	54347	10286
Vitamin D	IU/kg	391	1303	247
Vitamin E	IU/kg	51	170	32
Thiamin (B1)	mg/kg	10	33.33	6.31
Riboflavin (B2)	mg/kg	2	6.67	1.26
Niacin (B3)	mg/kg	60	200.00	37.85
Pantothenic acid (B5)	mg/kg	10	33.33	6.31
Pyridoxine (B6)	mg/kg	3	10.00	1.89
Folic acid	mg/kg	11	36.67	6.94
Cobalamin (B12)	mg/kg	0.031	0.10	0.02
Choline	mg/kg	743	2476.67	469
Biotin	mg/kg	0.668	2.23	0.42
Vitamin C	mg/kg	1	3.33	1

Instinct® Raw Grass-Fed Lamb Recipe

for Dogs



Published December 2021

GRASS-FED LAMB RECIPE for dogs



Available Sizes: 2.7 lb, 5.4 lb

INGREDIENTS:

Lamb, Beef Liver, Beef Kidney, Beef Spleen, Carrots, Apples, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Ground Miscanthus Grass, Ground Flaxseed, Tricalcium Phosphate, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Potassium Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Blueberries, Spinach.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1610	193	34	51	14

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Grass-Fed Lamb Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1610		
Moisture	%	70		
NFE	%	5	16.67	31.06
Crude Fiber	%	3	10.00	18.63
Ash	%	4	13.33	24.84
Crude Protein	%	12	40.00	74.53
Arginine	%	0.81	2.70	5.03
Histidine	%	0.34	1.13	2.11
Isoleucine	%	0.53	1.77	3.29
Methionine	%	0.31	1.03	1.93
Methionine and Cystine	%	0.49	1.63	3.04
Leucine	%	1.08	3.60	6.71
Lysine	%	1.01	3.37	6.27
Phenylalanine	%	0.61	2.03	3.79
Phenylalanine and Tyrosine	%	1.15	3.83	7.14
Threonine	%	0.57	1.90	3.54
Tryptophan	%	0.18	0.60	1.12
Valine	%	0.75	2.50	4.66
Taurine	%	0.13	0.43	0.81
Total Fat	%	8	26.67	49.69
Linoleic acid	%	0.69	2.30	4.29
Alpha-linolenic acid	%	0.36	1.20	2.24
Arachidonic acid	%	0.1	0.33	0.62
EPA	%	0.04	0.13	0.25
DHA	%	0.03	0.10	0.19
Eicosapentanoic and Docosahexanoic acids	%	0.07	0.23	0.43
Sum Omega 3 isomers	%	0.51	1.70	3.17
Sum Omega 6 isomers	%	0.58	1.93	3.60
Minerals				
Calcium	%	0.46	1.53	2.86
Phosphorus	%	0.33	1.10	2.05
Magnesium	%	0.03	0.10	0.19
Sodium	%	0.19	0.63	1.18
Chloride	%	0.31	1.03	1.93
Potassium	%	0.31	1.03	1.93
Iron	mg/kg	113	376.67	70.19
Copper	mg/kg	13.9	46.33	8.63
Manganese	mg/kg	6.27	20.90	3.89
Selenium	mg/kg	0.33	1.10	0.20
Iodine	mg/kg	1.03	3.43	0.64
Zinc	mg/kg	55.7	185.67	34.60
Vitamins				
Vitamin A	IU/kg	71900	239666.67	44658.39
Vitamin D	IU/kg	386	1286.67	239.75
Vitamin E	IU/kg	58	193.33	36.02
Thiamin (B1)	mg/kg	12	40.00	7.45
Riboflavin (B2)	mg/kg	10	33.33	6.21
Niacin (B3)	mg/kg	40	133.33	24.84
Pantothenic acid (B5)	mg/kg	16	53.33	9.94
Pyridoxine (B6)	mg/kg	2	6.67	1.24
Folic acid	mg/kg	13	43.33	8.07
Cobalamin (B12)	mg/kg	0.305	1.02	0.19
Choline	mg/kg	880	2933.33	546.58
Biotin	mg/kg	0.97	3.23	0.60
Vitamin C	mg/kg	2.7	9.00	1.68

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe



for Puppies

Published December 2021

CAGE-FREE CHICKEN RECIPE for puppies



Available Sizes: 1.5 oz, 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Yellow Squash, Apples, Carrots, Ground Flaxseed, Dried Pumpkin, Blueberries, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Beets, Spinach, Dried Chicory Root, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Potassium Chloride, Dried Bacillus coagulans Fermentation Product, Tricalcium Phosphate, Yeast Culture, Taurine, Minerals (Zinc Proteininate, Copper Proteininate, Manganese Proteininate, Calcium Iodate), Choline Chloride, Ascorbic Acid, Mixed Tocopherols (for freshness), Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Docosahexaenoic Acid (DHA) (min)	0.20%
Calcium (min)	1.2%
Phosphorus (min)	1.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.45 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin E (min)	600 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acids (min)	1.50%
*Omega 6 Fatty Acids (min)	6.0%
*Bacillus coagulans (min)	150,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4760	257	29	60	11

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	¾-2 ½	2 ½-4 ¼	4 ¼-5 ¾	5 ¾-7 ¼	7 ¼-8 ½
4 to 8 Months (cups per day*)	¾-2	2-3 ½	3 ½-5	5-6	6-7
8 to 12 Months (cups per day*)	½-1 ¾	1 ¾-3	3-4	4-5	5-5 ½
Over 12 Months	Transition to Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals for Adult Dogs				

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,760		
Moisture	%	6		
NFE	%	14	14.89	29.41
Crude Fiber	%	4	4.26	8.40
Ash	%	9	9.57	18.91
Crude Protein	%	36	38.30	75.63
Arginine	%	2.29	2.44	4.81
Histidine	%	0.91	0.97	1.91
Isoleucine	%	1.49	1.59	3.13
Methionine	%	0.71	0.76	1.49
Methionine and Cystine	%	1.06	1.13	2.23
Leucine	%	2.81	2.99	5.90
Lysine	%	2.87	3.05	6.03
Phenylalanine	%	1.46	1.55	3.07
Phenylalanine and Tyrosine	%	2.64	2.81	5.55
Threonine	%	1.5	1.60	3.15
Tryptophan	%	0.45	0.48	0.95
Valine	%	1.36	1.45	2.86
Taurine	%	0.35	0.37	0.74
Total Fat	%	32.74	34.83	68.78
Linoleic acid	%	5.42	5.77	11.39
Alpha-linolenic acid	%	0.91	0.97	1.91
Arachidonic acid	%	0.32	0.34	0.67
EPA	%	0.411	0.44	0.86
DHA	%	0.2	0.21	0.42
Eicosapentanoic and Docosahexanoic acids	%	0.611	0.65	1.28
Sum Omega 3 isomers	%	1.5	1.60	3.15
Sum Omega 6 isomers	%	6	6.38	12.61
Minerals				
Calcium	%	1.2	1.28	2.52
Phosphorus	%	1	1.06	2.10
Magnesium	%	0.96	1.02	2.02
Sodium	%	0.57	0.61	1.20
Chloride	%	0.96	1.02	2.02
Potassium	%	0.85	0.90	1.79
Iron	mg/kg	111	118.09	23.32
Copper	mg/kg	34.58	36.79	7.26
Manganese	mg/kg	33.53	35.67	7.04
Selenium	mg/kg	0.45	0.48	0.09
Iodine	mg/kg	5.953	6.33	1.25
Zinc	mg/kg	200	212.77	42.02
Vitamins				
Vitamin A	IU/kg	40000	42553.19	8403
Vitamin D	IU/kg	1,713	1822.34	360
Vitamin E	IU/kg	600	638.30	126
Thiamin (B1)	mg/kg	43	45.74	9.03
Riboflavin (B2)	mg/kg	20	21.28	4.20
Niacin (B3)	mg/kg	203	215.96	42.65
Pantothenic acid (B5)	mg/kg	23	24.47	4.83
Pyridoxine (B6)	mg/kg	11	11.70	2.31
Folic acid	mg/kg	32	34.04	6.72
Cobalamin (B12)	mg/kg	0.212	0.23	0.04
Choline	mg/kg	2,777	2954.26	583
Biotin	mg/kg	1.872	1.99	0.39
Vitamin C	mg/kg	888	944.68	187

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef Recipe



for Dogs

Published December 2021

GRASS-FED BEEF RECIPE for dogs



Available Sizes: 1.5 oz, 9.5 oz

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Beef Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinates, Copper Proteinates, Manganese Proteinates, Calcium Iodate), Choline Chloride, Mixed Tocopherols (for freshness), Tricalcium Phosphate, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.60 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	100 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acid (min)	1.20%
*Omega 6 Fatty Acid (min)	1.50%
*Bacillus coagulans (min)	75,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4754	256	32	61	8

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,485		
Moisture	%	5		
NFE	%	9	9.47	20.07
Crude Fiber	%	3.5	3.68	7.80
Ash	%	12	12.63	26.76
Crude Protein	%	38	40.00	84.73
Arginine	%	2.25	2.37	5.02
Histidine	%	0.95	1.00	2.12
Isoleucine	%	1.41	1.48	3.14
Methionine	%	0.86	0.91	1.92
Methionine and Cystine	%	1.35	1.42	3.01
Leucine	%	2.88	3.03	6.42
Lysine	%	2.87	3.02	6.40
Phenylalanine	%	1.61	1.69	3.59
Phenylalanine and Tyrosine	%	2.73	2.87	6.09
Threonine	%	1.42	1.49	3.17
Tryptophan	%	0.48	0.51	1.07
Valine	%	2.02	2.13	4.50
Taurine	%	0.39	0.41	0.87
Total Fat	%	32.3	34.00	72.02
Linoleic acid	%	1.15	1.21	2.56
Alpha-linolenic acid	%	0.95	1.00	2.12
Arachidonic acid	%	0.23	0.24	0.51
EPA	%	0.34	0.36	0.76
DHA	%	0.21	0.22	0.47
Eicosapentanoic and Docosahexanoic acids	%	0.55	0.58	1.23
Sum Omega 3 isomers	%	1.7	1.79	3.79
Sum Omega 6 isomers	%	1.7	1.79	3.79
Minerals				
Calcium	%	1.71	1.80	3.81
Phosphorus	%	1.12	1.18	2.50
Magnesium	%	0.07	0.07	0.16
Sodium	%	0.51	0.54	1.14
Chloride	%	1.56	1.64	3.48
Potassium	%	1.1	1.16	2.45
Iron	mg/kg	324	341.05	72.24
Copper	mg/kg	45	47.37	10.03
Manganese	mg/kg	28	29.47	6.24
Selenium	mg/kg	1.02	1.07	0.23
Iodine	mg/kg	5.26	5.54	1.17
Zinc	mg/kg	248	261.05	55.30
Vitamins				
Vitamin A	IU/kg	229372	241444.21	51142
Vitamin D	IU/kg	1,030	1084.21	230
Vitamin E	IU/kg	270	284.21	60
Thiamin (B1)	mg/kg	33	34.74	7.36
Riboflavin (B2)	mg/kg	26	27.37	5.80
Niacin (B3)	mg/kg	100	105.26	22.30
Pantothenic acid (B5)	mg/kg	40	42.11	8.92
Pyridoxine (B6)	mg/kg	8.7	9.16	1.94
Folic acid	mg/kg	1.52	1.60	0.34
Cobalamin (B12)	mg/kg	0.69	0.73	0.15
Choline	mg/kg	3,855	4057.89	860
Biotin	mg/kg	2.21	2.33	0.49
Vitamin C	mg/kg	17	18	4

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe



for Dogs

Published December 2021

CAGE-FREE CHICKEN RECIPE for dogs



Available Sizes: 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Yellow Squash, Apples, Carrots, Ground Flaxseed, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Tricalcium Phosphate, Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.45 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	100 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acid (min)	1.20%
*Omega 6 Fatty Acid (min)	6.0%
*Bacillus coagulans (min)	75,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
5073	272	28	68	4

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/ 1000 kcal
Energy Density	kcal/kg	5,073		
Moisture	%	6		
NFE	%	5	5.32	9.86
Crude Fiber	%	4	4.26	7.88
Ash	%	12	12.77	23.65
Crude Protein	%	36	38.30	70.96
Arginine	%	2.33	2.48	4.59
Histidine	%	0.89	0.95	1.75
Isoleucine	%	1.54	1.64	3.04
Methionine	%	0.64	0.68	1.26
Methionine and Cystine	%	0.96	1.02	1.89
Leucine	%	2.8	2.98	5.52
Lysine	%	2.88	3.06	5.68
Phenylalanine	%	1.47	1.56	2.90
Phenylalanine and Tyrosine	%	2.65	2.82	5.22
Threonine	%	1.51	1.61	2.98
Tryptophan	%	0.42	0.45	0.83
Valine	%	1.24	1.32	2.44
Taurine	%	0.35	0.37	0.69
Total Fat	%	38	40.43	74.91
Linoleic acid	%	6.61	7.03	13.03
Alpha-linolenic acid	%	0.32	0.34	0.63
Arachidonic acid	%	0.3	0.32	0.59
EPA	%	0.09	0.10	0.18
DHA	%	0.06	0.06	0.12
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.16	0.30
Sum Omega 3 isomers	%	1.2	1.28	2.37
Sum Omega 6 isomers	%	6	6.38	11.83
Minerals				
Calcium	%	1.67	1.78	3.29
Phosphorus	%	1.01	1.07	1.99
Magnesium	%	0.07	0.07	0.14
Sodium	%	0.48	0.51	0.95
Chloride	%	0.94	1.00	1.85
Potassium	%	0.77	0.82	1.52
Iron	mg/kg	99	105.32	19.52
Copper	mg/kg	34.07	36.24	6.72
Manganese	mg/kg	32.78	34.87	6.46
Selenium	mg/kg	0.45	0.48	0.09
Iodine	mg/kg	6.01	6.39	1.18
Zinc	mg/kg	200	212.77	39.42
Vitamins				
Vitamin A	IU/kg	20000	21276.60	3942
Vitamin D	IU/kg	1,321	1405.32	260
Vitamin E	IU/kg	100	106.38	20
Thiamin (B1)	mg/kg	33	35.11	6.51
Riboflavin (B2)	mg/kg	18	19.15	3.55
Niacin (B3)	mg/kg	215	228.72	42.38
Pantothenic acid (B5)	mg/kg	27	28.72	5.32
Pyridoxine (B6)	mg/kg	12	12.77	2.37
Folic acid	mg/kg	32	34.04	6.31
Cobalamin (B12)	mg/kg	0.197	0.21	0.04
Choline	mg/kg	2,608	2774.47	514
Biotin	mg/kg	1.912	2.03	0.38
Vitamin C	mg/kg	16	17.02	3

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Lamb Recipe



for Dogs

Published December 2021

GRASS-FED LAMB RECIPE for dogs



Available Sizes: 9.5 oz

INGREDIENTS:

Lamb, Lamb Liver, Lamb Spleen, Lamb Kidney, Ground Lamb Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.45 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	100 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acid (min)	1.40%
*Omega 6 Fatty Acid (min)	1.20%
*Bacillus coagulans (min)	75,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4987	268	30	66	4

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Lamb Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,987		
Moisture	%	6		
NFE	%	5	5.32	10.03
Crude Fiber	%	4	4.26	8.02
Ash	%	11	11.70	22.06
Crude Protein	%	36	38.30	72.19
Arginine	%	2.5	2.66	5.01
Histidine	%	1	1.06	2.01
Isoleucine	%	1.67	1.78	3.35
Methionine	%	0.88	0.94	1.76
Methionine and Cystine	%	1.36	1.45	2.73
Leucine	%	3.22	3.43	6.46
Lysine	%	2.99	3.18	6.00
Phenylalanine	%	1.75	1.86	3.51
Phenylalanine and Tyrosine	%	3.34	3.55	6.70
Threonine	%	1.68	1.79	3.37
Tryptophan	%	0.49	0.52	0.98
Valine	%	2.2	2.34	4.41
Taurine	%	0.35	0.37	0.70
Total Fat	%	36	38.30	72.19
Linoleic acid	%	2.09	2.22	4.19
Alpha-linolenic acid	%	0.35	0.37	0.70
Arachidonic acid	%	0.21	0.22	0.42
EPA	%	0.122	0.13	0.24
DHA	%	0.09	0.10	0.18
Eicosapentanoic and Docosahexanoic acids	%	0.212	0.23	0.43
Sum Omega 3 isomers	%	1.4	1.49	2.81
Sum Omega 6 isomers	%	1.2	1.28	2.41
Minerals				
Calcium	%	1.83	1.95	3.67
Phosphorus	%	1.17	1.24	2.35
Magnesium	%	0.09	0.10	0.18
Sodium	%	0.54	0.57	1.08
Chloride	%	1.01	1.07	2.03
Potassium	%	0.92	0.98	1.84
Iron	mg/kg	170	180.85	34.09
Copper	mg/kg	53	56.38	10.63
Manganese	mg/kg	32.89	34.99	6.60
Selenium	mg/kg	0.5	0.53	0.10
Iodine	mg/kg	6.206	6.60	1.24
Zinc	mg/kg	200	212.77	40.10
Vitamins				
Vitamin A	IU/kg	60000	63829.79	12031
Vitamin D	IU/kg	1,217	1294.68	244
Vitamin E	IU/kg	100	106.38	20
Thiamin (B1)	mg/kg	37	39.36	7.42
Riboflavin (B2)	mg/kg	25	26.60	5.01
Niacin (B3)	mg/kg	158	168.09	31.68
Pantothenic acid (B5)	mg/kg	37	39.36	7.42
Pyridoxine (B6)	mg/kg	7	7.45	1.40
Folic acid	mg/kg	38	40.43	7.62
Cobalamin (B12)	mg/kg	0.649	0.69	0.13
Choline	mg/kg	1,094	1163.83	219
Biotin	mg/kg	2.321	2.47	0.47
Vitamin C	mg/kg	60	64	12

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Farm-Raised Rabbit Recipe



for Dogs

Published December 2021

FARM-RAISED RABBIT RECIPE for dogs



Available Sizes: 9.5 oz

INGREDIENTS:

Rabbit (including Ground Rabbit Bone), Pork Liver, Pork Heart, Pork Fat, Ground Pork Bone, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Rabbit Liver, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Rabbit Lung, Rabbit Kidney, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.45 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	100 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acid (min)	0.90%
*Omega 6 Fatty Acid (min)	4.0%
*Bacillus coagulans (min)	75,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4812	260	31	63	6

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Farm-Raised Rabbit Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,812		
Moisture	%	6		
NFE	%	7	7.45	14.55
Crude Fiber	%	4	4.26	8.31
Ash	%	10	10.64	20.78
Crude Protein	%	38	40.43	78.97
Arginine	%	2.65	2.82	5.51
Histidine	%	1.11	1.18	2.31
Isoleucine	%	1.86	1.98	3.87
Methionine	%	1.05	1.12	2.18
Methionine and Cystine	%	1.34	1.43	2.78
Leucine	%	3.47	3.69	7.21
Lysine	%	3.3	3.51	6.86
Phenylalanine	%	1.83	1.95	3.80
Phenylalanine and Tyrosine	%	2.47	2.63	5.13
Threonine	%	1.86	1.98	3.87
Tryptophan	%	0.58	0.62	1.21
Valine	%	2.18	2.32	4.53
Taurine	%	0.35	0.37	0.73
Total Fat	%	34	36.17	70.66
Linoleic acid	%	5.36	5.70	11.14
Alpha-linolenic acid	%	1.08	1.15	2.24
Arachidonic acid	%	0.4	0.43	0.83
EPA	%	0.369	0.39	0.77
DHA	%	0.275	0.29	0.57
Eicosapentanoic and Docosahexanoic acids	%	0.644	0.69	1.34
Sum Omega 3 isomers	%	0.9	0.96	1.87
Sum Omega 6 isomers	%	4	4.26	8.31
Minerals				
Calcium	%	1.99	2.12	4.14
Phosphorus	%	1.26	1.34	2.62
Magnesium	%	0.09	0.10	0.19
Sodium	%	0.49	0.52	1.02
Chloride	%	0.92	0.98	1.91
Potassium	%	0.96	1.02	2.00
Iron	mg/kg	126	134.04	26.18
Copper	mg/kg	50.72	53.96	10.54
Manganese	mg/kg	31.88	33.91	6.63
Selenium	mg/kg	0.45	0.48	0.09
Iodine	mg/kg	5.909	6.29	1.23
Zinc	mg/kg	200	212.77	41.56
Vitamins				
Vitamin A	IU/kg	20000	21276.60	4156
Vitamin D	IU/kg	1,627	1730.85	338
Vitamin E	IU/kg	100	106.38	21
Thiamin (B1)	mg/kg	35	37.23	7.27
Riboflavin (B2)	mg/kg	20	21.28	4.16
Niacin (B3)	mg/kg	172	182.98	35.74
Pantothenic acid (B5)	mg/kg	37	39.36	7.69
Pyridoxine (B6)	mg/kg	6	6.38	1.25
Folic acid	mg/kg	37	39.36	7.69
Cobalamin (B12)	mg/kg	74.45	79.20	15.47
Choline	mg/kg	3,484	3706.38	724
Biotin	mg/kg	3.15	3.35	0.65
Vitamin C	mg/kg	60	63.83	12

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef & Wild-Caught Cod Recipe for Dogs



Published December 2021

GRASS-FED BEEF & WILD-CAUGHT COD RECIPE for dogs



Available Sizes: 9.5 oz

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Cod, Yellow Squash, Apples, Carrots, Ground Miscanthus Grass, Ground Flaxseed, Montmorillonite Clay, Fish Oil, Spinach, Broccoli, Blueberries, Cranberries, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.60 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	100 IU/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acid (min)	1.00%
*Omega 6 Fatty Acid (min)	1.50%
*Bacillus coagulans (min)	75,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4780	258	29	61	10

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef & Wild-Caught Cod Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,780		
Moisture	%	6		
NFE	%	12	12.77	25.10
Crude Fiber	%	4	4.26	8.37
Ash	%	36	38.30	
Crude Protein	%	36	38.30	75.31
Arginine	%	2.44	2.60	5.10
Histidine	%	1.01	1.07	2.11
Isoleucine	%	1.56	1.66	3.26
Methionine	%	0.97	1.03	2.03
Methionine and Cystine	%	1.48	1.57	3.10
Leucine	%	3.11	3.31	6.51
Lysine	%	2.92	3.11	6.11
Phenylalanine	%	1.73	1.84	3.62
Phenylalanine and Tyrosine	%	2.93	3.12	6.13
Threonine	%	1.55	1.65	3.24
Tryptophan	%	0.51	0.54	1.07
Valine	%	2.18	2.32	4.56
Taurine	%	0.35	0.37	0.73
Total Fat	%	33.72	35.87	70.54
Linoleic acid	%	1.23	1.31	2.57
Alpha-linolenic acid	%	0.78	0.83	1.63
Arachidonic acid	%	0.23	0.24	0.48
EPA	%	0.33	0.35	0.69
DHA	%	0.22		
Eicosapentanoic and Docosahexanoic acids	%	0.55	0.59	1.15
Sum Omega 3 isomers	%	1.49	1.59	3.12
Sum Omega 6 isomers	%	1.49	1.59	3.12
Minerals				
Calcium	%	1.72	1.83	3.60
Phosphorus	%	1.27	1.35	2.66
Magnesium	%	0.09	0.10	0.19
Sodium	%	0.58	0.62	1.21
Chloride	%	1.79	1.90	3.74
Potassium	%	1.52	1.62	3.18
Iron	mg/kg	308	327.66	64.44
Copper	mg/kg	49.58	52.74	10.37
Manganese	mg/kg	32.76	34.85	6.85
Selenium	mg/kg	0.6	0.64	0.13
Iodine	mg/kg	5.769	6.14	1.21
Zinc	mg/kg	200	212.77	41.84
Vitamins				
Vitamin A	IU/kg	60,000	63829.79	12552
Vitamin D	IU/kg	1,316	1400.00	275
Vitamin E	IU/kg	100	106.38	21
Thiamin (B1)	mg/kg	35	37.23	7.32
Riboflavin (B2)	mg/kg	25	26.60	5.23
Niacin (B3)	mg/kg	96	102.13	20.08
Pantothenic acid (B5)	mg/kg	38	40.43	7.95
Pyridoxine (B6)	mg/kg	8	8.51	1.67
Folic acid	mg/kg	11	11.70	2.30
Cobalamin (B12)	mg/kg	0.639	0.68	0.13
Choline	mg/kg	3,933	4184.04	823
Biotin	mg/kg	2.277	2.42	0.48
Vitamin C	mg/kg	16	17.02	3

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe



Published December 2021

for Adult Dogs Ages 7+

CAGE-FREE CHICKEN RECIPE for adult dogs ages 7+



Available Sizes: 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone, source of Glucosamine and Chondroitin Sulfate), Chicken Liver, Chicken Heart, Carrots, Apples, Yellow Squash, Ground Flaxseed, Coconut Oil, Montmorillonite Clay, Ground Miscanthus Grass, Fish Oil, Blueberries, Cranberries, Spinach, Beets, New Zealand Green Mussel, Chicory Root, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Tricalcium Phosphate, Salt, Potassium Chloride, Turmeric, Dried Bacillus coagulans Fermentation Product, Lemon Balm, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Ascorbic Acid, Mixed Tocopherols (for freshness), L-Carnitine, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Arginine (min)	2.10%
Leucine (min)	2.40%
Docosahexaenoic Acid (DHA) (min)	0.20%
Manganese (min)	35 mg/kg
Zinc (min)	200 mg/kg
Selenium (min)	0.45 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin D (min)	1,600 IU/kg
Vitamin E (min)	600 IU/kg
Pyridoxine (min)	4.5 mg/kg
Folic Acid (min)	4.0 mg/kg
*Taurine (min)	0.35%
*Omega 3 Fatty Acids (min)	1.50%
*Omega 6 Fatty Acids (min)	6.0%
*Glucosamine (min)	1,200 mg/kg
*Chondroitin Sulfate (min)	1,500 mg/kg
*L-Carnitine (min)	400 mg/kg
*Bacillus coagulans (min)	150,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4847	261	29	61	10

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-2 ¾	2 ¾-4 ½	4 ½+
Weight Loss (cups per day*)	½-1	1-1 ¾	1 ¾-3	3+

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/ 1000 kcal
Energy Density	kcal/kg	4847		
Moisture	%	6		
NFE	%	13	13.83	26.82
Crude Fiber	%	4	4.26	8.25
Ash	%	9	9.57	18.57
Crude Protein	%	3	3.19	6.19
Arginine	%	2.1	2.23	4.33
Histidine	%	0.87	0.93	1.79
Isoleucine	%	1.48	1.57	3.05
Methionine	%	0.67	0.71	1.38
Methionine and Cystine	%	1.01	1.07	2.08
Leucine	%	2.4	2.55	4.95
Lysine	%	2.77	2.95	5.71
Phenylalanine	%	1.45	1.54	2.99
Phenylalanine and Tyrosine	%	2.6	2.77	5.36
Threonine	%	1.47	1.56	3.03
Tryptophan	%	0.44	0.47	0.91
Valine	%	1.35	1.44	2.79
Taurine	%	0.35	0.37	0.72
Total Fat	%	35.14	37.38	72.50
Linoleic acid	%	5.68	6.04	11.72
Alpha-linolenic acid	%	0.9	0.96	1.86
Arachidonic acid	%	0.32	0.34	0.66
EPA	%	0.4	0.43	0.83
DHA	%	0.2	0.21	0.41
Eicosapentanoic and Docosahexanoic acids	%	0.6	0.64	1.24
Sum Omega 3 isomers	%	1.5	1.60	3.09
Sum Omega 6 isomers	%	6	6.38	12.38
Minerals				
Calcium	%	1.78	1.89	3.67
Phosphorus	%	1.04	1.11	2.15
Magnesium	%	0.07	0.07	0.14
Sodium	%	0.53	0.56	1.09
Chloride	%	0.93	0.99	1.92
Potassium	%	0.75	0.80	1.55
Iron	mg/kg	112	119.15	23.11
Copper	mg/kg	33.02	35.13	6.81
Manganese	mg/kg	35	37.23	7.22
Selenium	mg/kg	0.45	0.48	0.09
Iodine	mg/kg	5.72	6.09	1.18
Zinc	mg/kg	200	212.77	41.26
Vitamins				
Vitamin A	IU/kg	60000	63829.79	12379
Vitamin D	IU/kg	1,600	1702.13	330
Vitamin E	IU/kg	600	638.30	124
Thiamin (B1)	mg/kg	51	54.26	10.52
Riboflavin (B2)	mg/kg	20	21.28	4.13
Niacin (B3)	mg/kg	201	213.83	41.47
Pantothenic acid (B5)	mg/kg	22	23.40	4.54
Pyridoxine (B6)	mg/kg	4.5	4.79	0.93
Folic acid	mg/kg	4	4.26	0.83
Cobalamin (B12)	mg/kg	0.221	0.24	0.05
Choline	mg/kg	2,673	2843.62	551
Biotin	mg/kg	1.797	1.91	0.37
Vitamin C	mg/kg	851	905.32	176

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe for Adult Dogs Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe

for Puppies



Published December 2021

CAGE-FREE CHICKEN RECIPE for puppies



INGREDIENTS:

Chicken (including Ground Chicken Bone), Beef Liver, Beef Spleen, Beef Kidney, Cod, Carrots, Apples, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Ground Miscanthus Grass, Ground Flaxseed, Salmon Oil, Pumpkinseeds, Chicory Root, Tricalcium Phosphate, Salt, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Minerals (Zinc Proteinates, Copper Proteinates, Manganese Proteinates, Calcium Iodate), Mixed Tocopherols (for freshness), Blueberries, Spinach, Rosemary Extract.

Available Sizes: 2 oz, 9.5 oz, 25 oz

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	29.0%
Crude Fiber (max)	6.0%
Moisture (max)	6.0%
Docosahexaenoic Acid (DHA) (min)	0.10%
Calcium (min)	1.2%
Phosphorus (min)	1.0%
*Omega 3 Fatty Acids (min)	0.90%
*Omega 6 Fatty Acids (min)	4.0%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4590	190	32	55	13

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	1-3 ¼	3 ¼-5 ½	5 ½-7 ¾	7 ¾-9 ¾	9 ¾-11 ¼
4 to 8 Months (cups per day*)	1-3	3-4 ¾	4 ¾-6 ½	6 ½-8	8-10
8 to 12 Months (cups per day*)	¾-2 ¼	2 ¼-3 ¾	3 ¾-5	5-6 ½	6 ½-8

Over 12 Months Transition to Instinct® Freeze-Dried Raw Meals for Dogs

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4590		
Moisture	%	6		
NFE	%	15	15.96	32.68
Crude Fiber	%	6	6.38	13.07
Ash	%	6	6.38	13.07
Crude Protein	%	38	40.43	82.79
Arginine	%	2.31	2.46	5.03
Histidine	%	0.94	1.00	2.05
Isoleucine	%	1.55	1.65	3.38
Methionine	%	0.76	0.81	1.66
Methionine and Cystine	%	1.2	1.28	2.61
Leucine	%	3	3.19	6.54
Lysine	%	2.9	3.09	6.32
Phenylalanine	%	1.66	1.77	3.62
Phenylalanine and Tyrosine	%	2.9	3.09	6.32
Threonine	%	1.59	1.69	3.46
Tryptophan	%	0.48	0.51	1.05
Valine	%	1.73	1.84	3.77
Taurine	%	0.22	0.23	0.48
Total Fat	%	29	30.85	63.18
Linoleic acid	%	3.96	4.21	8.63
Alpha-linolenic acid	%	0.51	0.54	1.11
Arachidonic acid	%	0.29	0.31	0.63
EPA	%	0.08	0.09	0.17
DHA	%	0.1	0.11	0.22
Eicosapentanoic and Docosahexanoic acids	%	0.18	0.19	0.39
Sum Omega 3 isomers	%	0.9	0.96	1.96
Sum Omega 6 isomers	%	4	4.26	8.71
Minerals				
Calcium	%	1.2	1.28	2.61
Phosphorus	%	1	1.06	2.18
Magnesium	%	0.08	0.09	0.17
Sodium	%	0.57	0.61	1.24
Chloride	%	1.08	1.15	2.35
Potassium	%	0.92	0.98	2.00
Iron	mg/kg	281	298.94	61.22
Copper	mg/kg	37.5	39.89	8.17
Manganese	mg/kg	18.68	19.87	4.07
Selenium	mg/kg	1.078	1.15	0.23
Iodine	mg/kg	2.985	3.18	0.65
Zinc	mg/kg	148.5	157.98	32.35
Vitamins				
Vitamin A	IU/kg	250826	266836	54646
Vitamin D	IU/kg	972	1034	212
Vitamin E	IU/kg	136	145	30
Thiamin (B1)	mg/kg	28	29.79	6.10
Riboflavin (B2)	mg/kg	26	27.66	5.66
Niacin (B3)	mg/kg	149	158.51	32.46
Pantothenic acid (B5)	mg/kg	50	53.19	10.89
Pyridoxine (B6)	mg/kg	8	8.51	1.74
Folic acid	mg/kg	32	34.04	6.97
Cobalamin (B12)	mg/kg	0.739	0.79	0.16
Choline	mg/kg	2263	2407.45	493
Biotin	mg/kg	2.488	2.65	0.54
Vitamin C	mg/kg	3	3.19	1

Instinct® Raw Freeze-Dried Meals Real Beef Recipe

for Dogs



Published December 2021

REAL BEEF RECIPE for dogs



INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Carrots, Apples, Sweet Potatoes, Butternut Squash, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Tricalcium Phosphate, Potassium Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Mixed Tocopherols (for freshness), Blueberries, Spinach, Rosemary Extract.

Available Sizes: 2 oz, 9.5 oz, 25 oz

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	29.0%
Crude Fiber (max)	5.0%
Moisture (max)	6.0%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4534	183	33	60	6

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Real Beef Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4534		
Moisture	%	6		
NFE	%	7	7.45	15.44
Crude Fiber	%	5	5.32	11.03
Ash	%	14	14.89	30.88
Crude Protein	%	36	38.30	79.40
Arginine	%	2.3	2.45	5.07
Histidine	%	1.01	1.07	2.23
Isoleucine	%	1.48	1.57	3.26
Methionine	%	0.9	0.96	1.99
Methionine and Cystine	%	1.45	1.54	3.20
Leucine	%	3.06	3.26	6.75
Lysine	%	2.84	3.02	6.26
Phenylalanine	%	1.71	1.82	3.77
Phenylalanine and Tyrosine	%	2.9	3.09	6.40
Threonine	%	1.5	1.60	3.31
Tryptophan	%	0.52	0.55	1.15
Valine	%	2.15	2.29	4.74
Taurine	%	0.14	0.15	0.31
Total Fat	%	29	30.85	63.96
Linoleic acid	%	1.36	1.45	3.00
Alpha-linolenic acid	%	0.51	0.54	1.12
Arachidonic acid	%	0.27	0.29	0.60
EPA	%	0.06	0.06	0.13
DHA	%	0.05	0.05	0.11
Eicosapentanoic and Docosahexanoic acids	%	0.11	0.12	0.24
Sum Omega 3 isomers	%	1.28	1.36	2.82
Sum Omega 6 isomers	%	1.67	1.78	3.68
Minerals				
Calcium	%	1.8	1.91	3.97
Phosphorus	%	1.16	1.23	2.56
Magnesium	%	0.08	0.09	0.18
Sodium	%	0.54	0.57	1.19
Chloride	%	1.57	1.67	3.46
Potassium	%	1.11	1.18	2.45
Iron	mg/kg	384	408.51	84.69
Copper	mg/kg	39.37	41.88	8.68
Manganese	mg/kg	17.58	18.70	3.88
Selenium	mg/kg	1.175	1.25	0.26
Iodine	mg/kg	2.882	3.07	0.64
Zinc	mg/kg	188.6	200.64	41.60
Vitamins				
Vitamin A	IU/kg	233000	247872	51390
Vitamin D	IU/kg	1080	1149	238
Vitamin E	IU/kg	159	169	35
Thiamin (B1)	mg/kg	33	35.11	7.28
Riboflavin (B2)	mg/kg	29	30.85	6.40
Niacin (B3)	mg/kg	112	119.15	24.70
Pantothenic acid (B5)	mg/kg	46	48.94	10.15
Pyridoxine (B6)	mg/kg	7	7.45	1.54
Folic acid	mg/kg	35	37.23	7.72
Cobalamin (B12)	mg/kg	0.85	0.90	0.19
Choline	mg/kg	3034	3227.66	669
Biotin	mg/kg	2.661	2.83	0.59
Vitamin C	mg/kg	1.6	1.70	0

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe

for Dogs



Published December 2021

CAGE-FREE CHICKEN RECIPE for dogs



INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Carrots, Apples, Sweet Potatoes, Butternut Squash, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Salt, Choline Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Mixed Tocopherols (for freshness), Blueberries, Spinach, Rosemary Extract.

Available Sizes: 2 oz, 9.5 oz, 25 oz

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	33.0%
Crude Fiber (max)	5.0%
Moisture (max)	6.0%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4698	191	32	65	4

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4698		
Moisture	%	6		
NFE	%	4	4.26	8.51
Crude Fiber	%	5	5.32	10.64
Ash	%	15	15.96	31.93
Crude Protein	%	36	38.30	76.63
Arginine	%	1.92	2.04	4.09
Histidine	%	0.72	0.77	1.53
Isoleucine	%	1.22	1.30	2.60
Methionine	%	0.8	0.85	1.70
Methionine and Cystine	%	1.04	1.11	2.21
Leucine	%	2.24	2.38	4.77
Lysine	%	2.4	2.55	5.11
Phenylalanine	%	1.15	1.22	2.45
Phenylalanine and Tyrosine	%	2.09	2.22	4.45
Threonine	%	1.22	1.30	2.60
Tryptophan	%	0.3	0.32	0.64
Valine	%	0.83	0.88	1.77
Taurine	%	0.25	0.27	0.53
Total Fat	%	33	35.11	70.24
Linoleic acid	%	5.79	6.16	12.32
Alpha-linolenic acid	%	0.51	0.54	1.09
Arachidonic acid	%	0.18	0.19	0.38
EPA	%	0.02	0.02	0.04
DHA	%	0.036	0.04	0.08
Eicosapentanoic and Docosahexanoic acids	%	0.056	0.06	0.12
Sum Omega 3 isomers	%	1.04	1.11	2.21
Sum Omega 6 isomers	%	6.98	7.43	14.86
Minerals				
Calcium	%	1.77	1.88	3.77
Phosphorus	%	0.96	1.02	2.04
Magnesium	%	0.08	0.09	0.17
Sodium	%	0.5	0.53	1.06
Chloride	%	1.01	1.07	2.15
Potassium	%	0.74	0.79	1.58
Iron	mg/kg	34.5	36.70	7.34
Copper	mg/kg	34.23	36.41	7.29
Manganese	mg/kg	32.24	34.30	6.86
Selenium	mg/kg	0.414	0.44	0.09
Iodine	mg/kg	6.143	6.54	1.31
Zinc	mg/kg	219.5	233.51	46.72
Vitamins				
Vitamin A	IU/kg	47916	50974	10199
Vitamin D	IU/kg	1150	1223	245
Vitamin E	IU/kg	152	162	32
Thiamin (B1)	mg/kg	31	32.98	6.60
Riboflavin (B2)	mg/kg	8	8.51	1.70
Niacin (B3)	mg/kg	179	190.43	38.10
Pantothenic acid (B5)	mg/kg	29	30.85	6.17
Pyridoxine (B6)	mg/kg	9	9.57	1.92
Folic acid	mg/kg	33	35.11	7.02
Cobalamin (B12)	mg/kg	0.093	0.10	0.02
Choline	mg/kg	2185	2324.47	465
Biotin	mg/kg	1.97	2.10	0.42
Vitamin C	mg/kg	1.6	1.70	0

Instinct® Raw Freeze-Dried Meals Grass-Fed Lamb Recipe

for Dogs



Published December 2021

GRASS-FED LAMB RECIPE for dogs



INGREDIENTS:

Lamb, Beef Liver, Beef Kidney, Beef Spleen, Carrots, Apples, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Ground Miscanthus Grass, Ground Flaxseed, Tricalcium Phosphate, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Salt, Potassium Chloride, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Mixed Tocopherols (for freshness), Blueberries, Spinach, Rosemary Extract.

Available Sizes: 1.8 oz, 9 oz, 24 oz

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	29.0%
Crude Fiber (max)	5.0%
Moisture (max)	6.0%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4735	193	36	60	5

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51 lb +
Adult Maintenance (cups per day*)	1-2	2-3	3-5	5+
Weight Loss (cups per day*)	½-1 ¼	1 ¼-2	2-3	3+

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Grass-Fed Lamb Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,357		
Moisture	%	6		
NFE	%	5	5.32	11.48
Crude Fiber	%	3.55	3.78	8.15
Ash	%	9.6	10.21	22.03
Crude Protein	%	39.2	41.70	89.97
Arginine	%	2.19	2.33	5.03
Histidine	%	0.92	0.98	2.11
Isoleucine	%	1.45	1.54	3.33
Methionine	%	0.83	0.88	1.90
Methionine and Cystine	%	1.33	1.41	3.05
Leucine	%	2.94	3.13	6.75
Lysine	%	2.76	2.94	6.33
Phenylalanine	%	1.65	1.76	3.79
Phenylalanine and Tyrosine	%	3.12	3.32	7.16
Threonine	%	1.55	1.65	3.56
Tryptophan	%	0.5	0.53	1.15
Valine	%	2.04	2.17	4.68
Taurine	%	0.15	0.16	0.34
Total Fat	%	29.35	31.22	67.36
Linoleic acid	%	1.88	2.00	4.31
Alpha-linolenic acid	%	1.5	1.60	3.44
Arachidonic acid	%	0.28	0.30	0.64
EPA	%	0.14	0.15	0.32
DHA	%	0.11	0.12	0.25
Eicosapentanoic and Docosahexanoic acids	%	0.25	0.27	0.57
Sum Omega 3 isomers	%	1.4	1.49	3.21
Sum Omega 6 isomers	%	1.58	1.68	3.63
Minerals				
Calcium	%	1.25	1.33	2.87
Phosphorus	%	0.91	0.97	2.09
Magnesium	%	0.08	0.09	0.18
Sodium	%	0.52	0.55	1.19
Chloride	%	0.84	0.89	1.93
Potassium	%	0.84	0.89	1.93
Iron	mg/kg	307	326.60	70.46
Copper	mg/kg	37	39.36	8.49
Manganese	mg/kg	17.05	18.14	3.91
Selenium	mg/kg	0.89	0.95	0.20
Iodine	mg/kg	2.8	2.98	0.64
Zinc	mg/kg	151	160.64	34.66
Vitamins				
Vitamin A	IU/kg	94000	100000.00	21574
Vitamin D	IU/kg	1,051	1118.09	241
Vitamin E	IU/kg	158	168.09	36
Thiamin (B1)	mg/kg	32	34.04	7.34
Riboflavin (B2)	mg/kg	29	30.85	6.66
Niacin (B3)	mg/kg	108	114.89	24.79
Pantothenic acid (B5)	mg/kg	45	47.87	10.33
Pyridoxine (B6)	mg/kg	6.05	6.44	1.39
Folic acid	mg/kg	36.5	38.83	8.38
Cobalamin (B12)	mg/kg	0.83	0.88	0.19
Choline	mg/kg	2,391	2543.62	549
Biotin	mg/kg	2.64	2.81	0.61
Vitamin C	mg/kg	2.7	3	1

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Puppies



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CAGE-FREE CHICKEN RECIPE for puppies



Available Sizes: 3.8 lb, 8.5 lb

INGREDIENTS:

Chicken, Turkey Meal, Peas, Menhaden Fish Meal, Dried Egg Product, Chicken Meal, Tapioca, Freeze Dried Beef, Chicken Fat (preserved with Mixed Tocopherols), Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Chickpeas, Salmon Oil, Montmorillonite Clay, Freeze Dried Beef Heart, Lamb Meal, Natural Flavor, Pumpkinseeds, Salt, Potassium Chloride, Apples, Carrots, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Cranberries, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydriodide), Taurine, Choline Chloride, Dried Tomato Pomace, Butternut Squash, Cod Liver Oil, Dried Kelp, Yeast Culture, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.5%
Crude Fat (min)	22.0%
Crude Fiber (max)	2.5%
Moisture (max)	8.5%
Docosahexaenoic Acid (DHA) (min)	0.15%
Calcium (min)	1.8%
Phosphorus (min)	1.3%
Zinc (min)	150 mg/kg
Selenium (min)	0.70 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin E (min)	350 IU/kg
*Taurine (min)	0.18%
*Omega 3 Fatty Acids (min)	0.85%
*Omega 6 Fatty Acids (min)	3.5%
*Bacillus coagulans (min)	80,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4550	472	35	47	18

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	½-1 ½	1 ½-2 ½	2 ½-3 ¼	3 ¼-4	4-4 ½
4 to 8 Months (cups per day*)	½-1 ¼	1 ¼-2	2-2 ¾	2 ¾-3 ¼	3 ¼-3 ¾
8 to 12 Months (cups per day*)	¼-1	1-1 ½	1 ½-2 ¼	2 ¼-2 ¾	2 ¾-3 ¼
Over 12 Months	Transition to Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe for Adult Dogs				

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4550		
Moisture	%	8.5		
NFE	%	19	20.77	41.76
Crude Fiber	%	2.5	2.73	5.49
Ash	%	11	12.02	24.18
Crude Protein	%	37.5	40.98	82.42
Arginine	%	2.51	2.74	5.52
Histidine	%	0.84	0.92	1.85
Isoleucine	%	1.49	1.63	3.27
Methionine	%	0.89	0.97	1.96
Methionine and Cystine	%	1.33	1.45	2.92
Leucine	%	2.66	2.91	5.85
Lysine	%	2.7	2.95	5.93
Phenylalanine	%	1.51	1.65	3.32
Phenylalanine and Tyrosine	%	2.6	2.84	5.71
Threonine	%	1.51	1.65	3.32
Tryptophan	%	0.39	0.43	0.86
Valine	%	1.83	2.00	4.02
Taurine	%	0.18	0.20	0.40
Total Fat	%	22	24.04	48.35
Linoleic acid	%	3.23	3.53	7.10
Alpha-linolenic acid	%	0.29	0.32	0.64
Arachidonic acid	%	0.19	0.21	0.42
EPA	%	0.15	0.16	0.33
DHA	%	0.2	0.22	0.44
Eicosapentanoic and Docosahexanoic acids	%	0.17	0.19	0.37
Sum Omega 3 isomers	%	0.85	0.93	1.87
Sum Omega 6 isomers	%	3.5	3.83	7.69
Minerals				
Calcium	%	1.8	1.97	3.96
Phosphorus	%	1.3	1.42	2.86
Magnesium	%	0.11	0.12	0.24
Sodium	%	0.51	0.56	1.12
Chloride	%	0.88	0.96	1.93
Potassium	%	0.87	0.95	1.91
Iron	mg/kg	204	222.95	44.84
Copper	mg/kg	16.39	17.91	3.60
Manganese	mg/kg	31.5	34.43	6.92
Selenium	mg/kg	0.7	0.77	0.15
Iodine	mg/kg	1.697	1.85	0.37
Zinc	mg/kg	150	163.93	32.97
Vitamins				
Vitamin A	IU/kg	30000	32786.89	6593
Vitamin D	IU/kg	1751	1913.66	385
Vitamin E	IU/kg	350	382.51	77
Thiamin (B1)	mg/kg	37	40.44	8.13
Riboflavin (B2)	mg/kg	23	25.14	5.05
Niacin (B3)	mg/kg	219	239.34	48.13
Pantothenic acid (B5)	mg/kg	43	46.99	9.45
Pyridoxine (B6)	mg/kg	15	16.39	3.30
Folic acid	mg/kg	2	2.19	0.44
Cobalamin (B12)	mg/kg	0.184	0.20	0.04
Choline	mg/kg	2274	2485.25	500
Biotin	mg/kg	0.398	0.43	0.09
Vitamin C	mg/kg	187	204.37	41

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Real Beef for Dogs



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REAL BEEF RECIPE for dogs



Available Sizes: 3.8 lb, 8.5 lb

INGREDIENTS:

Beef, White Fish Meal, Herring Meal, Chicken Fat (preserved with Mixed Tocopherols), Peas, Tapioca, Freeze Dried Beef, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Chicken Meal, Menhaden Fish Meal, Natural Flavor, Freeze Dried Beef Heart, Pumpkinseeds, Dried Tomato Pomace, Montmorillonite Clay, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Apples, Carrots, Chickpeas, Cranberries, Potassium Chloride, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Butternut Squash, Salmon Oil, Cod Liver Oil, Choline Chloride, Dried Kelp, Yeast Culture, Taurine, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	25.0%
Crude Fiber (max)	2.5%
Moisture (max)	8.5%
Zinc (min)	150 mg/kg
Selenium (min)	0.70 mg/kg
Vitamin A (min)	25,000 IU/kg
Vitamin E (min)	350 IU/kg
*Taurine (min)	0.13%
*Omega 3 Fatty Acid (min)	0.70%
*Omega 6 Fatty Acid (min)	3.0%
*Bacillus coagulans (min)	80,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4620	480	32	50	18

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ½	1 ½-2 ½	2 ½-3 ¼	3 ¼-4
Weight Loss (cups per day*)	¼-½	½-1	1-1 ½	1 ½-2	2-2 ½

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,620		
Moisture	%	8.5		
NFE	%	20	21.86	43.29
Crude Fiber	%	2.5	2.73	5.41
Ash	%	10	10.93	21.65
Crude Protein	%	36	39.34	77.92
Arginine	%	2.32	2.54	5.02
Histidine	%	0.79	0.86	1.71
Isoleucine	%	1.41	1.54	3.05
Methionine	%	0.85	0.93	1.84
Methionine and Cystine	%	1.18	1.29	2.55
Leucine	%	2.55	2.79	5.52
Lysine	%	2.71	2.96	5.87
Phenylalanine	%	1.4	1.53	3.03
Phenylalanine and Tyrosine	%	2.48	2.71	5.37
Threonine	%	1.47	1.61	3.18
Tryptophan	%	0.38	0.42	0.82
Valine	%	1.73	1.89	3.74
Taurine	%	0.13	0.14	0.28
Total Fat	%	25	27.32	54.11
Linoleic acid	%	3.2	3.50	6.93
Alpha-linolenic acid	%	0.22	0.24	0.48
Arachidonic acid	%	0.12	0.13	0.26
EPA	%	0.44	0.48	0.95
DHA	%	0.5	0.55	1.08
Eicosapentanoic and Docosahexanoic acids	%	0.49	0.54	1.06
Sum Omega 3 isomers	%	0.7	0.77	1.52
Sum Omega 6 isomers	%	3	3.28	6.49
Minerals				
Calcium	%	2.31	2.52	5.00
Phosphorus	%	1.44	1.57	3.12
Magnesium	%	0.14	0.15	0.30
Sodium	%	0.54	0.59	1.17
Chloride	%	0.96	1.05	2.08
Potassium	%	0.66	0.72	1.43
Iron	mg/kg	183	200.00	39.61
Copper	mg/kg	14.92	16.31	3.23
Manganese	mg/kg	21.69	23.70	4.69
Selenium	mg/kg	0.7	0.77	0.15
Iodine	mg/kg	1.609	1.76	0.35
Zinc	mg/kg	150	163.93	32.47
Vitamins				
Vitamin A	IU/kg	25000	27322.40	5411
Vitamin D	IU/kg	2,134	2332.24	462
Vitamin E	IU/kg	350	382.51	76
Thiamin (B1)	mg/kg	42	45.90	9.09
Riboflavin (B2)	mg/kg	23	25.14	4.98
Niacin (B3)	mg/kg	206	225.14	44.59
Pantothenic acid (B5)	mg/kg	38	41.53	8.23
Pyridoxine (B6)	mg/kg	15	16.39	3.25
Folic acid	mg/kg	2	2.19	0.43
Cobalamin (B12)	mg/kg	0.181	0.20	0.04
Choline	mg/kg	1,884	2059.02	408
Biotin	mg/kg	0.288	0.31	0.06
Vitamin C	mg/kg	183	200.00	40

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Real Beef is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Dogs



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CAGE-FREE CHICKEN RECIPE for dogs



Available Sizes: 1.5 lb, 3.8 lb, 8.5 lb

INGREDIENTS:

Chicken, Chicken Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols), Tapioca, Freeze Dried Beef, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Herring Meal, Menhaden Fish Meal, Natural Flavor, Freeze Dried Beef Heart, Dried Tomato Pomace, Pumpkinseeds, Salt, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Apples, Carrots, Tricalcium Phosphate, Montmorillonite Clay, Cranberries, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Butternut Squash, Salmon Oil, Taurine, Cod Liver Oil, Dried Kelp, Yeast Culture, Choline Chloride, Freeze Dried Chicken, Freeze Dried Chicken Liver, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	24.0%
Crude Fiber (max)	2.5%
Moisture (max)	8.5%
Zinc (min)	150 mg/kg
Selenium (min)	0.70 mg/kg
Vitamin A (min)	25,000 IU/kg
Vitamin E (min)	350 IU/kg
*Taurine (min)	0.13%
*Omega 3 Fatty Acid (min)	0.40%
*Omega 6 Fatty Acid (min)	3.0%
*Bacillus coagulans (min)	80,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4630	481	35	50	16

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ½	1 ½-2 ½	2 ½-3 ¼	3 ¼-4
Weight Loss (cups per day*)	¼-½	½-1	1-1 ½	1 ½-2	2-2 ½

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4630		
Moisture	%	8.5		
NFE	%	17	18.58	36.72
Crude Fiber	%	2.5	2.73	5.40
Ash	%	10	10.93	21.60
Crude Protein	%	38	41.53	82.07
Arginine	%	2.74	2.99	5.92
Histidine	%	0.93	1.02	2.01
Isoleucine	%	1.52	1.66	3.28
Methionine	%	0.85	0.93	1.84
Methionine and Cystine	%	1.22	1.33	2.63
Leucine	%	2.73	2.98	5.90
Lysine	%	2.94	3.21	6.35
Phenylalanine	%	1.5	1.64	3.24
Phenylalanine and Tyrosine	%	2.61	2.85	5.64
Threonine	%	1.55	1.69	3.35
Tryptophan	%	0.39	0.43	0.84
Valine	%	1.79	1.96	3.87
Taurine	%	0.13	0.14	0.28
Total Fat	%	24	26.23	51.84
Linoleic acid	%	3.65	3.99	7.88
Alpha-linolenic acid	%	0.26	0.28	0.56
Arachidonic acid	%	0.16	0.17	0.35
EPA	%	0.07	0.08	0.15
DHA	%	0.09	0.10	0.19
Eicosapentanoic and Docosahexanoic acids	%	0.16	0.17	0.35
Sum Omega 3 isomers	%	0.4	0.44	0.86
Sum Omega 6 isomers	%	3	3.28	6.48
Minerals				
Calcium	%	2.46	2.69	5.31
Phosphorus	%	1.47	1.61	3.17
Magnesium	%	0.1	0.11	0.22
Sodium	%	0.45	0.49	0.97
Chloride	%	0.75	0.82	1.62
Potassium	%	0.67	0.73	1.45
Iron	mg/kg	124	135.52	26.78
Copper	mg/kg	14.21	15.53	3.07
Manganese	mg/kg	18.2	19.89	3.93
Selenium	mg/kg	0.7	0.77	0.15
Iodine	mg/kg	1.62	1.77	0.35
Zinc	mg/kg	150	163.93	32.40
Vitamins				
Vitamin A	IU/kg	25000	27322.40	5400
Vitamin D	IU/kg	1684	1840.44	364
Vitamin E	IU/kg	350	382.51	76
Thiamin (B1)	mg/kg	44	48.09	9.50
Riboflavin (B2)	mg/kg	24	26.23	5.18
Niacin (B3)	mg/kg	254	277.60	54.86
Pantothenic acid (B5)	mg/kg	41	44.81	8.86
Pyridoxine (B6)	mg/kg	16	17.49	3.46
Folic acid	mg/kg	2	2.19	0.43
Cobalamin (B12)	mg/kg	0.158	0.17	0.03
Choline	mg/kg	1597	1745.36	345
Biotin	mg/kg	0.278	0.30	0.06
Vitamin C	mg/kg	221	241.53	48

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Adult Dogs Ages 7+



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CAGE-FREE CHICKEN RECIPE for adult dogs ages 7+



Available Sizes: 1.5 lb, 3.8 lb, 8.5 lb

INGREDIENTS:

Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Salmon Meal, Chicken, Tapioca, Peas, Chickpeas, Freeze Dried Beef, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols), Salmon Oil, Dried Tomato Pomace, Freeze Dried Beef Heart, Natural Flavor, Pumpkinseeds, Montmorillonite Clay, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Apples, Carrots, Potassium Chloride, Cranberries, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydrochloride), Butternut Squash, L-Carnitine, Salt, Cod Liver Oil, Dried Kelp, Yeast Culture, Choline Chloride, Taurine, Turmeric, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.0%
Crude Fat (min)	22.0%
Crude Fiber (max)	2.5%
Moisture (max)	8.5%
Arginine (min)	2.0%
Leucine (min)	2.5%
Docosahexaenoic Acid (DHA) (min)	0.15%
Manganese (min)	30.0 mg/kg
Zinc (min)	200 mg/kg
Selenium (min)	0.80 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin D (min)	1,200 IU/kg
Vitamin E (min)	575 IU/kg
Pyridoxine (min)	4.0 mg/kg
Folic Acid (min)	0.50 mg/kg
*Taurine (min)	0.18%
*Omega 3 Fatty Acids (min)	0.75%
*Omega 6 Fatty Acids (min)	3.0%
*Glucosamine (min)	800 mg/kg
*Chondroitin Sulfate (min)	950 mg/kg
*L-Carnitine (min)	400 mg/kg
*Bacillus coagulans (min)	80,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4360	440	34	45	21

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ½	1 ½-2 ½	2 ½-3 ½	3 ½-4 ½
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ½	1 ½-2 ¼	2 ¼-2 ¾

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4360		
Moisture	%	8.5		
NFE	%	23	25.14	52.75
Crude Fiber	%	2.5	2.73	5.73
Ash	%	10	10.93	22.94
Crude Protein	%	37	40.44	84.86
Arginine	%	2	2.19	4.59
Histidine	%	0.85	0.93	1.95
Isoleucine	%	1.44	1.57	3.30
Methionine	%	0.89	0.97	2.04
Methionine and Cystine	%	1.27	1.39	2.91
Leucine	%	2.5	2.73	5.73
Lysine	%	2.69	2.94	6.17
Phenylalanine	%	1.44	1.57	3.30
Phenylalanine and Tyrosine	%	2.48	2.71	5.69
Threonine	%	1.51	1.65	3.46
Tryptophan	%	0.37	0.40	0.85
Valine	%	1.76	1.92	4.04
Taurine	%	0.18	0.20	0.41
Total Fat	%	22	24.04	50.46
Linoleic acid	%	2.81	3.07	6.44
Alpha-linolenic acid	%	0.3	0.33	0.69
Arachidonic acid	%	0.14	0.15	0.32
EPA	%	0.12	0.13	0.28
DHA	%	0.15	0.16	0.34
Eicosapentanoic and Docosahexanoic acids	%	0.33	0.36	0.76
Sum Omega 3 isomers	%	0.75	0.82	1.72
Sum Omega 6 isomers	%	3	3.28	6.88
Minerals				
Calcium	%	2.32	2.54	5.32
Phosphorus	%	1.44	1.57	3.30
Magnesium	%	0.12	0.13	0.28
Sodium	%	0.42	0.46	0.96
Chloride	%	0.68	0.74	1.56
Potassium	%	0.77	0.84	1.77
Iron	mg/kg	157	171.58	36.01
Copper	mg/kg	21.32	23.30	4.89
Manganese	mg/kg	30	32.79	6.88
Selenium	mg/kg	0.8	0.87	0.18
Iodine	mg/kg	1.73	1.89	0.40
Zinc	mg/kg	200	218.58	45.87
Vitamins				
Vitamin A	IU/kg	30000	32786.89	6881
Vitamin D	IU/kg	1200	1311.48	275
Vitamin E	IU/kg	575	628.42	132
Thiamin (B1)	mg/kg	27	29.51	6.19
Riboflavin (B2)	mg/kg	17	18.58	3.90
Niacin (B3)	mg/kg	181	197.81	41.51
Pantothenic acid (B5)	mg/kg	31	33.88	7.11
Pyridoxine (B6)	mg/kg	11	12.02	2.52
Folic acid	mg/kg	2	2.19	0.46
Cobalamin (B12)	mg/kg	0.158	0.17	0.04
Choline	mg/kg	2016	2203.28	462
Biotin	mg/kg	0.302	0.33	0.07
Vitamin C	mg/kg	180	196.72	41

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Adult Dogs Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken



Published December 2021

for Puppies

REAL CHICKEN RECIPE for puppies



Available Sizes: 4 lb, 10 lb

INGREDIENTS:

Chicken, Turkey Meal, Peas, Menhaden Fish Meal, Egg Product, Chicken Meal, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Chickpeas, Freeze Dried Chicken, Salmon Oil, Montmorillonite Clay, Freeze Dried Chicken Liver, Lamb Meal, Natural Flavor, Pumpkinseeds, Freeze Dried Chicken Heart, Salt, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Potassium Chloride, Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Dried Tomato Pomace, Choline Chloride, Taurine, Dried Kelp, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	21.5%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Docosahexaenoic Acid (DHA) (min)	0.1%
Calcium (min)	1.2%
Phosphorus (min)	1.0%
Zinc (min)	120 mg/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	3.5%
*Bacillus coagulans (min)	80,000,000 CFU/lb
*Taurine (min)	0.1%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4430	508	35	45	20

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	½-1 ½	1 ½-2 ¼	2 ¼-3	3-3 ¾	3 ¾-4 ¼
4 to 8 Months (cups per day*)	¼-1 ¼	1 ¼-1 ¾	1 ¾-2 ½	2 ½-3	3-3 ½
8 to 12 Months (cups per day*)	¼-1	1-1 ½	1 ½-2	2-2 ½	2 ½-2 ¾

Over 12 Months Transition to Instinct® Kibble for Dogs

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3849.00	4161.08	
Moisture	%	7.50		
NFE	%	20.55	22.22	53.39
Crude Fiber	%	1.31	1.42	3.40
Ash	%	11.20	12.11	29.10
Crude Protein	%	39.00	42.16	101.33
Arginine	%	2.55	2.76	6.63
Histidine	%	0.85	0.92	2.21
Isoleucine	%	1.53	1.65	3.98
Methionine	%	0.92	0.99	2.39
Methionine and Cystine	%	1.37	1.48	3.56
Leucine	%	2.70	2.92	7.01
Lysine	%	2.73	2.95	7.09
Phenylalanine	%	1.55	1.68	4.03
Phenylalanine and Tyrosine	%	2.66	2.88	6.91
Threonine	%	1.55	1.68	4.03
Tryptophan	%	0.40	0.43	1.04
Valine	%	1.89	2.04	4.91
Taurine	%	0.26	0.28	0.68
Total Fat	%	20.44	22.10	53.10
Linoleic acid	%	3.32	3.59	8.63
Alpha-linolenic acid	%	0.31	0.34	0.81
Arachidonic acid	%	0.17	0.18	0.44
EPA	%	0.17	0.18	0.44
DHA	%	0.2	0.22	0.52
Eicosapentanoic and Docosahexanoic acids	%	0.37	0.40	0.96
Sum Omega 3 isomers	%	0.77	0.83	2.00
Sum Omega 6 isomers	%	3.60	3.89	9.35
Minerals				
Calcium	%	2.30	2.49	5.98
Phosphorus	%	1.40	1.51	3.64
Magnesium	%	0.11	0.12	0.29
Sodium	%	0.61	0.66	1.58
Chloride	%	0.93	1.01	2.42
Potassium	%	0.87	0.94	2.26
Iron	mg/kg	190.00	205.41	49.36
Copper	mg/kg	15.00	16.22	3.90
Manganese	mg/kg	30.00	32.43	7.79
Selenium	mg/kg	0.95	1.03	0.25
Iodine	mg/kg	1.32	1.43	0.34
Zinc	mg/kg	153.00	165.41	39.75
Vitamins				
Vitamin A	IU/kg	82964	89690.81	21555
Vitamin D	IU/kg	1901	2055.14	494
Vitamin E	IU/kg	676	730.81	176
Thiamin (B1)	mg/kg	41.00	44.32	10.65
Riboflavin (B2)	mg/kg	23.00	24.86	5.98
Niacin (B3)	mg/kg	230.00	248.65	59.76
Pantothenic acid (B5)	mg/kg	38.00	41.08	9.87
Pyridoxine (B6)	mg/kg	16.00	17.30	4.16
Folic acid	mg/kg	2.90	3.14	0.75
Cobalamin (B12)	mg/kg	0.12	0.13	0.03
Choline	mg/kg	2240	2421.62	582
Biotin	mg/kg	0.28	0.30	0.073
Vitamin C	mg/kg	207	223.78	54

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken

for Large Breed Puppies



Published December 2021

REAL CHICKEN RECIPE for large breed puppies



Available Sizes: 20 lb

INGREDIENTS:

Chicken, Chicken Meal, Peas, Egg Product, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Ground Flaxseed, Dried Tomato Pomace, Freeze Dried Chicken, Menhaden Fish Meal, Freeze Dried Chicken Liver, Lamb Meal, Natural Flavor, Salt, Pumpkinseeds, Freeze Dried Chicken Heart, Salmon Oil, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Potassium Chloride, Montmorillonite Clay, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydrochloride), Choline Chloride, Dried Kelp, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	33.5%
Crude Fat (min)	18.5%
Crude Fiber (max)	5.0%
Moisture (max)	9.0%
Docosahexaenoic Acid (DHA) (min)	0.1%
Calcium (min)	1.2%
Calcium (max)	1.7%
Phosphorus (min)	1.0%
Zinc (min)	120 mg/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.9%
*Omega 6 Fatty Acids (min)	2.8%
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4230	485	33	41	26

DAILY FEEDING GUIDELINES

Weight of Dog	2-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Up to 4 Months (cups per day*)	½-1 ¾	1 ¾-2 ¾	2 ¾-4 ½	4 ½-6	6-7 ½
4 to 8 Months (cups per day*)	½-1 ½	1 ½-2 ¼	2 ¼-3 ¾	3 ¾-5	5-6 ¼
8 to 14 Months (cups per day*)	¼-1 ¼	1 ¼-1 ¾	1 ¾-3	3-4	4-5
Over 14 Months	Transition to Instinct® Kibble for Dogs				

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4230.00		
Moisture	%	9.00		
NFE	%	26.00	28.57	61.47
Crude Fiber	%	5.00	5.49	11.82
Ash	%	8.00	8.79	18.91
Crude Protein	%	33.50	36.81	79.20
Arginine	%	2.45	2.69	5.79
Histidine	%	0.83	0.91	1.96
Isoleucine	%	1.47	1.62	3.48
Methionine	%	0.80	0.88	1.89
Methionine and Cystine	%	1.25	1.37	2.96
Leucine	%	2.48	2.73	5.86
Lysine	%	2.54	2.79	6.00
Phenylalanine	%	1.50	1.65	3.55
Phenylalanine and Tyrosine	%	2.58	2.84	6.10
Threonine	%	1.42	1.56	3.36
Tryptophan	%	0.39	0.43	0.92
Valine	%	1.73	1.90	4.09
Taurine	%	0.10	0.11	0.24
Total Fat	%	18.50	20.33	43.74
Linoleic acid	%	3.38	3.71	7.99
Alpha-linolenic acid	%	1.14	1.25	2.70
Arachidonic acid	%	0.17	0.19	0.40
EPA	%	0.04	0.04	0.09
DHA	%	0.07	0.08	0.17
Eicosapentanoic and Docosahexanoic acids	%	0.11	0.12	0.26
Sum Omega 3 isomers	%	1.27	1.40	3.00
Sum Omega 6 isomers	%	3.16	3.47	7.47
Minerals				
Calcium	%	1.70	1.87	4.02
Phosphorus	%	1.00	1.10	2.36
Magnesium	%	0.11	0.12	0.26
Sodium	%	0.64	0.70	1.51
Chloride	%	1.07	1.18	2.53
Potassium	%	0.77	0.85	1.82
Iron	mg/kg	121.20	133.19	28.65
Copper	mg/kg	13.78	15.14	3.26
Manganese	mg/kg	15.53	17.07	3.67
Selenium	mg/kg	0.72	0.79	0.17
Iodine	mg/kg	1.46	1.60	0.35
Zinc	mg/kg	120.00	131.87	28.37
Vitamins				
Vitamin A	IU/kg	35847	39392	8474
Vitamin D	IU/kg	1772	1947	419
Vitamin E	IU/kg	120	132	28
Thiamin (B1)	mg/kg	47.48	52.18	11.22
Riboflavin (B2)	mg/kg	24.73	27.18	5.85
Niacin (B3)	mg/kg	256.34	281.69	60.60
Pantothenic acid (B5)	mg/kg	48.52	53.32	11.47
Pyridoxine (B6)	mg/kg	17.71	19.46	4.19
Folic acid	mg/kg	2.85	3.13	0.67
Cobalamin (B12)	mg/kg	0.10	0.11	0.02
Choline	mg/kg	2251.54	2474.22	532
Biotin	mg/kg	0.42	0.46	0.10
Vitamin C	mg/kg	100.00	109.89	24

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Large Breed Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth including growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Beef

for Dogs



Published December 2021

REAL BEEF RECIPE for dogs



Available Sizes: 4 lb, 10 lb, 20 lb

INGREDIENTS:

Beef, White Fish Meal, Herring Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Peas, Tapioca, Chicken Meal, Menhaden Fish Meal, Natural Flavor, Freeze Dried Beef, Freeze Dried Beef Liver, Pumpkinseeds, Dried Tomato Pomace, Freeze Dried Beef Heart, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Chickpeas, Carrots, Apples, Cranberries, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydrochloride), Potassium Chloride, Salt, Choline Chloride, Taurine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	35.0%
Crude Fat (min)	21.0%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Zinc (min):	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.6%
*Omega 6 Fatty Acids (min)	3.1%
*Bacillus coagulans (min)	80,000,000 CFU/lb
*Taurine (min)	0.1%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4396	504	31	49	20

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ¼	1 ¼-2 ¼	2 ¼-3 ¼	3 ¼-4
Weight Loss (cups per day*)	¼-½	½-¾	¾-1 ½	1 ½-2	2-2 ½

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Beef is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3966.00	4287.57	
Moisture	%	7.50		
NFE	%	22.12	23.91	55.77
Crude Fiber	%	1.50	1.62	3.78
Ash	%	10.48	11.33	26.42
Crude Protein	%	35.50	38.38	89.51
Arginine	%	2.33	2.52	5.87
Histidine	%	0.77	0.83	1.94
Isoleucine	%	1.39	1.50	3.50
Methionine	%	0.85	0.92	2.14
Methionine and Cystine	%	1.16	1.25	2.92
Leucine	%	2.36	2.55	5.95
Lysine	%	2.69	2.91	6.78
Phenylalanine	%	1.37	1.48	3.45
Phenylalanine and Tyrosine	%	2.43	2.63	6.13
Threonine	%	1.45	1.57	3.66
Tryptophan	%	0.35	0.38	0.88
Valine	%	1.69	1.83	4.26
Taurine	%	0.19	0.21	0.48
Total Fat	%	22.90	24.76	57.74
Linoleic acid	%	3.22	3.48	8.12
Alpha-linolenic acid	%	0.22	0.24	0.55
Arachidonic acid	%	0.11	0.12	0.28
EPA	%	0.43	0.46	1.08
DHA	%	0.49	0.53	1.24
Eicosapentanoic and Docosahexanoic acids	%	0.92	0.99	2.32
Sum Omega 3 isomers	%	0.712	0.77	1.80
Sum Omega 6 isomers	%	3.87	4.18	9.76
Minerals				
Calcium	%	2.25	2.43	5.67
Phosphorus	%	1.39	1.50	3.50
Magnesium	%	0.14	0.15	0.35
Sodium	%	0.51	0.55	1.29
Chloride	%	0.82	0.89	2.07
Potassium	%	0.65	0.70	1.64
Iron	mg/kg	202.00	218.38	50.93
Copper	mg/kg	14.00	15.14	3.53
Manganese	mg/kg	22.00	23.78	5.55
Selenium	mg/kg	1.17	1.26	0.30
Iodine	mg/kg	1.43	1.55	0.36
Zinc	mg/kg	157.00	169.73	39.59
Vitamins				
Vitamin A	IU/kg	86846	93887.57	21898
Vitamin D	IU/kg	2190	2367.57	552
Vitamin E	IU/kg	596	644.32	150
Thiamin (B1)	mg/kg	43.00	46.49	10.84
Riboflavin (B2)	mg/kg	22.00	23.78	5.55
Niacin (B3)	mg/kg	212.00	229.19	53.45
Pantothenic acid (B5)	mg/kg	37.00	40.00	9.33
Pyridoxine (B6)	mg/kg	15.00	16.22	3.78
Folic acid	mg/kg	2.36	2.55	0.60
Cobalamin (B12)	mg/kg	0.15	0.16	0.04
Choline	mg/kg	1874	2025.95	473
Biotin	mg/kg	0.26	0.28	0.066
Vitamin C	mg/kg	193	208.65	49

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken

for Dogs



Published December 2021

REAL CHICKEN RECIPE for dogs



Available Sizes: 4 lb, 10 lb, 21 lb

INGREDIENTS:

Chicken, Chicken Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Herring Meal, Freeze Dried Chicken, Menhaden Fish Meal, Natural Flavor, Freeze Dried Chicken Liver, Dried Tomato Pomace, Pumpkinseeds, Freeze Dried Chicken Heart, Salt, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Montmorillonite Clay, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Potassium Chloride, Taurine, Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.0%
Crude Fat (min)	20.5%
Crude Fiber (max)	3.0%
Moisture (max)	9.0%
Zinc (min):	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.35%
*Omega 6 Fatty Acids (min)	3.2%
*Bacillus coagulans (min)	80,000,000 CFU/lb
*Taurine (min)	0.1%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4469	512	35	45	18

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ¼	1 ¼-2 ¼	2 ¼- 3	3-3 ¾
Weight Loss (cups per day*)	¼-½	½-¾	¾-1 ½	1 ½-2	2-2 ½

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3948.00	4268.11	
Moisture	%	7.50		
NFE	%	19.93	21.55	50.48
Crude Fiber	%	1.70	1.84	4.31
Ash	%	9.17	9.91	23.23
Crude Protein	%	39.90	43.14	101.06
Arginine	%	2.81	3.04	7.12
Histidine	%	0.93	1.01	2.36
Isoleucine	%	1.55	1.68	3.93
Methionine	%	0.85	0.92	2.15
Methionine and Cystine	%	1.20	1.30	3.04
Leucine	%	2.50	2.70	6.33
Lysine	%	2.96	3.20	7.50
Phenylalanine	%	1.51	1.63	3.82
Phenylalanine and Tyrosine	%	2.61	2.82	6.61
Threonine	%	1.57	1.70	3.98
Tryptophan	%	0.41	0.44	1.04
Valine	%	1.78	1.92	4.51
Taurine	%	0.19	0.21	0.48
Total Fat	%	21.80	23.57	55.22
Linoleic acid	%	3.67	3.97	9.30
Alpha-linolenic acid	%	0.26	0.28	0.66
Arachidonic acid	%	0.14	0.15	0.35
EPA	%	0.07	0.08	0.18
DHA	%	0.08	0.09	0.20
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.16	0.38
Sum Omega 3 isomers	%	0.41	0.44	1.04
Sum Omega 6 isomers	%	3.82	4.13	9.68
Minerals				
Calcium	%	2.39	2.58	6.05
Phosphorus	%	1.45	1.57	3.67
Magnesium	%	0.13	0.14	0.33
Sodium	%	0.46	0.50	1.17
Chloride	%	0.64	0.69	1.62
Potassium	%	0.74	0.80	1.87
Iron	mg/kg	140.00	151.35	35.46
Copper	mg/kg	21.00	22.70	5.32
Manganese	mg/kg	31.00	33.51	7.85
Selenium	mg/kg	0.91	0.98	0.23
Iodine	mg/kg	1.45	1.57	0.37
Zinc	mg/kg	236.00	255.14	59.78
Vitamins				
Vitamin A	IU/kg	83266	90017.30	21091
Vitamin D	IU/kg	2337	2526.49	592
Vitamin E	IU/kg	1099	1188.11	278
Thiamin (B1)	mg/kg	29.00	31.35	7.35
Riboflavin (B2)	mg/kg	17.00	18.38	4.31
Niacin (B3)	mg/kg	189.00	204.32	47.87
Pantothenic acid (B5)	mg/kg	28.00	30.27	7.09
Pyridoxine (B6)	mg/kg	12.00	12.97	3.04
Folic acid	mg/kg	2.07	2.24	0.52
Cobalamin (B12)	mg/kg	0.10	0.11	0.03
Choline	mg/kg	1966	2125.41	498
Biotin	mg/kg	0.22	0.24	0.056
Vitamin C	mg/kg	200	216.22	51

Instinct® Raw Boost® Grain-Free Recipe with Real Salmon



for Dogs

Published December 2021

REAL SALMON RECIPE for dogs



Available Sizes: 4 lb, 19 lb

INGREDIENTS:

Salmon, White Fish Meal, Peas, Menhaden Fish Meal, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Herring Meal, Chickpeas, Pea Protein, Natural Flavor, Freeze Dried Beef, Tapioca, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Dried Tomato Pomace, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Montmorillonite Clay, Carrots, Apples, Cranberries, Vitamins (L-Ascorbyl-2-Polyphosphate, Vitamin E Supplement, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Freeze Dried Cod, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.5%
Crude Fat (min)	21.5%
Crude Fiber (max)	4.5%
Moisture (max)	9.0%
Zinc (min):	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.9%
*Omega 6 Fatty Acids (min)	2.8%
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4583	525	36	45	19

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ¼	1 ¼-2 ¼	2 ¼- 3	3-3 ¾
Weight Loss (cups per day*)	¼-½	½-¾	¾-1 ¼	1 ¼-2	2-2 ¼

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4570.00		
Moisture	%	10.00		
NFE	%	20.12	22.36	44.03
Crude Fiber	%	4.00	4.44	8.75
Ash	%	9.00	10.00	19.69
Crude Protein	%	37.50	41.67	82.06
Arginine	%	2.40	2.67	5.25
Histidine	%	0.90	1.00	1.97
Isoleucine	%	1.60	1.78	3.50
Methionine	%	0.92	1.02	2.01
Methionine and Cystine	%	1.27	1.41	2.78
Leucine	%	2.90	3.22	6.35
Lysine	%	3.00	3.33	6.56
Phenylalanine	%	1.61	1.79	3.52
Phenylalanine and Tyrosine	%	2.72	3.02	5.95
Threonine	%	1.60	1.78	3.50
Tryptophan	%	0.40	0.44	0.88
Valine	%	1.89	2.10	4.14
Taurine	%	0.21	0.23	0.46
Total Fat	%	21.00	23.33	45.95
Linoleic acid	%	3.95	4.39	8.64
Alpha-linolenic acid	%	1.39	1.54	3.04
Arachidonic acid	%	0.066	0.07	0.14
EPA	%	0.356	0.40	0.78
DHA	%	0.434	0.48	0.95
Eicosapentanoic and Docosahexanoic acids	%	0.79	0.88	1.73
Sum Omega 3 isomers	%	2.24	2.49	4.90
Sum Omega 6 isomers	%	3.57	3.97	7.81
Minerals				
Calcium	%	2.10	2.33	4.60
Phosphorus	%	1.40	1.56	3.06
Magnesium	%	0.15	0.17	0.33
Sodium	%	0.60	0.67	1.31
Chloride	%	0.84	0.93	1.84
Potassium	%	0.90	1.00	1.97
Iron	mg/kg	346.62	385.13	75.85
Copper	mg/kg	17.60	19.56	3.85
Manganese	mg/kg	34.59	38.43	7.57
Selenium	mg/kg	1.37	1.52	0.30
Iodine	mg/kg	2.37	2.63	0.52
Zinc	mg/kg	160.00	177.78	35.01
Vitamins				
Vitamin A	IU/kg	51638	57376	11299
Vitamin D	IU/kg	2715	3017	594
Vitamin E	IU/kg	100	111	22
Thiamin (B1)	mg/kg	16.00	17.78	3.50
Riboflavin (B2)	mg/kg	10.00	11.11	2.19
Niacin (B3)	mg/kg	92.00	102.22	20.13
Pantothenic acid (B5)	mg/kg	20.00	22.22	4.38
Pyridoxine (B6)	mg/kg	6.00	6.67	1.31
Folic acid	mg/kg	1.10	1.22	0.24
Cobalamin (B12)	mg/kg	0.10	0.11	0.02
Choline	mg/kg	2590.00	2877.78	567
Biotin	mg/kg	0.11	0.12	0.02
Vitamin C	mg/kg	85.00	94.44	19

Instinct® Raw Boost® Grain-Free Recipe with Real Salmon is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Beef

for Small Breed Dogs



Published December 2021

REAL BEEF RECIPE for small breed dogs



Available Sizes: 4 lb, 10 lb

INGREDIENTS:

Beef, Herring Meal, Peas, Turkey Meal (source of Glucosamine and Chondroitin Sulfate), Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Egg Product, Dried Tomato Pomace, Lamb Meal, Chickpeas, Natural Flavor, Freeze Dried Beef, Coconut Oil, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Salt, Potassium Chloride, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Carrots, Apples, Cranberries, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Montmorillonite Clay, Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	33.5%
Crude Fat (min)	21.0%
Crude Fiber (max)	5.0%
Moisture (max)	9.0%
Calcium (min)	1.4%
Phosphorus (min)	1.1%
Zinc (min)	120 mg/kg
Vitamin E (min)	225 IU/kg
*Ascorbic Acid (Vitamin C) (min)	120 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.5%
*Glucosamine (min)	300 mg/kg
*Chondroitin Sulfate (min)	325 mg/kg
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4287	469	33	47	20

DAILY FEEDING GUIDELINES

Weight of Dog	2-8 lb	9-12 lb	13-20 lb	21-30 lb
Adult Maintenance (cups per day*)	¼-¾	¾-1	1-1 ¼	1 ¼-1 ¾
Weight Loss (cups per day*)	⅛-¾	¾-½	½-¾	¾-1

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4287.00		
Moisture	%	9.00		
NFE	%	21.00	23.08	48.99
Crude Fiber	%	5.00	5.49	11.66
Ash	%	10.00	10.99	23.33
Crude Protein	%	33.50	36.81	78.14
Arginine	%	2.50	2.75	5.83
Histidine	%	0.72	0.79	1.68
Isoleucine	%	1.33	1.46	3.10
Methionine	%	0.85	0.93	1.98
Methionine and Cystine	%	1.27	1.40	2.96
Leucine	%	1.57	1.73	3.66
Lysine	%	2.38	2.62	5.55
Phenylalanine	%	1.34	1.47	3.13
Phenylalanine and Tyrosine	%	2.39	2.63	5.57
Threonine	%	1.31	1.44	3.06
Tryptophan	%	0.38	0.42	0.89
Valine	%	1.58	1.74	3.69
Taurine	%	0.16	0.18	0.37
Total Fat	%	21.50	23.63	50.15
Linoleic acid	%	3.01	3.31	7.02
Alpha-linolenic acid	%	0.21	0.23	0.49
Arachidonic acid	%	0.11	0.12	0.25
EPA	%	0.16	0.18	0.37
DHA	%	0.25	0.28	0.59
Eicosapentanoic and Docosahexanoic acids	%	0.41	0.45	0.96
Sum Omega 3 isomers	%	0.58	0.64	1.36
Sum Omega 6 isomers	%	3.03	1.54	7.07
Minerals				
Calcium	%	1.40	1.54	3.27
Phosphorus	%	1.10	1.21	2.57
Magnesium	%	0.15	0.16	0.35
Sodium	%	0.67	0.74	1.56
Chloride	%	1.25	1.37	2.92
Potassium	%	0.88	0.97	2.05
Iron	mg/kg	122.24	134.33	285.14
Copper	mg/kg	30.89	33.95	72.06
Manganese	mg/kg	21.14	23.23	49.31
Selenium	mg/kg	0.79	0.87	1.84
Iodine	mg/kg	1.63	1.79	3.80
Zinc	mg/kg	118.00	129.67	275.25
Vitamins				
Vitamin A	IU/kg	6386	7018	14897
Vitamin D	IU/kg	44	48	102
Vitamin E	IU/kg	280	308	653
Thiamin (B1)	mg/kg	28.94	31.80	67.51
Riboflavin (B2)	mg/kg	16.21	17.81	37.81
Niacin (B3)	mg/kg	136.34	149.82	318.03
Pantothenic acid (B5)	mg/kg	31.85	35.00	74.29
Pyridoxine (B6)	mg/kg	9.60	10.55	22.39
Folic acid	mg/kg	1.84	2.02	4.29
Cobalamin (B12)	mg/kg	0.10	0.11	0.23
Choline	mg/kg	1871.83	2056.96	4366
Biotin	mg/kg	0.23	0.25	0.54
Vitamin C	mg/kg	120	131.87	280

Instinct® Raw Boost® Grain-Free Recipe with Real Beef for Small Breed Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken



Published December 2021

for Small Breed Dogs

REAL CHICKEN RECIPE for small breed dogs



Available Sizes: 4 lb, 10 lb

INGREDIENTS:

Chicken, Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Chickpeas, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Turkey Meal, Herring Meal, Peas, Freeze Dried Chicken, Dried Tomato Pomace, Natural Flavor, Freeze Dried Chicken Liver, Coconut Oil, Salt, Pumpkinseeds, Potassium Chloride, Freeze Dried Chicken Heart, Egg Product, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Montmorillonite Clay, Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	35.0%
Crude Fat (min)	20.0%
Crude Fiber (max)	4.0%
Moisture (max)	9.0%
Calcium (min)	1.4%
Phosphorus (min)	1.1%
Zinc (min)	120 mg/kg
Vitamin E (min)	225 IU/kg
*Ascorbic Acid (Vitamin C) (min)	120 mg/kg
*Omega 3 Fatty Acids (min)	0.25%
*Omega 6 Fatty Acids (min)	2.5%
*Glucosamine (min)	300 mg/kg
*Chondroitin Sulfate (min)	525 mg/kg
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4290	469	35	42	23

DAILY FEEDING GUIDELINES

Weight of Dog	2-8 lb	9-12 lb	13-20 lb	21-30 lb
Adult Maintenance (cups per day*)	¼-¾	¾-1	1-1 ¼	1 ¼- 1 ¾
Weight Loss (cups per day*)	⅓-¾	¾-½	½-¾	¾-1

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4250.00		
Moisture	%	9.00		
NFE	%	25.00	27.47	58.82
Crude Fiber	%	3.00	3.30	7.06
Ash	%	10.00	10.99	23.53
Crude Protein	%	37.00	40.66	87.06
Arginine	%	2.50	2.75	5.88
Histidine	%	0.80	0.88	1.88
Isoleucine	%	1.40	1.54	3.29
Methionine	%	0.77	0.85	1.81
Methionine and Cystine	%	1.12	1.23	2.64
Leucine	%	2.60	2.86	6.12
Lysine	%	2.50	2.75	5.88
Phenylalanine	%	1.24	1.36	2.92
Phenylalanine and Tyrosine	%	2.24	2.46	5.27
Threonine	%	1.50	1.65	3.53
Tryptophan	%	0.40	0.44	0.94
Valine	%	1.49	1.64	3.51
Taurine	%	0.16	0.18	0.38
Total Fat	%	20.00	21.98	47.06
Linoleic acid	%	4.16	4.57	9.79
Alpha-linolenic acid	%	0.26	0.29	0.61
Arachidonic acid	%	0.11	0.12	0.26
EPA	%	0.05	0.05	0.12
DHA	%	0.06	0.07	0.14
Eicosapentanoic and Docosahexanoic acids	%	0.11	0.12	0.26
Sum Omega 3 isomers	%	0.3	0.33	0.71
Sum Omega 6 isomers	%	2.6	2.86	6.12
Minerals				
Calcium	%	2.30	2.53	5.41
Phosphorus	%	1.40	1.54	3.29
Magnesium	%	0.13	0.14	0.31
Sodium	%	0.40	0.44	0.94
Chloride	%	1.38	1.52	3.25
Potassium	%	0.70	0.77	1.65
Iron	mg/kg	150.87	165.79	35.50
Copper	mg/kg	17.70	19.45	4.16
Manganese	mg/kg	49.10	53.96	11.55
Selenium	mg/kg	0.76	0.84	0.18
Iodine	mg/kg	1.22	1.34	0.29
Zinc	mg/kg	128.00	140.66	30.12
Vitamins				
Vitamin A	IU/kg	59371	65243	13970
Vitamin D	IU/kg	1757	1931	413
Vitamin E	IU/kg	399	438	94
Thiamin (B1)	mg/kg	65.00	71.43	15.29
Riboflavin (B2)	mg/kg	24.00	26.37	5.65
Niacin (B3)	mg/kg	252.00	276.92	59.29
Pantothenic acid (B5)	mg/kg	43.00	47.25	10.12
Pyridoxine (B6)	mg/kg	17.00	18.68	4.00
Folic acid	mg/kg	3.40	3.74	0.80
Cobalamin (B12)	mg/kg	0.13	0.14	0.03
Choline	mg/kg	1387.92	1525.19	327
Biotin	mg/kg	0.25	0.27	0.06
Vitamin C	mg/kg	85.00	93.41	20

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Small Breed Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken

for Toy Breed Dogs



Published December 2021

REAL CHICKEN RECIPE for toy breed dogs



Available Sizes: 4 lb

INGREDIENTS:

Chicken, Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Chickpeas, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Turkey Meal, Herring Meal, Peas, Freeze Dried Chicken, Dried Tomato Pomace, Natural Flavor, Freeze Dried Chicken Liver, Coconut Oil, Salt, Pumpkinseeds, Potassium Chloride, Freeze Dried Chicken Heart, Egg Product, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Montmorillonite Clay, Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Choline Chloride, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	35.0%
Crude Fat (min)	20.0%
Crude Fiber (max)	4.0%
Moisture (max)	9.0%
Calcium (min)	1.4%
Phosphorus (min)	1.1%
Zinc (min)	120 mg/kg
Vitamin E (min)	225 IU/kg
*Ascorbic Acid (Vitamin C) (min)	120 mg/kg
*Omega 3 Fatty Acids (min)	0.25%
*Omega 6 Fatty Acids (min)	2.5%
*Glucosamine (min)	300 mg/kg
*Chondroitin Sulfate (min)	525 mg/kg
*Bacillus coagulans (min)	60,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4290	469	34	44	22

DAILY FEEDING GUIDELINES

Weight of Dog	1-3 lb	4-6 lb	7-9 lb	10-12 lb
Adult Maintenance (cups per day*)	1/8-1/4	1/4-1/2	1/2-3/4	3/4-7/8
Weight Loss (cups per day*)	1/8-1/4	1/4-3/8	3/8-1/2	1/2-5/8

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4290.00		
Moisture	%	9.00		
NFE	%	22.00	24.18	51.28
Crude Fiber	%	4.00	4.40	9.32
Ash	%	10.00	10.99	23.31
Crude Protein	%	35.00	38.46	81.59
Arginine	%	2.33	2.56	5.43
Histidine	%	0.74	0.81	1.72
Isoleucine	%	1.28	1.41	2.98
Methionine	%	0.77	0.85	1.79
Methionine and Cystine	%	1.12	1.23	2.61
Leucine	%	2.08	2.29	4.85
Lysine	%	2.35	2.58	5.48
Phenylalanine	%	1.24	1.36	2.89
Phenylalanine and Tyrosine	%	2.24	2.46	5.22
Threonine	%	1.29	1.42	3.01
Tryptophan	%	0.35	0.38	0.82
Valine	%	1.49	1.64	3.47
Taurine	%	0.16	0.18	0.37
Total Fat	%	20.00	21.98	46.62
Linoleic acid	%	4.16	4.57	9.70
Alpha-linolenic acid	%	0.26	0.29	0.61
Arachidonic acid	%	0.11	0.12	0.26
EPA	%	0.05	0.05	0.12
DHA	%	0.06	0.07	0.14
Eicosapentanoic and Docosahexanoic acids	%	0.11	0.12	0.26
Sum Omega 3 isomers	%	0.25	0.27	0.58
Sum Omega 6 isomers	%	2.5	2.75	5.83
Minerals				
Calcium	%	1.40	1.54	3.26
Phosphorus	%	1.10	1.21	2.56
Magnesium	%	0.13	0.14	0.30
Sodium	%	0.68	0.75	1.59
Chloride	%	1.38	1.52	3.22
Potassium	%	1.06	1.16	2.47
Iron	mg/kg	150.87	165.79	35.17
Copper	mg/kg	25.12	27.60	5.86
Manganese	mg/kg	49.10	53.96	11.45
Selenium	mg/kg	0.76	0.84	0.18
Iodine	mg/kg	1.22	1.34	0.28
Zinc	mg/kg	120.00	131.87	27.97
Vitamins				
Vitamin A	IU/kg	37100	40769	8648
Vitamin D	IU/kg	1761	1935	410
Vitamin E	IU/kg	225	247	52
Thiamin (B1)	mg/kg	49.66	54.57	11.58
Riboflavin (B2)	mg/kg	25.57	28.10	5.96
Niacin (B3)	mg/kg	272.84	299.82	63.60
Pantothenic acid (B5)	mg/kg	43.65	47.97	10.17
Pyridoxine (B6)	mg/kg	19.11	21.00	4.45
Folic acid	mg/kg	3.50	3.85	0.82
Cobalamin (B12)	mg/kg	0.11	0.12	0.03
Choline	mg/kg	1387.92	1525.19	324
Biotin	mg/kg	0.25	0.27	0.06
Vitamin C	mg/kg	132.00	145.05	31

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Toy Breed Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken



for Senior Dogs

Published December 2021

REAL CHICKEN RECIPE for senior dogs



Available Sizes: 4 lb, 21 lb

INGREDIENTS:

Chicken Meal (source of Glucosamine and Chondroitin Sulfate), Salmon Meal, Chicken, Tapioca, Chickpeas, Peas, Egg Product, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Freeze Dried Chicken, Salmon Oil, Dried Tomato Pomace, Freeze Dried Chicken Liver, Natural Flavor, Pumpkinseeds, Montmorillonite Clay, Freeze Dried Chicken Heart, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), L-Carnitine, Choline Chloride, Taurine, Turmeric, Salt, Dried Kelp, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	36.0%
Crude Fat (min)	16.0%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Docosahexaenoic Acid (DHA) (min)	0.1%
Calcium (min)	1.2%
Phosphorus (min)	0.9%
Zinc (min)	120 mg/kg
Vitamin E (min)	225 IU/kg
*Ascorbic Acid (Vitamin C) (min)	120 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.5%
*Glucosamine (min)	350 mg/kg
*Chondroitin Sulfate (min)	1,100 mg/kg
*L-Carnitine (min)	300 mg/kg
*Bacillus coagulans (min)	80,000,000 CFU/lb
*Taurine (min)	0.1%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4080	453	38	38	23

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ½	1 ½-2 ½	2 ½-3 ½	3 ½-4 ¼
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ½	1 ½-2 ¼	2 ¼-2 ¾

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3698	3997.84	
Moisture	%	7.5		
NFE	%	24.7	26.70	66.79
Crude Fiber	%	1.7	1.84	4.60
Ash	%	9.8	10.59	26.50
Crude Protein	%	39.9	43.14	107.90
Arginine	%	2.6	2.81	7.03
Histidine	%	0.86	0.93	2.33
Isoleucine	%	1.47	1.59	3.98
Methionine	%	0.92	0.99	2.49
Methionine and Cystine	%	1.28	1.38	3.46
Leucine	%	2.58	2.79	6.98
Lysine	%	2.71	2.93	7.33
Phenylalanine	%	1.45	1.57	3.92
Phenylalanine and Tyrosine	%	2.51	2.71	6.79
Threonine	%	1.54	1.66	4.16
Tryptophan	%	0.37	0.40	1.00
Valine	%	1.78	1.92	4.81
Taurine	%	0.3	0.32	0.81
Total Fat	%	16.5	17.84	44.62
Linoleic acid	%	2.9	3.14	7.84
Alpha-linolenic acid	%	0.31	0.34	0.84
Arachidonic acid	%	0.13	0.14	0.35
EPA	%	0.13	0.14	0.35
DHA	%	0.22	0.24	0.59
Eicosapentanoic and Docosahexanoic acids	%	0.35	0.38	0.95
Sum Omega 3 isomers	%	0.72	0.78	1.95
Sum Omega 6 isomers	%	3	3.24	8.11
Minerals				
Calcium	%	2.3	2.49	6.22
Phosphorus	%	1.45	1.57	3.92
Magnesium	%	0.13	0.14	0.35
Sodium	%	0.46	0.50	1.24
Chloride	%	0.64	0.69	1.73
Potassium	%	0.74	0.80	2.00
Iron	mg/kg	140	151.35	37.86
Copper	mg/kg	21	22.70	5.68
Manganese	mg/kg	31	33.51	8.38
Selenium	mg/kg	0.9	0.97	0.24
Iodine	mg/kg	1.45	1.57	0.39
Zinc	mg/kg	236	255.14	63.82
Vitamins				
Vitamin A	IU/kg	83266	90017.30	22516
Vitamin D	IU/kg	2337	2526.49	632
Vitamin E	IU/kg	1099	1188.11	297
Thiamin (B1)	mg/kg	29	31.35	7.84
Riboflavin (B2)	mg/kg	17	18.38	4.60
Niacin (B3)	mg/kg	189	204.32	51.11
Pantothenic acid (B5)	mg/kg	28	30.27	7.57
Pyridoxine (B6)	mg/kg	12	12.97	3.24
Folic acid	mg/kg	2	2.16	0.54
Cobalamin (B12)	mg/kg	0.09	0.10	0.02
Choline	mg/kg	1966	2125.41	532
Biotin	mg/kg	0.22	0.24	0.059
Vitamin C	mg/kg	200	216.22	54

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Senior Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Healthy Weight



Published December 2021

for Dogs

HEALTHY WEIGHT RECIPE for dogs



Available Sizes: 4 lb, 20 lb

INGREDIENTS:

Chicken, Turkey Meal, Peas, Tapioca, Menhaden Fish Meal, Chicken Meal, Dried Tomato Pomace, Dehydrated Alfalfa Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Freeze Dried Chicken, Montmorillonite Clay, Freeze Dried Chicken Liver, Natural Flavor, Salt, Pumpkinseeds, Freeze Dried Chicken Heart, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Pumpkin, Choline Chloride, L-Carnitine, Potassium Chloride, Taurine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	35.0%
Crude Fat (min)	12.0%
Crude Fat (max)	15.0%
Crude Fiber (max)	6.0%
Moisture (max)	9.0%
Zinc (min):	120 mg/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.3%
*Omega 6 Fatty Acids (min)	2.0%
*L-Carnitine (min)	350 mg/kg
*Bacillus coagulans (min)	80,000,000 CFU/lb
*Taurine (min)	0.1%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3590	412	36	34	29

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ¼	1 ¼-2 ¼	2 ¼- 3	3-3 ½
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ¾	1 ¾-2 ½	2 ½-3

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3402.00	3677.84	
Moisture	%	7.50		
NFE	%	28.40	30.70	83.48
Crude Fiber	%	4.70	5.08	13.82
Ash	%	10.80	11.68	31.75
Crude Protein	%	35.00	37.84	102.88
Arginine	%	2.37	2.56	6.97
Histidine	%	0.78	0.84	2.29
Isoleucine	%	1.35	1.46	3.97
Methionine	%	0.75	0.81	2.20
Methionine and Cystine	%	1.07	1.16	3.15
Leucine	%	2.39	2.58	7.03
Lysine	%	2.51	2.71	7.38
Phenylalanine	%	1.35	1.46	3.97
Phenylalanine and Tyrosine	%	2.35	2.54	6.91
Threonine	%	1.39	1.50	4.09
Tryptophan	%	0.33	0.36	0.97
Valine	%	1.59	1.72	4.67
Taurine	%	0.25	0.27	0.73
Total Fat	%	13.60	14.70	39.98
Linoleic acid	%	2.45	2.65	7.20
Alpha-linolenic acid	%	0.22	0.24	0.65
Arachidonic acid	%	0.12	0.13	0.35
EPA	%	0.09	0.10	0.26
DHA	%	0.09	0.10	0.26
Eicosapentanoic and Docosahexanoic acids	%	0.18	0.19	0.53
Sum Omega 3 isomers	%	0.46	0.50	1.35
Sum Omega 6 isomers	%	2.52	2.72	7.41
Minerals				
Calcium	%	2.02	2.18	5.94
Phosphorus	%	1.21	1.31	3.56
Magnesium	%	0.13	0.14	0.37
Sodium	%	0.58	0.63	1.70
Chloride	%	0.77	0.83	2.26
Potassium	%	0.73	0.79	2.15
Iron	mg/kg	182.00	196.76	53.50
Copper	mg/kg	16.00	17.30	4.70
Manganese	mg/kg	21.00	22.70	6.17
Selenium	mg/kg	0.72	0.78	0.21
Iodine	mg/kg	1.27	1.37	0.37
Zinc	mg/kg	146.00	157.84	42.92
Vitamins				
Vitamin A	IU/kg	38804	41950.27	11406
Vitamin D	IU/kg	1791	1936.22	526
Vitamin E	IU/kg	384	415.14	113
Thiamin (B1)	mg/kg	49.00	52.97	14.40
Riboflavin (B2)	mg/kg	26.00	28.11	7.64
Niacin (B3)	mg/kg	268.00	289.73	78.78
Pantothenic acid (B5)	mg/kg	41.00	44.32	12.05
Pyridoxine (B6)	mg/kg	18.00	19.46	5.29
Folic acid	mg/kg	3.15	3.41	0.93
Cobalamin (B12)	mg/kg	0.13	0.14	0.04
Choline	mg/kg	1815	1962.16	534
Biotin	mg/kg	0.25	0.27	0.073
Vitamin C	mg/kg	135	145.95	40

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Healthy Weight is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Gut Health



Published December 2021

for Dogs

GUT HEALTH RECIPE for dogs



Available Sizes: 4 lb, 18 lb

INGREDIENTS:

Chicken, Chicken Meal, Peas, Tapioca, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Freeze Dried Chicken (including Ground Chicken Bone), Dried Pumpkin, Sweet Potatoes, Egg Product, Ground Flaxseed, Natural Flavor, Freeze Dried Chicken Liver, Pumpkinseeds, Yeast extract, Salt, Freeze Dried Chicken Heart, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Potassium Chloride, Carrots, Apples, Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Hydrolyzed Yeast, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus oryzae Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Brewers Dried Yeast, Dried Chicory Root, Choline Chloride, Yucca Schidigera Extract, Annatto Extract (color), Apple Cider Vinegar, Montmorillonite Clay, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	31.0%
Crude Fat (min)	17.0%
Crude Fiber (max)	4.0%
Moisture (max)	9.0%
Vitamin E (min)	450 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.7%
*Omega 6 Fatty Acids (min)	2.3%
*Bacillus coagulans (min)	120,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4110	471	31	38	32

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ½	1 ½-2 ½	2 ½-3 ¼	3 ¼-4
Weight Loss (cups per day*)	¼-½	½-¾	¾-1 ½	1 ½-2	2-2 ½

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4110.00		
Moisture	%	9.00		
NFE	%	32.00	35.16	77.86
Crude Fiber	%	4.00	4.40	9.73
Ash	%	7.00	7.69	17.03
Crude Protein	%	31.00	34.07	75.43
Arginine	%	2.21	2.43	5.38
Histidine	%	0.73	0.80	1.78
Isoleucine	%	1.32	1.45	3.21
Methionine	%	0.60	0.66	1.46
Methionine and Cystine	%	0.96	1.05	2.34
Leucine	%	2.30	2.53	5.60
Lysine	%	2.22	2.44	5.40
Phenylalanine	%	1.31	1.44	3.19
Phenylalanine and Tyrosine	%	2.21	2.43	5.38
Threonine	%	1.28	1.41	3.11
Tryptophan	%	0.35	0.38	0.85
Valine	%	1.56	1.71	3.80
Taurine	%	0.09	0.10	0.22
Total Fat	%	17.00	18.68	41.36
Linoleic acid	%	3.56	3.91	8.66
Alpha-linolenic acid	%	1.2	1.32	2.92
Arachidonic acid	%	0.11	0.12	0.27
EPA	%	0.009	0.01	0.02
DHA	%	0.015	0.02	0.04
Eicosapentanoic and Docosahexanoic acids	%	0.024	0.03	0.06
Sum Omega 3 isomers	%	1.25	1.37	3.04
Sum Omega 6 isomers	%	3.14	3.45	7.64
Minerals				
Calcium	%	1.33	1.46	3.24
Phosphorus	%	0.95	1.05	2.32
Magnesium	%	0.11	0.12	0.26
Sodium	%	0.47	0.51	1.14
Chloride	%	0.79	0.87	1.92
Potassium	%	0.86	0.94	2.08
Iron	mg/kg	102.57	112.71	24.96
Copper	mg/kg	26.00	28.57	6.33
Manganese	mg/kg	16.25	17.86	3.95
Selenium	mg/kg	0.74	0.81	0.18
Iodine	mg/kg	3.44	3.78	0.84
Zinc	mg/kg	213.00	234.07	51.82
Vitamins				
Vitamin A	IU/kg	33131	36408	8061
Vitamin D	IU/kg	1360	1495	331
Vitamin E	IU/kg	450	495	109
Thiamin (B1)	mg/kg	41.10	45.16	10.00
Riboflavin (B2)	mg/kg	20.90	22.97	5.09
Niacin (B3)	mg/kg	235.34	258.62	57.26
Pantothenic acid (B5)	mg/kg	37.53	41.24	9.13
Pyridoxine (B6)	mg/kg	15.71	17.26	3.82
Folic acid	mg/kg	2.49	2.74	0.61
Cobalamin (B12)	mg/kg	0.08	0.09	0.02
Choline	mg/kg	1490.00	1637.36	363
Biotin	mg/kg	0.23	0.25	0.06
Vitamin C	mg/kg	185	203.30	45

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Gut Health is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Skin & Coat



Published December 2021

for Dogs

SKIN & COAT RECIPE for dogs



Available Sizes: 4 lb, 18 lb

INGREDIENTS:

Chicken, Menhaden Fish Meal, Chicken Meal, Peas, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Ground Flaxseed, Egg Product, Freeze Dried Chicken (including Ground Chicken Bone), Natural Flavor, Freeze Dried Chicken Liver, Ground Chia Seed, Cranberries, Salmon Oil, Salt, Yeast Extract, Pumpkinseeds, Potassium Chloride, Freeze Dried Chicken Heart, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Freeze Dried Cod, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Hydrolyzed Yeast, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus oryzae Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Beet Juice (color), Brewers Dried Yeast, Yucca Schidigera Extract, Dried Kelp, Montmorillonite Clay, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	32.5%
Crude Fat (min)	20.0%
Crude Fiber (max)	4.0%
Moisture (max)	9.0%
Zinc (min):	140 mg/kg
Vitamin E (min)	500 IU/kg
*Ascorbic Acid (Vitamin C) (min)	200 mg/kg
*Omega 3 Fatty Acids (min)	0.8%
*Omega 6 Fatty Acids (min)	2.5%
*Bacillus coagulans (min)	90,000,000 CFU/lb

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4615	529	32	45	23

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1	1-1 ¼	1 ¼-2 ¼	2 ¼-3	3-3 ¾
Weight Loss (cups per day*)	¼-½	½-¾	¾-1 ¼	1 ¼-2	2-2 ¼

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4615.00		
Moisture	%	9.00		
NFE	%	23.00	25.27	49.84
Crude Fiber	%	4.00	4.40	8.67
Ash	%	8.00	8.79	17.33
Crude Protein	%	32.50	35.71	70.42
Arginine	%	2.20	2.42	4.77
Histidine	%	0.76	0.84	1.65
Isoleucine	%	1.36	1.49	2.95
Methionine	%	0.68	0.75	1.47
Methionine and Cystine	%	1.02	1.12	2.21
Leucine	%	2.36	2.59	5.11
Lysine	%	2.37	2.60	5.14
Phenylalanine	%	1.36	1.49	2.95
Phenylalanine and Tyrosine	%	2.23	2.45	4.83
Threonine	%	1.33	1.46	2.88
Tryptophan	%	0.36	0.40	0.78
Valine	%	1.63	1.79	3.53
Taurine	%	0.16	0.18	0.35
Total Fat	%	20.00	21.98	43.34
Linoleic acid	%	3.52	3.87	7.63
Alpha-linolenic acid	%	0.87	0.96	1.89
Arachidonic acid	%	0.13	0.14	0.28
EPA	%	0.16	0.18	0.35
DHA	%	0.19	0.21	0.41
Eicosapentanoic and Docosahexanoic acids	%	0.35	0.38	0.76
Sum Omega 3 isomers	%	1.39	1.53	3.01
Sum Omega 6 isomers	%	3.73	4.10	8.08
Minerals				
Calcium	%	1.59	1.75	3.45
Phosphorus	%	1.13	1.24	2.45
Magnesium	%	0.11	0.12	0.24
Sodium	%	0.68	0.75	1.48
Chloride	%	1.13	1.24	2.45
Potassium	%	1.00	1.09	2.16
Iron	mg/kg	224.65	246.87	48.68
Copper	mg/kg	20.00	21.98	4.33
Manganese	mg/kg	23.76	26.11	5.15
Selenium	mg/kg	0.91	1.00	0.20
Iodine	mg/kg	2.94	3.23	0.64
Zinc	mg/kg	140.00	153.85	30.34
Vitamins				
Vitamin A	IU/kg	78660	86440	17044
Vitamin D	IU/kg	1773	1948	384
Vitamin E	IU/kg	500	549	108
Thiamin (B1)	mg/kg	43.20	47.47	9.36
Riboflavin (B2)	mg/kg	19.98	21.96	4.33
Niacin (B3)	mg/kg	216.34	237.74	46.88
Pantothenic acid (B5)	mg/kg	35.26	38.75	7.64
Pyridoxine (B6)	mg/kg	15.09	16.58	3.27
Folic acid	mg/kg	2.38	2.62	0.52
Cobalamin (B12)	mg/kg	0.11	0.12	0.02
Choline	mg/kg	1490.00	1637.36	323
Biotin	mg/kg	0.26	0.29	0.06
Vitamin C	mg/kg	200.00	219.78	43

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Skin & Coat is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Whole Grain Real Chicken & Brown Rice Recipe

for Puppies



Published December 2021

REAL CHICKEN & BROWN RICE RECIPE for puppies



Available Sizes: 4.5 lb, 20 lb

INGREDIENTS:

Chicken, Chicken Meal, Barley, Brown Rice, Oatmeal, Menhaden Fish Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Ground Flaxseed, Freeze Dried Chicken, Salmon Oil, Lamb Meal, Freeze Dried Chicken Liver, Natural Flavor, Pumpkinseeds, Salt, Carrots, Montmorillonite Clay, Freeze Dried Chicken Heart, Blueberries, Apples, Cranberries, Choline Chloride, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydrochloride), Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Potassium Chloride, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Dried Kelp, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	25.5%
Crude Fat (min)	18.5%
Crude Fiber (max)	4.0%
Moisture (max)	10.0%
Docosahexaenoic Acid (DHA) (min)	0.1%
Calcium (min)	1.2%
Phosphorus (min)	1.0%
Zinc (min)	100 mg/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.5%
*Omega 6 Fatty Acids (min)	2.8%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4023	461	32	47	21

DAILY FEEDING GUIDELINES

Weight of Dog	2-10 lb	11-20 lb	21-30 lb	31-40 lb	41-50 lb
Up to 4 Months (cups per day*)	½-1 ½	1 ½-2 ½	2 ½-3 ¼	3 ¼-4	4-4 ¾
4 to 8 Months (cups per day*)	¼-1 ¼	1 ¼-2	2-2 ¾	2 ¾-3 ¼	3 ¼-4
8 to 12 Months (cups per day*)	¼-1	1-1 ½	1 ½-2 ¼	2 ¼-2 ¾	2 ¾-3 ¼
Over 12 Months	Transition to Instinct® Kibble for Dogs				

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3980		
Moisture	%	10		
NFE	%	35	38.89	87.94
Crude Fiber	%	4	4.44	10.05
Ash	%	8	8.89	20.10
Crude Protein	%	25	27.78	62.81
Arginine	%	1.74	1.93	4.37
Histidine	%	0.627	0.70	1.58
Isoleucine	%	1.009	1.12	2.54
Methionine	%	0.565	0.63	1.42
Methionine and Cystine	%	0.881	0.98	2.21
Leucine	%	1.77	1.97	4.45
Lysine	%	1.699	1.89	4.27
Phenylalanine	%	1.07	1.19	2.69
Phenylalanine and Tyrosine	%	1.86	2.07	4.67
Threonine	%	1.02	1.13	2.56
Tryptophan	%	0.299	0.33	0.75
Valine	%	1.22	1.36	3.07
Taurine	%		0.00	0.00
Total Fat	%	18	20.00	45.23
Linoleic acid	%	3	3.33	7.54
Alpha-linolenic acid	%	1	1.11	2.51
Arachidonic acid	%	0.09	0.10	0.23
EPA	%	0.12	0.13	0.30
DHA	%	0.17	0.19	0.43
Eicosapentanoic and Docosahexanoic acids	%	0.29	0.32	0.73
Sum Omega 3 isomers	%	1.33	1.48	3.34
Sum Omega 6 isomers	%	3.16	3.51	7.94
Minerals				
Calcium	%	1.2	1.33	3.02
Phosphorus	%	0.95	1.06	2.39
Magnesium	%	0.012	0.01	0.03
Sodium	%	0.492	0.55	1.24
Chloride	%	0.848	0.94	2.13
Potassium	%	0.583	0.65	1.46
Iron	mg/kg	158	175.56	39.70
Copper	mg/kg	19	21.11	4.77
Manganese	mg/kg	33	36.67	8.29
Selenium	mg/kg	0.72	0.80	0.18
Iodine	mg/kg	2.18	2.42	0.55
Zinc	mg/kg	194	215.56	48.74
Vitamins				
Vitamin A	IU/kg	20451	22723	5138
Vitamin D	IU/kg	1015	1128	255
Vitamin E	IU/kg	120	133	30
Thiamin (B1)	mg/kg	28	31.11	7.04
Riboflavin (B2)	mg/kg	13	14.44	3.27
Niacin (B3)	mg/kg	172	191.11	43.22
Pantothenic acid (B5)	mg/kg	24	26.67	6.03
Pyridoxine (B6)	mg/kg	11	12.22	2.76
Folic acid	mg/kg	1.77	1.97	0.44
Cobalamin (B12)	mg/kg	0.066	0.07	0.02
Choline	mg/kg	1856	2062.22	466
Biotin	mg/kg	0.16	0.18	0.04
Vitamin C	mg/kg	80	88.89	20

Instinct® Raw Boost® Whole Grain Real Chicken & Brown Rice Recipe for Puppies is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Whole Grain Real Chicken & Brown Rice Recipe



for Dogs

Published December 2021

REAL CHICKEN & BROWN RICE RECIPE for dogs



Available Sizes: 4.5 lb, 20 lb

INGREDIENTS:

Chicken, Chicken Meal, Brown Rice, Oatmeal, Barley, Turkey Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Dehydrated Alfalfa Meal, Freeze Dried Chicken, Ground Flaxseed, Freeze Dried Chicken Liver, Menhaden Fish Meal, Natural Flavor, Salt, Pumpkinseeds, Carrots, Freeze Dried Chicken Heart, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Montmorillonite Clay, Blueberries, Apples, Cranberries, Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Dried Kelp, Salmon Oil, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	25.5%
Crude Fat (min)	15.0%
Crude Fiber (max)	5.5%
Moisture (max)	9.0%
Zinc (min)	100 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	10,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.5%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3816	424	26	33	41

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1 ¼	1 ¼-1 ¾	1 ¾-2 ¾	2 ¾-3 ¾	3 ¾-4 ¾
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ¼	1 ¾-2 ½	2 ½-3

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3763		
Moisture	%	10		
NFE	%	39	43.33	103.64
Crude Fiber	%	3	3.33	7.97
Ash	%	8	8.89	21.26
Crude Protein	%	25	27.78	66.44
Arginine	%	1.94	2.16	5.16
Histidine	%	0.64	0.71	1.70
Isoleucine	%	1.09	1.21	2.90
Methionine	%	0.586	0.65	1.56
Methionine and Cystine	%	0.954	1.06	2.54
Leucine	%	1.95	2.17	5.18
Lysine	%	1.75	1.94	4.65
Phenylalanine	%	1.149	1.28	3.05
Phenylalanine and Tyrosine	%	2.019	2.24	5.37
Threonine	%	1.088	1.21	2.89
Tryptophan	%	0.302	0.34	0.80
Valine	%	1.337	1.49	3.55
Taurine	%		0.00	0.00
Total Fat	%	14	15.56	37.20
Linoleic acid	%	2.74	3.04	7.28
Alpha-linolenic acid	%	0.526	0.58	1.40
Arachidonic acid	%	0.07	0.08	0.19
EPA	%	0.03	0.03	0.08
DHA	%	0.03	0.03	0.08
Eicosapentanoic and Docosahexanoic acids	%	0.06	0.07	0.16
Sum Omega 3 isomers	%	0.55	0.61	1.46
Sum Omega 6 isomers	%	2.86	3.18	7.60
Minerals				
Calcium	%	1.77	1.97	4.70
Phosphorus	%	1.11	1.23	2.95
Magnesium	%	0.133	0.15	0.35
Sodium	%	0.566	0.63	1.50
Chloride	%	0.807	0.90	2.14
Potassium	%	0.631	0.70	1.68
Iron	mg/kg	124	137.78	32.95
Copper	mg/kg	23	25.56	6.11
Manganese	mg/kg	27	30.00	7.18
Selenium	mg/kg	0.54	0.60	0.14
Iodine	mg/kg	1.025	1.14	0.27
Zinc	mg/kg	111	123.33	29.50
Vitamins				
Vitamin A	IU/kg	41345	45939	10987
Vitamin D	IU/kg	1665	1850	442
Vitamin E	IU/kg	100	111	27
Thiamin (B1)	mg/kg	54	60.00	14.35
Riboflavin (B2)	mg/kg	27	30.00	7.18
Niacin (B3)	mg/kg	297	330.00	78.93
Pantothenic acid (B5)	mg/kg	43	47.78	11.43
Pyridoxine (B6)	mg/kg	20	22.22	5.31
Folic acid	mg/kg	3.33	3.70	0.88
Cobalamin (B12)	mg/kg	0.14	0.16	0.04
Choline	mg/kg	1341	1490.00	356
Biotin	mg/kg	0.279	0.31	0.07
Vitamin C	mg/kg	129	143.33	34

Instinct® Raw Boost® Whole Grain Real Chicken & Brown Rice Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Whole Grain Real Lamb & Oatmeal Recipe



Published December 2021

for Dogs

REAL LAMB & OATMEAL RECIPE for dogs



Available Sizes: 4.5 lb, 20 lb

INGREDIENTS:

Lamb, Menhaden Fish Meal, Oatmeal, Barley, Millet, Turkey Meal, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Dehydrated Alfalfa Meal, Ground Flaxseed, Freeze Dried Beef, Montmorillonite Clay, Natural Flavor, Salt, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Carrots, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Potassium Chloride, Blueberries, Apples, Cranberries, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), DL-Methionine, Freeze Dried Lamb, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Dried Kelp, Salmon Oil, Freeze Dried Lamb Liver, Freeze Dried Lamb Spleen, Freeze Dried Lamb Heart, Freeze Dried Lamb Kidney, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	25.5%
Crude Fat (min)	15.0%
Crude Fiber (max)	6.5%
Moisture (max)	10.0%
Zinc (min)	100 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	10,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.6%
*Omega 6 Fatty Acids (min)	2.0%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3729	414	28	35	38

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1 ¼	1 ¼-1 ¾	1 ¾-3	3-4	4-4 ¾
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ¾	1 ¾-2 ½	2 ½-3

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3675		
Moisture	%	10		
NFE	%	34	37.78	92.52
Crude Fiber	%	6	6.67	16.33
Ash	%	10	11.11	27.21
Crude Protein	%	25	27.78	68.03
Arginine	%	1.97	2.19	5.36
Histidine	%	0.65	0.72	1.77
Isoleucine	%	1.15	1.28	3.13
Methionine	%	0.614	0.68	1.67
Methionine and Cystine	%	0.968	1.08	2.63
Leucine	%	2.1	2.33	5.71
Lysine	%	1.83	2.03	4.98
Phenylalanine	%	0.614	0.68	1.67
Phenylalanine and Tyrosine	%	2.16	2.40	5.88
Threonine	%	1.12	1.24	3.05
Tryptophan	%	0.3	0.33	0.82
Valine	%	0.306	0.34	0.83
Taurine	%		0.00	0.00
Total Fat	%	14	15.56	38.10
Linoleic acid	%	2.4	2.67	6.53
Alpha-linolenic acid	%	1.52	1.69	4.14
Arachidonic acid	%	0.04	0.04	0.11
EPA	%	0.12	0.13	0.33
DHA	%	0.13	0.14	0.35
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.17	0.41
Sum Omega 3 isomers	%	1.8	2.00	4.90
Sum Omega 6 isomers	%	2.25	2.50	6.12
Minerals				
Calcium	%	1.96	2.18	5.33
Phosphorus	%	1.18	1.31	3.21
Magnesium	%	0.172	0.19	0.47
Sodium	%	0.621	0.69	1.69
Chloride	%	1.03	1.14	2.80
Potassium	%	1.045	1.16	2.84
Iron	mg/kg	229	254.44	62.31
Copper	mg/kg	27	30.00	7.35
Manganese	mg/kg	44	48.89	11.97
Selenium	mg/kg	0.72	0.80	0.20
Iodine	mg/kg	1.4	1.56	0.38
Zinc	mg/kg	114	126.67	31.02
Vitamins				
Vitamin A	IU/kg	22858	25398	6220
Vitamin D	IU/kg	1270	1411	346
Vitamin E	IU/kg	100	111	27
Thiamin (B1)	mg/kg	29	32.22	7.89
Riboflavin (B2)	mg/kg	15	16.67	4.08
Niacin (B3)	mg/kg	167	185.56	45.44
Pantothenic acid (B5)	mg/kg	23	25.56	6.26
Pyridoxine (B6)	mg/kg	11	12.22	2.99
Folic acid	mg/kg	2.09	2.32	0.57
Cobalamin (B12)	mg/kg	0.0956	0.11	0.03
Choline	mg/kg	1294	1437.78	352
Biotin	mg/kg	0.183	0.20	0.05
Vitamin C	mg/kg	108	120.00	29

Instinct® Raw Boost® Whole Grain Real Lamb & Oatmeal Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

Instinct® Raw Boost® Whole Grain Real Salmon & Brown Rice Recipe



for Dogs

Published December 2021

REAL SALMON & BROWN RICE RECIPE for dogs



Available Sizes: 4.5 lb, 20 lb

INGREDIENTS:

Salmon, Menhaden Fish Meal, Oatmeal, Barley, Brown Rice, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Salmon Meal, Dehydrated Alfalfa Meal, Ground Flaxseed, Freeze Dried Beef, Natural Flavor, Freeze Dried Beef Liver, Pumpkinseeds, Carrots, Freeze Dried Beef Heart, Montmorillonite Clay, Salt, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Blueberries, Apples, Cranberries, Potassium Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Freeze Dried Cod, Yeast Culture, Dried Lactobacillus acidophilus Fermentation Product, Dried Enterococcus faecium Fermentation Product, Dried Aspergillus niger Fermentation Extract, Dried Trichoderma longibrachiatum Fermentation Extract, Dried Bacillus subtilis Fermentation Extract, Dried Kelp, Salmon Oil, Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	25.5%
Crude Fat (min)	15.5%
Crude Fiber (max)	5.0%
Moisture (max)	9.0%
Zinc (min)	100 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	10,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.6%
*Omega 6 Fatty Acids (min)	2.0%

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

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3775	419	26	33	41

DAILY FEEDING GUIDELINES

Weight of Dog	5-15 lb	16-25 lb	26-50 lb	51-75 lb	76-100 lb
Adult Maintenance (cups per day*)	½-1 ¼	1 ¼-1 ¾	1 ¾-2 ¾	2 ¾-3 ¾	3 ¾-4 ¾
Weight Loss (cups per day*)	¼-¾	¾-1	1-1 ¾	1 ¾-2 ¼	2 ¼-3

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3719.00		
Moisture	%	9.00		
NFE	%	39.50	43.41	106.21
Crude Fiber	%	4.50	4.95	12.10
Ash	%	8.00	8.79	21.51
Crude Protein	%	25.00	27.47	67.22
Arginine	%	1.59	1.75	4.28
Histidine	%	0.57	0.63	1.53
Isoleucine	%	0.95	1.04	2.55
Methionine	%	0.55	0.60	1.48
Methionine and Cystine	%	0.82	0.90	2.20
Leucine	%	1.67	1.84	4.49
Lysine	%	1.56	1.71	4.19
Phenylalanine	%	1.03	1.13	2.77
Phenylalanine and Tyrosine	%	1.75	1.92	4.71
Threonine	%	0.99	1.09	2.66
Tryptophan	%	0.27	0.30	0.73
Valine	%	1.19	1.31	3.20
Taurine	%	0.19	0.21	0.51
Total Fat	%	14.00	15.38	37.64
Linoleic acid	%	2.71	2.98	7.29
Alpha-linolenic acid	%	1.31	1.44	3.52
Arachidonic acid	%	0.04	0.04	0.11
EPA	%	0.19	0.21	0.51
DHA	%	0.23	0.25	0.62
Eicosapentanoic and Docosahexanoic acids	%	0.42	0.46	1.13
Sum Omega 3 isomers	%	1.65	1.81	4.44
Sum Omega 6 isomers	%	2.36	2.59	6.35
Minerals				
Calcium	%	1.24	1.36	3.33
Phosphorus	%	0.96	1.05	2.58
Magnesium	%	0.16	0.18	0.43
Sodium	%	0.47	0.52	1.26
Chloride	%	1.15	1.26	3.09
Potassium	%	1.03	1.13	2.77
Iron	mg/kg	165.09	181.42	44.39
Copper	mg/kg	19.65	21.59	5.28
Manganese	mg/kg	27.10	29.78	7.29
Selenium	mg/kg	0.73	0.80	0.20
Iodine	mg/kg	1.62	1.78	0.44
Zinc	mg/kg	101.87	111.95	27.39
Vitamins				
Vitamin A	IU/kg	19727	21678	5304
Vitamin D	IU/kg	2217	2436	596
Vitamin E	IU/kg	100	110	27
Thiamin (B1)	mg/kg	19.95	21.92	5.36
Riboflavin (B2)	mg/kg	12.90	14.18	3.47
Niacin (B3)	mg/kg	107.36	117.98	28.87
Pantothenic acid (B5)	mg/kg	15.14	16.64	4.07
Pyridoxine (B6)	mg/kg	17.70	19.45	4.76
Folic acid	mg/kg	2.01	2.21	0.54
Cobalamin (B12)	mg/kg	0.09	0.10	0.02
Choline	mg/kg	1523.58	1674.26	410
Biotin	mg/kg	0.14	0.15	0.04
Vitamin C	mg/kg	111	121.98	30

Instinct® Raw Boost® Whole Grain Real Salmon & Brown Rice Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages except for growth of large size dogs (70 lbs or more as an adult).

DIETARY INFORMATION FOR CATS

Instinct® Raw Longevity™ Raw Frozen Meals Farm-Raised Rabbit Recipe

for Cats



Published December 2021

FARM-RAISED RABBIT RECIPE for cats



Available Sizes: 2.5 lb

INGREDIENTS:

Rabbit (including Ground Rabbit Bone), Pork Liver, Pork Heart, Pork Fat, Ground Pork Bone, Fish Oil, Ground Flaxseed, Montmorillonite Clay, Ground Miscanthus Grass, Rabbit Lung, Rabbit Kidney, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Apples, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Yeast Culture, Taurine, Minerals (Zinc Proteinates, Copper Proteinates, Manganese Proteinates, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	14.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	2.0%
Moisture (max)	68.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	40 IU/kg
Taurine (min)	0.15%
*Omega 3 Fatty Acids (min)	0.40%
*Omega 6 Fatty Acids (min)	1.40%
*Bacillus coagulans (min)	30,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1649	219	39	56	6

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Farm-Raised Rabbit Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1,649		
Moisture	%	68		
NFE	%	2	6.25	12.13
Crude Fiber	%	2	6.25	12.13
Ash	%	3	9.38	18.19
Crude Protein	%	14	43.75	84.90
Arginine	%	1	3.13	6.06
Histidine	%	0.42	1.31	2.55
Isoleucine	%	0.71	2.22	4.31
Methionine	%	0.4	1.25	2.43
Methionine and Cystine	%	0.51	1.59	3.09
Leucine	%	1.32	4.13	8.00
Lysine	%	1.26	3.94	7.64
Phenylalanine	%	0.7	2.19	4.24
Phenylalanine and Tyrosine	%	0.93	2.91	5.64
Threonine	%	0.71	2.22	4.31
Tryptophan	%	0.22	0.69	1.33
Valine	%	0.83	2.59	5.03
Taurine	%	0.15	0.47	0.91
Total Fat	%	9	28.13	54.58
Linoleic acid	%	1.9	5.94	11.52
Alpha-linolenic acid	%	0.12	0.38	0.73
Arachidonic acid	%	0.15	0.47	0.91
EPA	%	0.14	0.44	0.85
DHA	%	0.1	0.31	0.61
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.47	0.91
Sum Omega 3 isomers	%	0.4	1.25	2.43
Sum Omega 6 isomers	%	1.4	4.38	8.49
Minerals				
Calcium	%	0.72	2.25	4.37
Phosphorus	%	0.47	1.47	2.85
Magnesium	%	0.02	0.06	0.12
Sodium	%	0.17	0.53	1.03
Chloride	%	0.32	1.00	1.94
Potassium	%	0.34	1.06	2.06
Iron	mg/kg	47	146.88	28.50
Copper	mg/kg	18.14	56.69	11.00
Manganese	mg/kg	11.08	34.63	6.72
Selenium	mg/kg	0.15	0.47	0.09
Iodine	mg/kg	2.088	6.53	1.27
Zinc	mg/kg	50	156.25	30.32
Vitamins				
Vitamin A	IU/kg	30,000	93750.00	18193
Vitamin D	IU/kg	595	1859.38	361
Vitamin E	IU/kg	50	156.25	30
Thiamin (B1)	mg/kg	12	37.50	7.28
Riboflavin (B2)	mg/kg	7	21.88	4.24
Niacin (B3)	mg/kg	0	0.00	0.00
Pantothenic acid (B5)	mg/kg	14	43.75	8.49
Pyridoxine (B6)	mg/kg	2	6.25	1.21
Folic acid	mg/kg	7	21.88	4.24
Cobalamin (B12)	mg/kg	29.375	91.80	17.81
Choline	mg/kg	1,286	4018.75	779.87
Biotin	mg/kg	0.864	2.70	0.52
Vitamin C	mg/kg	0.3	0.94	0.18

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe

for Kittens



Published December 2021

CAGE-FREE CHICKEN RECIPE for kittens



Available Sizes: 2.5 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Ground Flaxseed, Fish Oil, Dried Chicory Root, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Apples, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Ground Miscanthus Grass, Potassium Chloride, Dried Bacillus coagulans Fermentation Product, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Ascorbic Acid, DL-Methionine.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	2.0%
Moisture (max)	70.0%
Docosahexaenoic Acid (DHA) (min)	0.08%
Calcium (min)	0.45%
Phosphorus (min)	0.35%
Zinc (min)	60 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	200 IU/kg
Taurine (min)	0.15%
*Omega 3 Fatty Acids (min)	0.40%
*Omega 6 Fatty Acids (min)	1.80%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1709	227	36	56	8

DAILY FEEDING GUIDELINES

Weight of Cat	1 - 3 lb	4 - 6 lb	7 - 10 lb
6-19 weeks (cups per day*)	½ - 1	1 - 2	2 - 2 ¾
5-9 months (cups per day*)	½ - ¾	¾ - 1 ½	1 ½ - 2 ¼
9-12 months (cups per day*)	—	¾ - 1 ¼	1 ¼ - 1 ¾
Over 12 months	Transition to Instinct® Raw Longevity™ Raw Frozen Meals for Adult Cats		

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe for Kittens is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/ 1000 kcal
Energy Density	kcal/kg	1709		
Moisture	%	70		
NFE	%	3	10.00	17.55
Crude Fiber	%	2	6.67	11.70
Ash	%	3	10.00	17.55
Crude Protein	%	13	43.33	76.07
Arginine	%	0.85	2.83	4.97
Histidine	%	0.33	1.10	1.93
Isoleucine	%	0.56	1.87	3.28
Methionine	%	0.35	1.17	2.05
Methionine and Cystine	%	0.38	1.27	2.22
Leucine	%	1.04	3.47	6.09
Lysine	%	1.07	3.57	6.26
Phenylalanine	%	0.54	1.80	3.16
Phenylalanine and Tyrosine	%	0.98	3.27	5.73
Threonine	%	0.56	1.87	3.28
Tryptophan	%	0.16	0.53	0.94
Valine	%	0.48	1.60	2.81
Taurine	%	0.15	0.50	0.88
Total Fat	%	9	30.00	52.66
Linoleic acid	%	2.2	7.33	12.87
Alpha-linolenic acid	%	0.31	1.03	1.81
Arachidonic acid	%	0.11	0.37	0.64
EPA	%	0.14	0.47	0.82
DHA	%	0.08	0.27	0.47
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.50	0.88
Sum Omega 3 isomers	%	0.4	1.33	2.34
Sum Omega 6 isomers	%	1.8	6.00	10.53
Minerals				
Calcium	%	0.45	1.50	2.63
Phosphorus	%	0.35	1.17	2.05
Magnesium	%	0.02	0.07	0.12
Sodium	%	0.17	0.57	0.99
Chloride	%	0.32	1.07	1.87
Potassium	%	0.26	0.87	1.52
Iron	mg/kg	39	130.00	22.82
Copper	mg/kg	11.8	39.33	6.90
Manganese	mg/kg	11.38	37.93	6.66
Selenium	mg/kg	0.15	0.50	0.09
Iodine	mg/kg	2.07	6.90	1.21
Zinc	mg/kg	60	200.00	35.11
Vitamins				
Vitamin A	IU/kg	20,000	66666.67	11703
Vitamin D	IU/kg	480	1600.00	281
Vitamin E	IU/kg	200	666.67	117
Thiamin (B1)	mg/kg	11	36.67	6.44
Riboflavin (B2)	mg/kg	7	23.33	4.10
Niacin (B3)	mg/kg	76	253.33	44.47
Pantothenic acid (B5)	mg/kg	8	26.67	4.68
Pyridoxine (B6)	mg/kg	4	13.33	2.34
Folic acid	mg/kg	11	36.67	6.44
Cobalamin (B12)	mg/kg	0.077	0.26	0.05
Choline	mg/kg	974	3246.67	570
Biotin	mg/kg	0.66	2.20	0.39
Vitamin C	mg/kg	307	1023.33	180

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef & Wild-Caught Cod Recipe



Published December 2021

for Cats

GRASS-FED BEEF & WILD-CAUGHT COD RECIPE for cats



Available Sizes: 2.5 lb

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Ground Cod, Beef Heart, Ground Flaxseed, Fish Oil, Montmorillonite Clay, Ground Miscanthus Grass, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Apple, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	2.0%
Moisture (max)	70.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin E (min)	40 IU/kg
Taurine (min)	0.15%
*Omega 3 Fatty Acids (min)	0.30%
*Omega 6 Fatty Acids (min)	0.40%
*Bacillus coagulans (min)	30,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1618	215	36	56	8

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef & Wild-Caught Cod Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1618		
Moisture	%	70		
NFE	%	3	10.00	18.54
Crude Fiber	%	2	6.67	12.36
Ash	%	4	13.33	24.72
Crude Protein	%	13	43.33	80.35
Arginine	%	0.91	3.03	5.62
Histidine	%	0.38	1.27	2.35
Isoleucine	%	0.58	1.93	3.58
Methionine	%	0.36	1.20	2.22
Methionine and Cystine	%	0.55	1.83	3.40
Leucine	%	1.16	3.87	7.17
Lysine	%	1.09	3.63	6.74
Phenylalanine	%	0.64	2.13	3.96
Phenylalanine and Tyrosine	%	1.09	3.63	6.74
Threonine	%	0.58	1.93	3.58
Tryptophan	%	0.18	0.60	1.11
Valine	%	0.81	2.70	5.01
Taurine	%	0.15	0.50	0.93
Total Fat	%	9	30.00	55.62
Linoleic acid	%	0.43	1.43	2.66
Alpha-linolenic acid	%	0.18	0.60	1.11
Arachidonic acid	%	0.08	0.27	0.49
EPA	%	0.12	0.40	0.74
DHA	%	0.08	0.27	0.49
Eicosapentanoic and Docosahexanoic acids	%	0.2	0.67	1.24
Sum Omega 3 isomers	%	0.3	1.00	1.85
Sum Omega 6 isomers	%	0.4	1.33	2.47
Minerals				
Calcium	%	0.65	2.17	4.02
Phosphorus	%	0.5	1.67	3.09
Magnesium	%	0.03	0.10	0.19
Sodium	%	0.2	0.67	1.24
Chloride	%	0.61	2.03	3.77
Potassium	%	0.5	1.67	3.09
Iron	mg/kg	112	373.33	69.22
Copper	mg/kg	17.57	58.57	10.86
Manganese	mg/kg	11.49	38.30	7.10
Selenium	mg/kg	0.15	0.50	0.09
Iodine	mg/kg	2.041	6.80	1.26
Zinc	mg/kg	50	166.67	30.90
Vitamins				
Vitamin A	IU/kg	40,000	133333.33	24722
Vitamin D	IU/kg	486	1620.00	300
Vitamin E	IU/kg	40	133.33	25
Thiamin (B1)	mg/kg	12	40.00	7.42
Riboflavin (B2)	mg/kg	8	26.67	4.94
Niacin (B3)	mg/kg	34	113.33	21.01
Pantothenic acid (B5)	mg/kg	13	43.33	8.03
Pyridoxine (B6)	mg/kg	3	10.00	1.85
Folic acid	mg/kg	6	20.00	3.71
Cobalamin (B12)	mg/kg	0.227	0.76	0.14
Choline	mg/kg	1429	4763.33	883.19
Biotin	mg/kg	0.505	1.68	0.31
Vitamin C	mg/kg	0.33	1.10	0.20

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe

for Cats



Published December 2021

CAGE-FREE CHICKEN RECIPE for cats



Available Sizes: 2.5 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Fish Oil, Ground Flaxseed, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Ground Miscanthus Grass, Potassium Chloride, Apples, Carrots, Yellow Squash, Salt, Yeast Culture, Tricalcium Phosphate, Spinach, Blueberries, Cranberries, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	2.0%
Moisture (max)	72.0%
Zinc (min)	50 mg/kg
Selenium (min)	0.15 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	40 IU/kg
Taurine (min)	0.15%
*Omega 3 Fatty Acids (min)	0.30%
*Omega 6 Fatty Acids (min)	1.60%
*Bacillus coagulans (min)	30,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1472	198	37	57	6

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ Raw Frozen Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1,472		
Moisture	%	72		
NFE	%	2	7.14	13.59
Crude Fiber	%	2	7.14	13.59
Ash	%	3	10.71	20.38
Crude Protein	%	13	46.43	88.32
Arginine	%	0.85	3.04	5.77
Histidine	%	0.34	1.21	2.31
Isoleucine	%	0.56	2.00	3.80
Methionine	%	0.25	0.89	1.70
Methionine and Cystine	%	0.38	1.36	2.58
Leucine	%	1.05	3.75	7.13
Lysine	%	1.08	3.86	7.34
Phenylalanine	%	0.54	1.93	3.67
Phenylalanine and Tyrosine	%	0.99	3.54	6.73
Threonine	%	0.56	2.00	3.80
Tryptophan	%	0.16	0.57	1.09
Valine	%	0.48	1.71	3.26
Taurine	%	0.15	0.54	1.02
Total Fat	%	8	28.57	54.35
Linoleic acid	%	2.19	7.82	14.88
Alpha-linolenic acid	%	0.17	0.61	1.15
Arachidonic acid	%	0.11	0.39	0.75
EPA	%	0.14	0.50	0.95
DHA	%	0.1	0.36	0.68
Eicosapentanoic and Docosahexanoic acids	%	0.15	0.54	1.02
Sum Omega 3 isomers	%	0.3	1.07	2.04
Sum Omega 6 isomers	%	1.6	5.71	10.87
Minerals				
Calcium	%	0.55	1.96	3.74
Phosphorus	%	0.36	1.29	2.45
Magnesium	%	0.02	0.07	0.14
Sodium	%	0.17	0.61	1.15
Chloride	%	0.32	1.14	2.17
Potassium	%	0.26	0.93	1.77
Iron	mg/kg	39	139.29	26.49
Copper	mg/kg	11.61	41.46	7.89
Manganese	mg/kg	11.17	39.89	7.59
Selenium	mg/kg	0.15	0.54	0.10
Iodine	mg/kg	2.074	7.41	1.41
Zinc	mg/kg	50	178.57	33.97
Vitamins				
Vitamin A	IU/kg	20,000	71428.57	13587
Vitamin D	IU/kg	480	1714.29	326
Vitamin E	IU/kg	40	142.86	27
Thiamin (B1)	mg/kg	11	39.29	7.47
Riboflavin (B2)	mg/kg	7	25.00	4.76
Niacin (B3)	mg/kg	78	278.57	52.99
Pantothenic acid (B5)	mg/kg	9	32.14	6.11
Pyridoxine (B6)	mg/kg	4	14.29	2.72
Folic acid	mg/kg	3	10.71	2.04
Cobalamin (B12)	mg/kg	0.08	0.29	0.05
Choline	mg/kg	980	3500.00	665.76
Biotin	mg/kg	0.24	0.86	0.16
Vitamin C	mg/kg	0.15	0.54	0.10

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef Recipe



for Adult Cats Ages 7+

Published December 2021

GRASS-FED BEEF RECIPE for adult cats ages 7+



Available Sizes: 2.5 lb

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Beef Bone, Ground Flaxseed, Fish Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Montmorillonite Clay, Ground Miscanthus Grass, Blueberries, Cranberries, Apples, Broccoli, Spinach, Carrots, Yellow Squash, Beets, Turmeric, Dried Bacillus coagulans Fermentation Product, New Zealand Green Mussel, Dried Chicory Root, Salt, Potassium Chloride, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Ascorbic Acid.

GUARANTEED ANALYSIS

Crude Protein (min)	13.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	2.0%
Moisture (max)	69.0%
Arginine (min)	0.70%
Leucine (min)	0.80%
Docosahexaenoic Acid (DHA) (min)	0.08%
Manganese (min)	10 mg/kg
Zinc (min)	60 mg/kg
Selenium (min)	0.20 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin D (min)	600 IU/kg
Vitamin E (min)	200 IU/kg
Pyridoxine (min)	2.0 mg/kg
Folic Acid (min)	0.40 mg/kg
Vitamin B12 (min)	0.15 mg/kg
Taurine (min)	0.15%
*Omega 3 Fatty Acids (min)	0.40%
*Omega 6 Fatty Acids (min)	0.40%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1635	217	35	54	11

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1,635		
Moisture	%	69		
NFE	%	4	12.90	24.46
Crude Fiber	%	2	6.45	12.23
Ash	%	4	12.90	24.46
Crude Protein	%	13	41.94	79.51
Arginine	%	0.7	2.26	4.28
Histidine	%	0.38	1.23	2.32
Isoleucine	%	0.57	1.84	3.49
Methionine	%	0.35	1.13	2.14
Methionine and Cystine	%	0.55	1.77	3.36
Leucine	%	0.8	2.58	4.89
Lysine	%	1.11	3.58	6.79
Phenylalanine	%	0.65	2.10	3.98
Phenylalanine and Tyrosine	%	1.11	3.58	6.79
Threonine	%	0.58	1.87	3.55
Tryptophan	%	0.19	0.61	1.16
Valine	%	0.82	2.65	5.02
Taurine	%	0.15	0.48	0.92
Total Fat	%	9	29.03	55.05
Linoleic acid	%	0.45	1.45	2.75
Alpha-linolenic acid	%	0.18	0.58	1.10
Arachidonic acid	%	0.09	0.29	0.55
EPA	%	0.16	0.52	0.98
DHA	%	0.08	0.26	0.49
Eicosapentanoic and Docosahexanoic acids	%	0.17	0.55	1.04
Sum Omega 3 isomers	%	0.4	1.29	2.45
Sum Omega 6 isomers	%	0.4	1.29	2.45
Minerals				
Calcium	%	0.75	2.42	4.59
Phosphorus	%	0.47	1.52	2.87
Magnesium	%	0.02	0.06	0.12
Sodium	%	0.18	0.58	1.10
Chloride	%	0.57	1.84	3.49
Potassium	%	0.4	1.29	2.45
Iron	mg/kg	128	412.90	78.29
Copper	mg/kg	17.55	56.61	10.73
Manganese	mg/kg	10	32.26	6.12
Selenium	mg/kg	0.2	0.65	0.12
Iodine	mg/kg	2.043	6.59	1.25
Zinc	mg/kg	60	193.55	36.70
Vitamins				
Vitamin A	IU/kg	40,000	129032.26	24465
Vitamin D	IU/kg	600	1935.48	367
Vitamin E	IU/kg	200	645.16	122
Thiamin (B1)	mg/kg	19	61.29	11.62
Riboflavin (B2)	mg/kg	10	32.26	6.12
Niacin (B3)	mg/kg	39	125.81	23.85
Pantothenic acid (B5)	mg/kg	16	51.61	9.79
Pyridoxine (B6)	mg/kg	2	6.45	1.22
Folic acid	mg/kg	0.4	1.29	0.24
Cobalamin (B12)	mg/kg	0.15	0.48	0.09
Choline	mg/kg	1,524	4916.13	932
Biotin	mg/kg	0.55	1.77	0.34
Vitamin C	mg/kg	309	996.77	189

Instinct® Raw Longevity™ Raw Frozen Meals Grass-Fed Beef Recipe for Adult Cats Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

Instinct® Raw Cage-Free Chicken Recipe

for Kittens



Published December 2021

CAGE-FREE CHICKEN RECIPE for kittens



Available Sizes: 1.25 lb & 6 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Beef Liver, Beef Spleen, Beef Kidney, Cod, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Tricalcium Phosphate, Carrots, Apples, Butternut Squash, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Chicory Root, Salt, Taurine, Yeast Culture, Potassium Chloride, DL-Methionine, Choline Chloride, Blueberries, Spinach, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate).

GUARANTEED ANALYSIS

Crude Protein (min)	14.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Docosahexaenoic Acid (DHA) (min)	0.04%
Taurine (min)	0.12%
*Omega 3 Fatty Acids (min)	0.3%
*Omega 6 Fatty Acids (min)	1.40%

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1638	196	38	49	14

DAILY FEEDING GUIDELINES

Weight of Cat	1 - 3 lb	4 - 6 lb	7 - 10 lb
6-19 weeks (cups per day*)	½ - 1	1 - 2	2 - 2 ¾
5-9 months (cups per day*)	½ - ¾	¾ - 1 ½	1 ½ - 2 ¼
9-12 months (cups per day*)	—	¾ - 1 ¼	1 ¼ - 1 ¾
Over 12 months	Transition to Instinct® Raw for Adult Cats		

*Standard 8 oz dry measuring cup

Instinct® Raw Cage-Free Chicken Recipe for Kittens is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1638		
Moisture	%	70		
NFE	%	5	16.67	30.53
Crude Fiber	%	3	10.00	18.32
Ash	%	4	13.33	24.42
Crude Protein	%	14	46.67	85.47
Arginine	%	0.86	2.87	5.25
Histidine	%	0.35	1.17	2.14
Isoleucine	%	0.59	1.97	3.60
Methionine	%	0.4	1.33	2.44
Methionine and Cystine	%	0.46	1.53	2.81
Leucine	%	1.13	3.77	6.90
Lysine	%	1.09	3.63	6.65
Phenylalanine	%	0.62	2.07	3.79
Phenylalanine and Tyrosine	%	1.09	3.63	6.65
Threonine	%	0.6	2.00	3.66
Tryptophan	%	0.18	0.60	1.10
Valine	%	0.65	2.17	3.97
Taurine	%	0.12	0.40	0.73
Total Fat	%	8	26.67	48.84
Linoleic acid	%	1.41	4.70	8.61
Alpha-linolenic acid	%	0.33	1.10	2.01
Arachidonic acid	%	0.1	0.33	0.61
EPA	%	0.05	0.17	0.31
DHA	%	0.04	0.13	0.24
Eicosapentanoic and Docosahexanoic acids	%	0.11	0.37	0.67
Sum Omega 3 isomers	%	0.3	1.00	1.83
Sum Omega 6 isomers	%	1.4	4.67	8.55
Minerals				
Calcium	%	0.53	1.77	3.24
Phosphorus	%	0.4	1.33	2.44
Magnesium	%	0.03	0.10	0.18
Sodium	%	0.17	0.57	1.04
Chloride	%	0.31	1.03	1.89
Potassium	%	0.34	1.13	2.08
Iron	mg/kg	99	330.00	60.44
Copper	mg/kg	13.75	45.83	8.39
Manganese	mg/kg	6.56	21.87	4.00
Selenium	mg/kg	0.502	1.67	0.31
Iodine	mg/kg	1.057	3.52	0.65
Zinc	mg/kg	52.3	174.33	31.93
Vitamins				
Vitamin A	IU/kg	82670	275567	50470
Vitamin D	IU/kg	447	1490	273
Vitamin E	IU/kg	56	187	34
Thiamin (B1)	mg/kg	11	36.67	6.72
Riboflavin (B2)	mg/kg	9	30.00	5.49
Niacin (B3)	mg/kg	53	176.67	32.36
Pantothenic acid (B5)	mg/kg	17	56.67	10.38
Pyridoxine (B6)	mg/kg	2	6.67	1.22
Folic acid	mg/kg	11	36.67	6.72
Cobalamin (B12)	mg/kg	0.262	0.87	0.16
Choline	mg/kg	1304	4346.67	796
Biotin	mg/kg	0.881	2.94	0.54
Vitamin C	mg/kg	0.28	0.93	0

Instinct® Raw Cage-Free Chicken Recipe

for Cats



Published December 2021

CAGE-FREE CHICKEN RECIPE for cats



Available Sizes: 1.25 lb & 6 lb

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Carrots, Apples, Butternut Squash, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Choline Chloride, Taurine, Yeast Culture, Salt, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.

GUARANTEED ANALYSIS

Crude Protein (min)	12.0%
Crude Fat (min)	9.0%
Crude Fiber (max)	3.0%
Moisture (max)	70.0%
Taurine (min)	0.12%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
1645	197	34	57	9

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	1685		
Moisture	%	70		
NFE	%	3	10.00	17.80
Crude Fiber	%	3	10.00	17.80
Ash	%	4	13.33	23.74
Crude Protein	%	12	40.00	71.22
Arginine	%	0.73	2.43	4.33
Histidine	%	0.28	0.93	1.66
Isoleucine	%	0.46	1.53	2.73
Methionine	%	0.3	1.00	1.78
Methionine and Cystine	%	0.3	1.00	1.78
Leucine	%	0.86	2.87	5.10
Lysine	%	0.92	3.07	5.46
Phenylalanine	%	0.44	1.47	2.61
Phenylalanine and Tyrosine	%	0.81	2.70	4.81
Threonine	%	0.47	1.57	2.79
Tryptophan	%	0.12	0.40	0.71
Valine	%	0.35	1.17	2.08
Taurine	%	0.12	0.40	0.71
Total Fat	%	9	30.00	53.41
Linoleic acid	%	2.01	6.70	11.93
Alpha-linolenic acid	%	0.32	1.07	1.90
Arachidonic acid	%	0.07	0.23	0.42
EPA	%	0.01	0.03	0.06
DHA	%	0.02	0.07	0.12
Eicosapentanoic and Docosahexanoic acids	%	0.03	0.10	0.18
Sum Omega 3 isomers	%	0.37	1.23	2.20
Sum Omega 6 isomers	%	2.15	7.17	12.76
Minerals				
Calcium	%	0.59	1.97	3.50
Phosphorus	%	0.34	1.13	2.02
Magnesium	%	0.02	0.07	0.12
Sodium	%	0.14	0.47	0.83
Chloride	%	0.29	0.97	1.72
Potassium	%	0.25	0.83	1.48
Iron	mg/kg	23	76.67	13.65
Copper	mg/kg	11.76	39.20	6.98
Manganese	mg/kg	11	36.67	6.53
Selenium	mg/kg	0.161	0.54	0.10
Iodine	mg/kg	2.089	6.96	1.24
Zinc	mg/kg	77.2	257.33	45.82
Vitamins				
Vitamin A	IU/kg	18269	60897	10842
Vitamin D	IU/kg	414	1380	246
Vitamin E	IU/kg	52	173	31
Thiamin (B1)	mg/kg	10	33.33	5.93
Riboflavin (B2)	mg/kg	3	10.00	1.78
Niacin (B3)	mg/kg	66	220.00	39.17
Pantothenic acid (B5)	mg/kg	10	33.33	5.93
Pyridoxine (B6)	mg/kg	3	10.00	1.78
Folic acid	mg/kg	11	36.67	6.53
Cobalamin (B12)	mg/kg	0.042	0.14	0.02
Choline	mg/kg	1063	3543.33	631
Biotin	mg/kg	0.669	2.23	0.40
Vitamin C	mg/kg	0.27	0.90	0

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe



Published December 2021

for Kittens

CAGE-FREE CHICKEN RECIPE for kittens



Available Sizes: 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Ground Flaxseed, Fish Oil, Dried Chicory Root, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Apples, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Ground Miscanthus Grass, Potassium Chloride, Dried Bacillus coagulans Fermentation Product, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Ascorbic Acid, DL-Methionine, Mixed Tocopherols (for freshness), Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Docosahexaenoic Acid (DHA) (min)	0.20%
Calcium (min)	1.6%
Phosphorus (min)	1.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.50 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	600 IU/kg
Taurine (min)	0.40%
*Omega 3 Fatty Acids (min)	1.10%
*Omega 6 Fatty Acids (min)	6.0%
*Bacillus coagulans (min)	150,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
5048	272	29	61	10

DAILY FEEDING GUIDELINES

Weight of Cat	1 - 3 lb	4 - 6 lb	7 - 10 lb
6-19 weeks (cups per day*)	½ - 1	1 - 1 ¾	1 ¾ - 2 ½
5-9 months (cups per day*)	½ - ¾	¾ - 1 ¼	1 ¼ - 2
9-12 months (cups per day*)	—	¾ - 1	1 - 1 ½
Over 12 months	Transition to Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals for Adult Cats		

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	5,048		
Moisture	%	6		
NFE	%	13	13.83	25.75
Crude Fiber	%	3	3.19	5.94
Ash	%	9	9.57	17.83
Crude Protein	%	38	40.43	75.28
Arginine	%	2.48	2.64	4.91
Histidine	%	0.97	1.03	1.92
Isoleucine	%	1.63	1.73	3.23
Methionine	%	1.02	1.09	2.02
Methionine and Cystine	%	1.11	1.18	2.20
Leucine	%	3.03	3.22	6.00
Lysine	%	3.1	3.30	6.14
Phenylalanine	%	1.58	1.68	3.13
Phenylalanine and Tyrosine	%	2.85	3.03	5.65
Threonine	%	1.62	1.72	3.21
Tryptophan	%	0.47	0.50	0.93
Valine	%	1.41	1.50	2.79
Taurine	%	0.4	0.43	0.79
Total Fat	%	36	38.30	71.32
Linoleic acid	%	6.39	6.80	12.66
Alpha-linolenic acid	%	0.93	0.99	1.84
Arachidonic acid	%	0.34	0.36	0.67
EPA	%	0.423	0.45	0.84
DHA	%	0.2	0.21	0.40
Eicosapentanoic and Docosahexanoic acids	%	0.623	0.66	1.23
Sum Omega 3 isomers	%	1.1	1.17	2.18
Sum Omega 6 isomers	%	6	6.38	11.89
Minerals				
Calcium	%	1.6	1.70	3.17
Phosphorus	%	1	1.06	1.98
Magnesium	%	0.07	0.07	0.14
Sodium	%	0.5	0.53	0.99
Chloride	%	0.92	0.98	1.82
Potassium	%	0.78	0.83	1.55
Iron	mg/kg	114	121.28	22.58
Copper	mg/kg	34.25	36.44	6.78
Manganese	mg/kg	33.04	35.15	6.55
Selenium	mg/kg	0.5	0.53	0.10
Iodine	mg/kg	6.02	6.40	1.19
Zinc	mg/kg	200	212.77	39.62
Vitamins				
Vitamin A	IU/kg	20000	21276.60	3962
Vitamin D	IU/kg	1,394	1482.98	276
Vitamin E	IU/kg	600	638.30	119
Thiamin (B1)	mg/kg	34	36.17	6.74
Riboflavin (B2)	mg/kg	21	22.34	4.16
Niacin (B3)	mg/kg	223	237.23	44.18
Pantothenic acid (B5)	mg/kg	26	27.66	5.15
Pyridoxine (B6)	mg/kg	12	12.77	2.38
Folic acid	mg/kg	32	34.04	6.34
Cobalamin (B12)	mg/kg	0.225	0.24	0.04
Choline	mg/kg	2,829	3009.57	560
Biotin	mg/kg	1.91	2.03	0.38
Vitamin C	mg/kg	0.782	0.83	0.15

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe for Kittens is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth.

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef & Wild-Caught Cod Recipe for Cats



Published December 2021

GRASS-FED BEEF & WILD-CAUGHT COD RECIPE for cats



Available Sizes: 9.5 oz

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Ground Cod, Beef Heart, Ground Flaxseed, Fish Oil, Montmorillonite Clay, Ground Miscanthus Grass, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Apples, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Salt, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Tricalcium Phosphate, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.50 mg/kg
Vitamin A (min)	60,000 IU/kg
Vitamin E (min)	100 IU/kg
Taurine (min)	0.40%
*Omega 3 Fatty Acids (min)	1.10%
*Omega 6 Fatty Acids (min)	1.50%
*Bacillus coagulans (min)	75,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4886	263	31	66	2

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef & Wild-Caught Cod Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,886		
Moisture	%	6		
NFE	%	3	3.19	6.14
Crude Fiber	%	3	3.19	6.14
Ash	%	13	13.83	26.61
Crude Protein	%	38	40.43	77.77
Arginine	%	2.6	2.77	5.32
Histidine	%	1.08	1.15	2.21
Isoleucine	%	1.66	1.77	3.40
Methionine	%	1.04	1.11	2.13
Methionine and Cystine	%	1.58	1.68	3.23
Leucine	%	3.3	3.51	6.75
Lysine	%	3.1	3.30	6.34
Phenylalanine	%	1.83	1.95	3.75
Phenylalanine and Tyrosine	%	3.1	3.30	6.34
Threonine	%	1.64	1.74	3.36
Tryptophan	%	0.53	0.56	1.08
Valine	%	2.32	2.47	4.75
Taurine	%	0.4	0.43	0.82
Total Fat	%	36	38.30	73.68
Linoleic acid	%	1.23	1.31	2.52
Alpha-linolenic acid	%	0.51	0.54	1.04
Arachidonic acid	%	0.23	0.24	0.47
EPA	%	0.342	0.36	0.70
DHA	%	0.228	0.24	0.47
Eicosapentanoic and Docosahexanoic acids	%	0.57	0.61	1.17
Sum Omega 3 isomers	%	1.1	1.17	2.25
Sum Omega 6 isomers	%	1.5	1.60	3.07
Minerals				
Calcium	%	1.84	1.96	3.77
Phosphorus	%	1.42	1.51	2.91
Magnesium	%	0.09	0.10	0.18
Sodium	%	0.58	0.62	1.19
Chloride	%	1.75	1.86	3.58
Potassium	%	1.44	1.53	2.95
Iron	mg/kg	320	340.43	65.49
Copper	mg/kg	49.87	53.05	10.21
Manganese	mg/kg	32.63	34.71	6.68
Selenium	mg/kg	0.5	0.53	0.10
Iodine	mg/kg	5.794	6.16	1.19
Zinc	mg/kg	200	212.77	40.93
Vitamins				
Vitamin A	IU/kg	60000	63829.79	12280
Vitamin D	IU/kg	13,381	14235.11	2739
Vitamin E	IU/kg	100	106.38	20
Thiamin (B1)	mg/kg	35	37.23	7.16
Riboflavin (B2)	mg/kg	25	26.60	5.12
Niacin (B3)	mg/kg	98	104.26	20.06
Pantothenic acid (B5)	mg/kg	38	40.43	7.78
Pyridoxine (B6)	mg/kg	9	9.57	1.84
Folic acid	mg/kg	17	18.09	3.48
Cobalamin (B12)	mg/kg	0.646	0.69	0.13
Choline	mg/kg	4,057	4315.96	830
Biotin	mg/kg	1.43	1.52	0.29
Vitamin C	mg/kg	0.95	1.01	0.19

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Farm-Raised Rabbit Recipe



for Cats

Published December 2021

FARM-RAISED RABBIT RECIPE for cats



Available Sizes: 9.5 oz

INGREDIENTS:

Rabbit (including Ground Rabbit Bone), Pork Liver, Pork Heart, Pork Fat, Ground Pork Bone, Fish Oil, Ground Flaxseed, Montmorillonite Clay, Ground Miscanthus Grass, Rabbit Lung, Rabbit Kidney, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Salt, Apples, Carrots, Yellow Squash, Spinach, Blueberries, Cranberries, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.50 mg/kg
Vitamin A (min)	20,000 IU/kg
Vitamin E (min)	100 IU/kg
Taurine (min)	0.40%
*Omega 3 Fatty Acids (min)	0.90%
*Omega 6 Fatty Acids (min)	4.0%
*Bacillus coagulans (min)	75,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4972	268	31	65	4

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Farm-Raised Rabbit Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,972		
Moisture	%	6		
NFE	%	5	5.32	10.06
Crude Fiber	%	3	3.19	6.03
Ash	%	9	9.57	18.10
Crude Protein	%	38	40.43	76.43
Arginine	%	2.9	3.09	5.83
Histidine	%	1.22	1.30	2.45
Isoleucine	%	2.04	2.17	4.10
Methionine	%	1.16	1.23	2.33
Methionine and Cystine	%	1.47	1.56	2.96
Leucine	%	3.82	4.06	7.68
Lysine	%	3.65	3.88	7.34
Phenylalanine	%	2.01	2.14	4.04
Phenylalanine and Tyrosine	%	2.69	2.86	5.41
Threonine	%	2.05	2.18	4.12
Tryptophan	%	0.64	0.68	1.29
Valine	%	2.4	2.55	4.83
Taurine	%	0.4	0.43	0.80
Total Fat	%	36	38.30	72.41
Linoleic acid	%	5.54	5.89	11.14
Alpha-linolenic acid	%	0.38	0.40	0.76
Arachidonic acid	%	0.44	0.47	0.88
EPA	%	0.423	0.45	0.85
DHA	%	0.294	0.31	0.59
Eicosapentanoic and Docosahexanoic acids	%	0.717	0.76	1.44
Sum Omega 3 isomers	%	0.9	0.96	1.81
Sum Omega 6 isomers	%	4	4.26	8.05
Minerals				
Calcium	%	2.09	2.22	4.20
Phosphorus	%	1.37	1.46	2.76
Magnesium	%	0.08	0.09	0.16
Sodium	%	0.5	0.53	1.01
Chloride	%	0.94	1.00	1.89
Potassium	%	0.98	1.04	1.97
Iron	mg/kg	136	144.68	27.35
Copper	mg/kg	52.24	55.57	10.51
Manganese	mg/kg	31.89	33.93	6.41
Selenium	mg/kg	0.5	0.53	0.10
Iodine	mg/kg	6.013	6.40	1.21
Zinc	mg/kg	200	212.77	40.23
Vitamins				
Vitamin A	IU/kg	20000	21276.60	4023
Vitamin D	IU/kg	1,714	1823.40	345
Vitamin E	IU/kg	100	106.38	20
Thiamin (B1)	mg/kg	36	38.30	7.24
Riboflavin (B2)	mg/kg	21	22.34	4.22
Niacin (B3)	mg/kg	189	201.06	38.01
Pantothenic acid (B5)	mg/kg	40	42.55	8.05
Pyridoxine (B6)	mg/kg	6	6.38	1.21
Folic acid	mg/kg	84	89.36	16.89
Cobalamin (B12)	mg/kg	2.489	2.65	0.50
Choline	mg/kg	3,704	3940.43	745
Biotin	mg/kg	2.489	2.65	0.50
Vitamin C	mg/kg	0.914	0.97	0.18

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe



for Cats

Published December 2021

CAGE-FREE CHICKEN RECIPE for cats



Available Sizes: 1.5 oz, 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Fish Oil, Ground Flaxseed, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Ground Miscanthus Grass, Apples, Carrots, Potassium Chloride, Yellow Squash, Yeast Culture, Salt, Tricalcium Phosphate, Spinach, Blueberries, Cranberries, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Choline Chloride, Mixed Tocopherols (for freshness), Rosemary Extract, Dried Bacillus coagulans Fermentation Product.

GUARANTEED ANALYSIS

Crude Protein (min)	44.0%
Crude Fat (min)	32.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Zinc (min)	200 mg/kg
Selenium (min)	0.50 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin E (min)	100 IU/kg
Taurine (min)	0.40%
*Omega 3 Fatty Acids (min)	0.80%
*Omega 6 Fatty Acids (min)	6.0%
*Bacillus coagulans (min)	75,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4815	259	37	61	3

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4,815		
Moisture	%	6		
NFE	%	3	3.19	6.23
Crude Fiber	%	3	3.19	6.23
Ash	%	10	10.64	20.77
Crude Protein	%	44	46.81	91.38
Arginine	%	2.55	2.71	5.30
Histidine	%	1.01	1.07	2.10
Isoleucine	%	1.68	1.79	3.49
Methionine	%	0.76	0.81	1.58
Methionine and Cystine	%	1.15	1.22	2.39
Leucine	%	3.14	3.34	6.52
Lysine	%	3.23	3.44	6.71
Phenylalanine	%	1.63	1.73	3.39
Phenylalanine and Tyrosine	%	2.94	3.13	6.11
Threonine	%	1.68	1.79	3.49
Tryptophan	%	0.48	0.51	1.00
Valine	%	1.45	1.54	3.01
Taurine	%	0.4	0.43	0.83
Total Fat	%	32	34.04	66.46
Linoleic acid	%	6.53	6.95	13.56
Alpha-linolenic acid	%	0.54	0.57	1.12
Arachidonic acid	%	0.35	0.37	0.73
EPA	%	0.43	0.46	0.89
DHA	%	0.312	0.79	1.54
Eicosapentanoic and Docosahexanoic acids	%	0.742	0.85	1.66
Sum Omega 3 isomers	%	0.8	0.85	1.66
Sum Omega 6 isomers	%	6	6.38	12.46
Minerals				
Calcium	%	1.65	1.76	3.43
Phosphorus	%	1.08	1.15	2.24
Magnesium	%	0.06	0.06	0.12
Sodium	%	0.52	0.55	1.08
Chloride	%	0.95	1.01	1.97
Potassium	%	1.08	1.15	2.24
Iron	mg/kg	116	123.40	24.09
Copper	mg/kg	35.54	37.81	7.38
Manganese	mg/kg	33.22	35.34	6.90
Selenium	mg/kg	0.5	0.53	0.10
Iodine	mg/kg	6.169	6.56	1.28
Zinc	mg/kg	200	212.77	41.54
Vitamins				
Vitamin A	IU/kg	40000	42553.19	8307
Vitamin D	IU/kg	1,430	1521.28	297
Vitamin E	IU/kg	100	106.38	21
Thiamin (B1)	mg/kg	34	36.17	7.06
Riboflavin (B2)	mg/kg	21	22.34	4.36
Niacin (B3)	mg/kg	232	246.81	48.18
Pantothenic acid (B5)	mg/kg	27	28.72	5.61
Pyridoxine (B6)	mg/kg	12	12.77	2.49
Folic acid	mg/kg	10	10.64	2.08
Cobalamin (B12)	mg/kg	0.231	0.25	0.05
Choline	mg/kg	2,915	3101.06	605
Biotin	mg/kg	0.713	0.76	0.15
Vitamin C	mg/kg	0.47	0.50	0.10

Instinct® Raw Longevity™ 100% Freeze-Dried Raw Meals Grass-Fed Beef Recipe



for Adult Cats Ages 7+

Published December 2021

GRASS-FED BEEF RECIPE for Adult Cats Ages 7+



Available Sizes: 9.5 oz

INGREDIENTS:

Beef, Beef Liver, Beef Kidney, Beef Spleen, Beef Heart, Ground Beef Bone, Ground Flaxseed, Fish Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Montmorillonite Clay, Ground Miscanthus Grass, Blueberries, Cranberries, Apples, Broccoli, Spinach, Carrots, Yellow Squash, Beets, Turmeric, Dried Bacillus coagulans Fermentation Product, New Zealand Green Mussel, Dried Chicory Root, Salt, Potassium Chloride, Yeast Culture, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Tricalcium Phosphate, Choline Chloride, Ascorbic Acid, Mixed Tocopherols (for freshness), Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	36.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Arginine (min)	2.0%
Leucine (min)	2.7%
Docosahexaenoic Acid (DHA) (min)	0.20%
Manganese (min)	30 mg/kg
Zinc (min)	200 mg/kg
Selenium (min)	0.60 mg/kg
Vitamin A (min)	40,000 IU/kg
Vitamin D (min)	1,800 IU/kg
Vitamin E (min)	600 IU/kg
Pyridoxine (min)	5.2 mg/kg
Folic Acid (min)	2.0 mg/kg
Vitamin B12 (min)	0.40%
Taurine (min)	0.40%
*Omega 3 Fatty Acids (min)	1.10%
*Omega 6 Fatty Acids (min)	1.50%
*Bacillus coagulans (min)	150,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
5015	270	30	65	5

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	5,015		
Moisture	%	6		
NFE	%	6	6.38	11.96
Crude Fiber	%	3	3.19	5.98
Ash	%	11	11.70	21.93
Crude Protein	%	38	40.43	75.77
Arginine	%	2	2.13	3.99
Histidine	%	1.04	1.11	2.07
Isoleucine	%	1.55	1.65	3.09
Methionine	%	0.94	1.00	1.87
Methionine and Cystine	%	1.48	1.57	2.95
Leucine	%	2.7	2.87	5.38
Lysine	%	2.99	3.18	5.96
Phenylalanine	%	1.75	1.86	3.49
Phenylalanine and Tyrosine	%	2.98	3.17	5.94
Threonine	%	1.56	1.66	3.11
Tryptophan	%	0.51	0.54	1.02
Valine	%	2.21	2.35	4.41
Taurine	%	0.4	0.43	0.80
Total Fat	%	36	38.30	71.78
Linoleic acid	%	1.21	1.29	2.41
Alpha-linolenic acid	%	0.51	0.54	1.02
Arachidonic acid	%	0.25	0.27	0.50
EPA	%	0.433	0.46	0.86
DHA	%	0.2	0.21	0.40
Eicosapentanoic and Docosahexanoic acids	%	0.633	0.67	1.26
Sum Omega 3 isomers	%	1.1	1.17	2.19
Sum Omega 6 isomers	%	1.5	1.60	2.99
Minerals				
Calcium	%	2.03	2.16	4.05
Phosphorus	%	1.28	1.36	2.55
Magnesium	%	0.06	0.06	0.12
Sodium	%	0.49	0.52	0.98
Chloride	%	1.55	1.65	3.09
Potassium	%	1.08	1.15	2.15
Iron	mg/kg	345	367.02	68.79
Copper	mg/kg	47.11	50.12	9.39
Manganese	mg/kg	30	31.91	5.98
Selenium	mg/kg	0.6	0.64	0.12
Iodine	mg/kg	5.485	5.84	1.09
Zinc	mg/kg	200	212.77	39.88
Vitamins				
Vitamin A	IU/kg	40000	42553.19	7976
Vitamin D	IU/kg	1,800	1914.89	359
Vitamin E	IU/kg	600	638.30	120
Thiamin (B1)	mg/kg	52	55.32	10.37
Riboflavin (B2)	mg/kg	28	29.79	5.58
Niacin (B3)	mg/kg	106	112.77	21.14
Pantothenic acid (B5)	mg/kg	44	46.81	8.77
Pyridoxine (B6)	mg/kg	5.2	5.53	1.04
Folic acid	mg/kg	2	2.13	0.40
Cobalamin (B12)	mg/kg	0.4	0.43	0.08
Choline	mg/kg	4,091	4352.13	816
Biotin	mg/kg	1.481	1.58	0.30
Vitamin C	mg/kg	830	882.98	166

Instinct® Raw Longevity™ 100% Raw Frozen Meals Grass-Fed Beef Recipe for Adult Cats Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe

for Kittens



Published December 2021

CAGE-FREE CHICKEN RECIPE for kittens



Available Sizes: 2 oz, 9.5 oz

INGREDIENTS:

Chicken (including Ground Chicken Bone), Beef Liver, Beef Spleen, Beef Kidney, Cod, Ground Miscanthus Grass, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Tricalcium Phosphate, Carrots, Apples, Butternut Squash, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Chicory Root, Salt, Taurine, Yeast Culture, Potassium Chloride, DL-Methionine, Choline Chloride, Mixed Tocopherols (for freshness), Blueberries, Spinach, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	39.0%
Crude Fat (min)	28.0%
Crude Fiber (max)	4.0%
Moisture (max)	6.0%
Docosahexaenoic Acid (DHA) (min)	0.10%
Taurine (min)	0.30%
*Omega 3 Fatty Acids (min)	0.90%
*Omega 6 Fatty Acids (min)	4.0%

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4627	196	34	55	11

DAILY FEEDING GUIDELINES

Weight of Cat	1 - 3 lb	4 - 6 lb	7 - 10 lb
6-19 weeks (cups per day*)	½ - 1	1 - 2	2 - 2 ¾
5-9 months (cups per day*)	½ - ¾	¾ - 1 ½	1 ½ - 2 ¼
9-12 months (cups per day*)	—	¾ - 1 ¼	1 ¼ - 1 ¾
Over 12 months	Transition to Instinct® Freeze-Dried Raw Meals		

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe for Kittens is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4627		
Moisture	%	6		
NFE	%	13	13.83	28.10
Crude Fiber	%	4	4.26	8.64
Ash	%	13	13.83	28.10
Crude Protein	%	39	41.49	84.29
Arginine	%	2.4	2.55	5.19
Histidine	%	0.98	1.04	2.12
Isoleucine	%	1.64	1.74	3.54
Methionine	%	1.1	1.17	2.38
Methionine and Cystine	%	1.28	1.36	2.77
Leucine	%	3.14	3.34	6.79
Lysine	%	3.04	3.23	6.57
Phenylalanine	%	1.74	1.85	3.76
Phenylalanine and Tyrosine	%	3.03	3.22	6.55
Threonine	%	1.68	1.79	3.63
Tryptophan	%	0.5	0.53	1.08
Valine	%	1.81	1.93	3.91
Taurine	%	0.3	0.32	0.65
Total Fat	%	28	29.79	60.51
Linoleic acid	%	3.91	4.16	8.45
Alpha-linolenic acid	%	0.54	0.57	1.17
Arachidonic acid	%	0.29	0.31	0.63
EPA	%	0.08	0.09	0.17
DHA	%	0.1	0.11	0.22
Eicosapentanoic and Docosahexanoic acids	%	0.18	0.19	0.39
Sum Omega 3 isomers	%	0.9	0.96	1.95
Sum Omega 6 isomers	%	4	4.26	8.64
Minerals				
Calcium	%	1.48	1.57	3.20
Phosphorus	%	1.13	1.20	2.44
Magnesium	%	0.09	0.10	0.19
Sodium	%	0.49	0.52	1.06
Chloride	%	0.88	0.94	1.90
Potassium	%	0.96	1.02	2.07
Iron	mg/kg	274	291.49	59.22
Copper	mg/kg	38.07	40.50	8.23
Manganese	mg/kg	18.17	19.33	3.93
Selenium	mg/kg	1.391	1.48	0.30
Iodine	mg/kg	2.925	3.11	0.63
Zinc	mg/kg	144.8	154.04	31.29
Vitamins				
Vitamin A	IU/kg	228768	243370	49442
Vitamin D	IU/kg	1239	1318	268
Vitamin E	IU/kg	157	167	34
Thiamin (B1)	mg/kg	32	34.04	6.92
Riboflavin (B2)	mg/kg	25	26.60	5.40
Niacin (B3)	mg/kg	148	157.45	31.99
Pantothenic acid (B5)	mg/kg	49	52.13	10.59
Pyridoxine (B6)	mg/kg	7	7.45	1.51
Folic acid	mg/kg	31	32.98	6.70
Cobalamin (B12)	mg/kg	0.726	0.77	0.16
Choline	mg/kg	3609	3839.36	780
Biotin	mg/kg	2.439	2.59	0.53
Vitamin C	mg/kg	0.46	0.49	0

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe



Published December 2021

for Cats

CAGE-FREE CHICKEN RECIPE for cats



INGREDIENTS:

Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Carrots, Apples, Butternut Squash, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Choline Chloride, Taurine, Yeast Culture, Salt, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Mixed Tocopherols (for freshness), Blueberries, Spinach, Rosemary Extract.

Available Sizes: 2 oz, 9.5 oz & 25 oz

GUARANTEED ANALYSIS

Crude Protein (min)	38.0%
Crude Fat (min)	34.0%
Crude Fiber (max)	3.0%
Moisture (max)	6.0%
Taurine (min)	0.30%

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4782	197	33	66	2

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	1	1 ¼
Weight Loss (cups per day*)	½	¾	1

*Standard 8 oz dry measuring cup

Instinct® Raw Freeze-Dried Meals Cage-Free Chicken Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4782		
Moisture	%	6		
NFE	%	2	2.13	4.18
Crude Fiber	%	3	3.19	6.27
Ash	%	16	17.02	33.46
Crude Protein	%	38	40.43	79.46
Arginine	%	2.21	2.35	4.62
Histidine	%	0.85	0.90	1.78
Isoleucine	%	1.4	1.49	2.93
Methionine	%	0.93	0.99	1.94
Methionine and Cystine	%	0.92	0.98	1.92
Leucine	%	2.63	2.80	5.50
Lysine	%	2.8	2.98	5.86
Phenylalanine	%	1.34	1.43	2.80
Phenylalanine and Tyrosine	%	2.45	2.61	5.12
Threonine	%	1.41	1.50	2.95
Tryptophan	%	0.37	0.39	0.77
Valine	%	1.05	1.12	2.20
Taurine	%	0.3	0.32	0.63
Total Fat	%	34	36.17	71.10
Linoleic acid	%	6.09	6.48	12.74
Alpha-linolenic acid	%	0.51	0.54	1.07
Arachidonic acid	%	0.23	0.24	0.48
EPA	%	0.02	0.02	0.04
DHA	%	0.037	0.04	0.08
Eicosapentanoic and Docosahexanoic acids	%	0.057	0.06	0.12
Sum Omega 3 isomers	%	1.13	1.20	2.36
Sum Omega 6 isomers	%	6.5	6.91	13.59
Minerals				
Calcium	%	1.79	1.90	3.74
Phosphorus	%	1.02	1.09	2.13
Magnesium	%	0.08	0.09	0.17
Sodium	%	0.45	0.48	0.94
Chloride	%	0.89	0.95	1.86
Potassium	%	0.76	0.81	1.59
Iron	mg/kg	71	75.53	14.85
Copper	mg/kg	35.47	37.73	7.42
Manganese	mg/kg	33.18	35.30	6.94
Selenium	mg/kg	0.487	0.52	0.10
Iodine	mg/kg	6.302	6.70	1.32
Zinc	mg/kg	233	247.87	48.72
Vitamins				
Vitamin A	IU/kg	55104	58621	11523
Vitamin D	IU/kg	1251	1331	262
Vitamin E	IU/kg	156	166	33
Thiamin (B1)	mg/kg	32	34.04	6.69
Riboflavin (B2)	mg/kg	11	11.70	2.30
Niacin (B3)	mg/kg	200	212.77	41.82
Pantothenic acid (B5)	mg/kg	30	31.91	6.27
Pyridoxine (B6)	mg/kg	10	10.64	2.09
Folic acid	mg/kg	33	35.11	6.90
Cobalamin (B12)	mg/kg	0.127	0.14	0.03
Choline	mg/kg	3206	3410.64	670
Biotin	mg/kg	2.021	2.15	0.42
Vitamin C	mg/kg	0.42	0.45	0

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Kittens



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CAGE-FREE CHICKEN RECIPE for kittens



Available Sizes: 3.8 lb

INGREDIENTS:

Chicken, Turkey Meal, Menhaden Fish Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols), Dried Egg Product, Chicken Meal, White Fish Meal, Freeze Dried Beef, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Tapioca, Natural Flavor, Freeze Dried Beef Heart, Lamb Meal, Pumpkinseeds, Dried Tomato Pomace, Montmorillonite Clay, Apples, Carrots, Tricalcium Phosphate, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Cranberries, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Choline Chloride, Butternut Squash, Salmon Oil, Salt, Cod Liver Oil, Dried Kelp, Yeast Culture, Taurine, Freeze Dried Chicken, Freeze Dried Chicken Liver, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	42.5%
Crude Fat (min)	23.0%
Crude Fiber (max)	2.5%
Moisture (max)	7.5%
Docosahexaenoic Acid (DHA) (min)	0.18%
Calcium (min)	2.3%
Phosphorus (min)	1.5%
Zinc (min)	150 mg/kg
Selenium (min)	1.0 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin E (min)	450 IU/kg
Taurine (min)	0.20%
*Ascorbic Acid (Vitamin C) (min)	150 mg/kg
*Omega 3 Fatty Acids (min)	0.65%
*Omega 6 Fatty Acids (min)	3.3%
*Bacillus coagulans (min)	80,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4350	478	40	48	12

DAILY FEEDING GUIDELINES

Weight of Cat	1 - 3 lb	4 - 6 lb	7 - 10 lb
6-19 weeks (cups per day*)	¼ - ½	½ - ¾	¾ - 1 ½
5-9 months (cups per day*)	½ - 1	1 - 1 ½	1 ½ - 2
9-12 months (cups per day*)	1 - 1 ½	1 ½ - 2	2 - 2 ½
Over 12 months	Transition to Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe for Adult Cats		

*Standard 8 oz dry measuring cup

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Kittens is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for growth.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4350		
Moisture	%	7.5		
NFE	%	13	14.05	29.89
Crude Fiber	%	2.5	2.70	5.75
Ash	%	11	11.89	25.29
Crude Protein	%	42.5	45.95	97.70
Arginine	%	2.87	3.10	6.60
Histidine	%	0.96	1.04	2.21
Isoleucine	%	1.73	1.87	3.98
Methionine	%	1.06	1.15	2.44
Methionine and Cystine	%	1.56	1.69	3.59
Leucine	%	3.09	3.34	7.10
Lysine	%	3.15	3.41	7.24
Phenylalanine	%	1.74	1.88	4.00
Phenylalanine and Tyrosine	%	3.02	3.26	6.94
Threonine	%	1.77	1.91	4.07
Tryptophan	%	0.45	0.49	1.03
Valine	%	2.13	2.30	4.90
Taurine	%	0.3	0.32	0.69
Total Fat	%	23	24.86	52.87
Linoleic acid	%	3.58	3.87	8.23
Alpha-linolenic acid	%	0.25	0.27	0.57
Arachidonic acid	%	0.2	0.22	0.46
EPA	%	0.22	0.24	0.51
DHA	%	0.18	0.19	0.41
Eicosapentanoic and Docosahexanoic acids	%	0.47	0.51	1.08
Sum Omega 3 isomers	%	0.65	0.70	1.49
Sum Omega 6 isomers	%	3.3	3.57	7.59
Minerals				
Calcium	%	2.3	2.49	5.29
Phosphorus	%	1.5	1.62	3.45
Magnesium	%	0.11	0.12	0.25
Sodium	%	0.42	0.45	0.97
Chloride	%	0.64	0.69	1.47
Potassium	%	0.7	0.76	1.61
Iron	mg/kg	216	233.51	49.66
Copper	mg/kg	20.76	22.44	4.77
Manganese	mg/kg	26.76	28.93	6.15
Selenium	mg/kg	1	1.08	0.23
Iodine	mg/kg	2.357	2.55	0.54
Zinc	mg/kg	150	162.16	34.48
Vitamins				
Vitamin A	IU/kg	30000	32432.43	6897
Vitamin D	IU/kg	1286	1390.27	296
Vitamin E	IU/kg	450	486.49	103
Thiamin (B1)	mg/kg	21	22.70	4.83
Riboflavin (B2)	mg/kg	16	17.30	3.68
Niacin (B3)	mg/kg	151	163.24	34.71
Pantothenic acid (B5)	mg/kg	31	33.51	7.13
Pyridoxine (B6)	mg/kg	10	10.81	2.30
Folic acid	mg/kg	2	2.16	0.46
Cobalamin (B12)	mg/kg	0.175	0.19	0.04
Choline	mg/kg	3273	3538.38	752
Biotin	mg/kg	0.325	0.35	0.07
Vitamin C	mg/kg	150	162.16	34

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken for Cats



Published December 2021

CAGE-FREE CHICKEN RECIPE for cats



Available Sizes: 1.5 lb, 3.8 lb

INGREDIENTS:

Chicken, Chicken Meal, Turkey Meal, Menhaden Fish Meal, Chicken Fat (preserved with Mixed Tocopherols), Peas, Freeze Dried Beef, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Tapioca, Natural Flavor, Freeze Dried Beef Heart, Dried Tomato Pomace, Pumpkinseeds, Montmorillonite Clay, Apples, Carrots, Tricalcium Phosphate, Cranberries, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Salt, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Choline Chloride, Butternut Squash, Salmon Oil, Potassium Chloride, Cod Liver Oil, Dried Kelp, Yeast Culture, Taurine, Freeze Dried Chicken, Freeze Dried Chicken Liver, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	41.0%
Crude Fat (min)	24.0%
Crude Fiber (max)	2.5%
Moisture (max)	7.5%
Zinc (min)	150 mg/kg
Selenium (min)	0.80 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin E (min)	400 IU/kg
Taurine (min)	0.20%
*Ascorbic Acid (Vitamin C) (min)	150 mg/kg
*Omega 3 Fatty Acids (min)	0.55%
*Omega 6 Fatty Acids (min)	3.2%
*Bacillus coagulans (min)	80,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4120	440	38	50	11

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	½	¾
Weight Loss (cups per day*)	¼	½	¾

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4120		
Moisture	%	7.5		
NFE	%	12	12.97	29.13
Crude Fiber	%	2.5	2.70	6.07
Ash	%	12	12.97	29.13
Crude Protein	%	41	44.32	99.51
Arginine	%	2.95	3.19	7.16
Histidine	%	0.97	1.05	2.35
Isoleucine	%	1.65	1.78	4.00
Methionine	%	1	1.08	2.43
Methionine and Cystine	%	1.4	1.51	3.40
Leucine	%	2.99	3.23	7.26
Lysine	%	3.16	3.42	7.67
Phenylalanine	%	1.63	1.76	3.96
Phenylalanine and Tyrosine	%	2.84	3.07	6.89
Threonine	%	1.72	1.86	4.17
Tryptophan	%	0.42	0.45	1.02
Valine	%	2	2.16	4.85
Taurine	%	0.497	0.54	1.21
Total Fat	%	24	25.95	58.25
Linoleic acid	%	3.54	3.83	8.59
Alpha-linolenic acid	%	0.27	0.29	0.66
Arachidonic acid	%	0.17	0.18	0.41
EPA	%	0.17	0.18	0.41
DHA	%	0.18	0.19	0.44
Eicosapentanoic and Docosahexanoic acids	%	0.35	0.38	0.85
Sum Omega 3 isomers	%	0.55	0.59	1.33
Sum Omega 6 isomers	%	3.2	3.46	7.77
Minerals				
Calcium	%	3.2	3.46	7.77
Phosphorus	%	1.89	2.04	4.59
Magnesium	%	0.12	0.13	0.29
Sodium	%	0.44	0.48	1.07
Chloride	%	0.58	0.63	1.41
Potassium	%	0.69	0.75	1.67
Iron	mg/kg	240	259.46	58.25
Copper	mg/kg	19.52	21.10	4.74
Manganese	mg/kg	28.25	30.54	6.86
Selenium	mg/kg	0.8	0.86	0.19
Iodine	mg/kg	2.021	2.18	0.49
Zinc	mg/kg	150	162.16	36.41
Vitamins				
Vitamin A	IU/kg	30000	32432.43	7282
Vitamin D	IU/kg	1087	1175.14	264
Vitamin E	IU/kg	400	432.43	97
Thiamin (B1)	mg/kg	14	15.14	3.40
Riboflavin (B2)	mg/kg	13	14.05	3.16
Niacin (B3)	mg/kg	136	147.03	33.01
Pantothenic acid (B5)	mg/kg	21	22.70	5.10
Pyridoxine (B6)	mg/kg	7	7.57	1.70
Folic acid	mg/kg	1	1.08	0.24
Cobalamin (B12)	mg/kg	0.173	0.19	0.04
Choline	mg/kg	2708	2927.57	657
Biotin	mg/kg	0.157	0.17	0.04
Vitamin C	mg/kg	150	162.16	36

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Cage-Free Chicken is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Real Beef for Adult Cats Ages 7+



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REAL BEEF RECIPE for adult cats ages 7+



Available Sizes: 3.8 lb

INGREDIENTS:

Beef, Turkey Meal, White Fish Meal, Canola Oil (preserved with Mixed Tocopherols), Herring Meal, Freeze Dried Beef, Tapioca, Menhaden Fish Meal, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Freeze Dried Beef Liver, Peas, Dried Tomato Pomace, Natural Flavor, Cranberries, Salmon Oil, Freeze Dried Beef Heart, Blueberries, Pumpkinseeds, Vitamins (Vitamin E Supplement, Vitamin A Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Tricalcium Phosphate, Apples, Carrots, Potassium Chloride, Montmorillonite Clay, Choline Chloride, Minerals (Zinc Proteinates, Iron Proteinates, Copper Proteinates, Manganese Proteinates, Sodium Selenite, Ethylenediamine Dihydrochloride), Salt, Butternut Squash, Turmeric, Cod Liver Oil, L-Carnitine, Taurine, Dried Kelp, Yeast Culture, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	40.5%
Crude Fat (min)	26.0%
Crude Fiber (max)	2.5%
Moisture (max)	7.5%
Arginine (min)	2.20%
Leucine (min)	2.50%
Docosahexaenoic Acid (DHA) (min)	0.25%
Manganese (min)	25.0 mg/kg
Zinc (min)	200 mg/kg
Selenium (min)	1.0 mg/kg
Vitamin A (min)	30,000 IU/kg
Vitamin D (min)	1,450 IU/kg
Vitamin E (min)	650 IU/kg
Pyridoxine (min)	4.0 mg/kg
Folic Acid (min)	0.50 mg/kg
Vitamin B12 (min)	0.20 mg/kg
Taurine (min)	0.20%
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.30%
*Omega 6 Fatty Acids (min)	3.2%
*Bacillus coagulans (min)	80,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4420	472	36	53	11

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	½	¾
Weight Loss (cups per day*)	¼	¾	½

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4420		
Moisture	%	7.5		
NFE	%	12	12.97	27.15
Crude Fiber	%	2.5	2.70	5.66
Ash	%	12	12.97	27.15
Crude Protein	%	40.5	43.78	91.63
Arginine	%	2.2	2.38	4.98
Histidine	%	0.91	0.98	2.06
Isoleucine	%	1.62	1.75	3.67
Methionine	%	1.02	1.10	2.31
Methionine and Cystine	%	1.41	1.52	3.19
Leucine	%	2.5	2.70	5.66
Lysine	%	3.08	3.33	6.97
Phenylalanine	%	1.6	1.73	3.62
Phenylalanine and Tyrosine	%	2.85	3.08	6.45
Threonine	%	1.72	1.86	3.89
Tryptophan	%	0.42	0.45	0.95
Valine	%	2	2.16	4.52
Taurine	%	0.392	0.42	0.89
Total Fat	%	26	28.11	58.82
Linoleic acid	%	3.16	3.42	7.15
Alpha-linolenic acid	%	0.99	1.07	2.24
Arachidonic acid	%	0.12	0.13	0.27
EPA	%	0.43	0.46	0.97
DHA	%	0.25	0.27	0.57
Eicosapentanoic and Docosahexanoic acids	%	0.92	0.99	2.08
Sum Omega 3 isomers	%	1.3	1.41	2.94
Sum Omega 6 isomers	%	3.2	3.46	7.24
Minerals				
Calcium	%	2.84	3.07	6.43
Phosphorus	%	1.73	1.87	3.91
Magnesium	%	0.13	0.14	0.29
Sodium	%	0.54	0.58	1.22
Chloride	%	0.94	1.02	2.13
Potassium	%	0.69	0.75	1.56
Iron	mg/kg	224	242.16	50.68
Copper	mg/kg	19.96	21.58	4.52
Manganese	mg/kg	25	27.03	5.66
Selenium	mg/kg	1	1.08	0.23
Iodine	mg/kg	1.998	2.16	0.45
Zinc	mg/kg	200	216.22	45.25
Vitamins				
Vitamin A	IU/kg	30000	32432.43	6787
Vitamin D	IU/kg	1450	1567.57	328
Vitamin E	IU/kg	650	702.70	147
Thiamin (B1)	mg/kg	40	43.24	9.05
Riboflavin (B2)	mg/kg	24	25.95	5.43
Niacin (B3)	mg/kg	223	241.08	50.45
Pantothenic acid (B5)	mg/kg	38	41.08	8.60
Pyridoxine (B6)	mg/kg	4	4.32	0.90
Folic acid	mg/kg	0.5	0.54	0.11
Cobalamin (B12)	mg/kg	0.2	0.22	0.05
Choline	mg/kg	2797	3023.78	633
Biotin	mg/kg	0.279	0.30	0.06
Vitamin C	mg/kg	100	108.11	23

Instinct® Raw Longevity™ 20% Freeze-Dried Raw Meal Blend Grain-Free Recipe with Real Beef for Adult Cats Ages 7+ is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken

for Cats



Published December 2021

REAL CHICKEN RECIPE for cats



Available Sizes: 2 lb, 5 lb, 10 lb

INGREDIENTS:

Chicken, Chicken Meal, Turkey Meal, Menhaden Fish Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Freeze Dried Chicken, Natural Flavor, Freeze Dried Chicken Liver, Dried Tomato Pomace, Pumpkinseeds, Freeze Dried Chicken Heart, Montmorillonite Clay, Carrots, Apples, Cranberries, Choline Chloride, Salt, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Taurine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	41.0%
Crude Fat (min)	22.0%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	3.5%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4327	496	40	48	12

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	½	¾
Weight Loss (cups per day*)	¼	¾	½

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4327.00		
Moisture	%	9.00		
NFE	%	12.50	13.74	28.89
Crude Fiber	%	3.50	3.85	8.09
Ash	%	12.00	13.19	27.73
Crude Protein	%	41.00	45.05	94.75
Arginine	%	3.26	3.58	7.53
Histidine	%	1.06	1.16	2.45
Isoleucine	%	1.83	2.01	4.23
Methionine	%	0.98	1.08	2.26
Methionine and Cystine	%	1.44	1.58	3.33
Leucine	%	3.23	3.55	7.46
Lysine	%	3.32	3.65	7.67
Phenylalanine	%	1.79	1.97	4.14
Phenylalanine and Tyrosine	%	3.21	3.53	7.42
Threonine	%	1.81	1.99	4.18
Tryptophan	%	0.45	0.49	1.04
Valine	%	2.13	2.34	4.92
Taurine	%	0.31	0.34	0.72
Total Fat	%	22.00	24.18	50.84
Linoleic acid	%	4.12	24.18	9.52
Alpha-linolenic acid	%	0.25	4.53	0.58
Arachidonic acid	%	0.17	0.27	0.39
EPA	%	0.16	0.19	0.37
DHA	%	0.16	0.18	0.37
Eicosapentanoic and Docosahexanoic acids	%	0.32	0.35	0.74
Sum Omega 3 isomers	%	0.5	0.55	1.16
Sum Omega 6 isomers	%	3.5	3.85	8.09
Minerals				
Calcium	%	3.5	3.85	8.09
Phosphorus	%	1.99	2.19	4.60
Magnesium	%	0.12	0.13	0.28
Sodium	%	0.42	0.46	0.97
Chloride	%	0.43	0.47	0.99
Potassium	%	0.65	0.71	1.50
Iron	mg/kg	268.45	295.00	62.04
Copper	mg/kg	37.19	40.87	8.59
Manganese	mg/kg	23.96	26.33	5.54
Selenium	mg/kg	0.60	0.66	0.14
Iodine	mg/kg	2.12	2.33	0.49
Zinc	mg/kg	120.00	131.87	27.73
Vitamins				
Vitamin A	IU/kg	18000	19780	4160
Vitamin D	IU/kg	1045	1148	242
Vitamin E	IU/kg	120	132	28
Thiamin (B1)	mg/kg	15.73	17.29	3.64
Riboflavin (B2)	mg/kg	11.78	12.95	2.72
Niacin (B3)	mg/kg	138.79	152.52	32.08
Pantothenic acid (B5)	mg/kg	19.80	21.76	4.58
Pyridoxine (B6)	mg/kg	7.69	8.45	1.78
Folic acid	mg/kg	1.73	1.90	0.40
Cobalamin (B12)	mg/kg	0.11	0.12	0.03
Choline	mg/kg	2710.33	2978.38	626
Biotin	mg/kg	0.10	0.11	0.02
Vitamin C	mg/kg	100.00	109.89	23

Instinct® Raw Boost® Grain-Free Recipe with Real Salmon

for Cats



Published December 2021

REAL SALMON RECIPE for cats



Available Sizes: 4.5 lb

INGREDIENTS:

Salmon, Menhaden Fish Meal, White Fish Meal, Peas, Herring Meal, Canola Oil (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Salmon Meal, Natural Flavor, Freeze Dried Beef, Dehydrated Alfalfa Meal, Salt, Freeze Dried Beef Liver, Pumpkinseeds, Freeze Dried Beef Heart, Montmorillonite Clay, Freeze Dried Beef Kidney, Freeze Dried Beef Spleen, Carrots, Apples, Cranberries, Vitamins (L-Ascorbyl-2-Polyphosphate, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydrochloride), Choline Chloride, Taurine, Freeze Dried Cod, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	42.0%
Crude Fat (min)	18.5%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	1.7%
*Omega 6 Fatty Acids (min)	1.9%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4488	515	50	50	0

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	½	¾
Weight Loss (cups per day*)	¼	¾	½

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Salmon is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3762		
Moisture	%	6.5		
NFE	%		0.00	0.00
Crude Fiber	%	1.28	1.37	3.40
Ash	%	13.3	14.22	35.35
Crude Protein	%	44.2	47.27	117.49
Arginine	%	2.66	2.84	7.07
Histidine	%	0.89	0.95	2.37
Isoleucine	%	1.6	1.71	4.25
Methionine	%	1.05	1.12	2.79
Methionine and Cystine	%	1.38	1.48	3.67
Leucine	%	2.38	2.55	6.33
Lysine	%	3.12	3.34	8.29
Phenylalanine	%	1.6	1.71	4.25
Phenylalanine and Tyrosine	%	2.85	3.05	7.58
Threonine	%	1.67	1.79	4.44
Tryptophan	%	0.44	0.47	1.17
Valine	%	1.88	2.01	5.00
Taurine	%		0.00	0.00
Total Fat	%	19.3	20.64	51.30
Linoleic acid	%	2.26	2.42	6.01
Alpha-linolenic acid	%	0.87	0.93	2.31
Arachidonic acid	%	0.08	0.09	0.21
EPA	%	0.42	0.45	1.12
DHA	%	0.54	0.58	1.44
Eicosapentanoic and Docosahexanoic acids	%	0.96	1.03	2.55
Sum Omega 3 isomers	%	2.01	2.15	5.34
Sum Omega 6 isomers	%	2.4	2.57	6.38
Minerals				
Calcium	%	2.78	2.97	7.39
Phosphorus	%	1.72	1.84	4.57
Magnesium	%	0.15	0.16	0.40
Sodium	%	0.99	1.06	2.63
Chloride	%	1.6	1.71	4.25
Potassium	%	0.76	0.81	2.02
Iron	mg/kg	357	381.82	94.90
Copper	mg/kg	16	17.11	4.25
Manganese	mg/kg	26.5	28.34	7.04
Selenium	mg/kg	1.4	1.50	0.37
Iodine	mg/kg	2.8	2.99	0.74
Zinc	mg/kg	174	186.10	46.25
Vitamins				
Vitamin A	IU/kg	51560	55144	13705
Vitamin D	IU/kg	2490	2663	662
Vitamin E	IU/kg	364	389	97
Thiamin (B1)	mg/kg	16	17.11	4.25
Riboflavin (B2)	mg/kg	9.88	10.57	2.63
Niacin (B3)	mg/kg	94	100.53	24.99
Pantothenic acid (B5)	mg/kg	17	18.18	4.52
Pyridoxine (B6)	mg/kg	6.2	6.63	1.65
Folic acid	mg/kg	0.9	0.96	0.24
Cobalamin (B12)	mg/kg	0.118	0.13	0.03
Choline	mg/kg	2523	2698.40	671
Biotin	mg/kg	0.136	0.15	0.04
Vitamin C	mg/kg	187	200.00	50

Instinct® Raw Boost® Grain-Free Recipe with Real Duck

for Cats



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REAL DUCK RECIPE for cats



Available Sizes: 4.5 lb

INGREDIENTS:

Duck, Turkey Meal, Chicken Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), White Fish Meal, Peas, Tapioca, Natural Flavor, Freeze Dried Duck (including Freeze Dried Ground Duck Bone), Freeze Dried Chicken, Freeze Dried Chicken Liver, Herring Meal, Duck Meal, Pumpkinseeds, Dried Tomato Pomace, Freeze Dried Chicken Heart, Dehydrated Alfalfa Meal, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Montmorillonite Clay, Carrots, Apples, Cranberries, Salt, Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Taurine, DL-Methionine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	40.0%
Crude Fat (min)	23.5%
Crude Fiber (max)	3.5%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Selenium (min)	0.6 mg/kg
Vitamin A (min)	18,000 IU/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.45%
*Omega 6 Fatty Acids (min)	3.8%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
4387	503	38	50	11

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	½	¾
Weight Loss (cups per day*)	¼	¾	½

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Duck is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	4387.00		
Moisture	%	9.00		
NFE	%	12.00	13.19	27.35
Crude Fiber	%	3.50	3.85	7.98
Ash	%	12.00	13.19	27.35
Crude Protein	%	40.00	43.96	91.18
Arginine	%	3.23	3.55	7.36
Histidine	%	0.98	1.08	2.23
Isoleucine	%	1.80	1.98	4.10
Methionine	%	1.07	1.18	2.44
Methionine and Cystine	%	1.55	1.70	3.53
Leucine	%	3.13	3.44	7.13
Lysine	%	3.26	3.58	7.43
Phenylalanine	%	1.75	1.92	3.99
Phenylalanine and Tyrosine	%	3.17	3.48	7.23
Threonine	%	1.79	1.97	4.08
Tryptophan	%	0.45	0.49	1.03
Valine	%	2.11	2.32	4.81
Taurine	%	0.30	0.33	0.68
Total Fat	%	23.50	25.82	53.57
Linoleic acid	%	4.58	25.82	10.44
Alpha-linolenic acid	%	0.63	5.03	1.44
Arachidonic acid	%	0.14	0.69	0.32
EPA	%	0.19	0.15	0.43
DHA	%	0.21	0.23	0.48
Eicosapentanoic and Docosahexanoic acids	%	0.4	0.44	0.91
Sum Omega 3 isomers	%	0.45	0.49	1.03
Sum Omega 6 isomers	%	3.8	4.18	8.66
Minerals				
Calcium	%	3.38	3.71	7.70
Phosphorus	%	1.93	2.12	4.40
Magnesium	%	0.13	0.14	0.30
Sodium	%	0.56	0.62	1.28
Chloride	%	0.76	0.84	1.73
Potassium	%	0.68	0.75	1.55
Iron	mg/kg	216.04	237.41	49.25
Copper	mg/kg	42.25	46.43	9.63
Manganese	mg/kg	20.38	22.40	4.65
Selenium	mg/kg	0.60	0.66	0.14
Iodine	mg/kg	1.87	2.05	0.43
Zinc	mg/kg	120.00	131.87	27.35
Vitamins				
Vitamin A	IU/kg	18000	19780	4103
Vitamin D	IU/kg	1538	1690	351
Vitamin E	IU/kg	120	132	27
Thiamin (B1)	mg/kg	42.46	46.66	9.68
Riboflavin (B2)	mg/kg	24.44	26.86	5.57
Niacin (B3)	mg/kg	259.93	285.64	59.25
Pantothenic acid (B5)	mg/kg	38.44	42.24	8.76
Pyridoxine (B6)	mg/kg	16.80	18.46	3.83
Folic acid	mg/kg	3.24	3.56	0.74
Cobalamin (B12)	mg/kg	0.14	0.15	0.03
Choline	mg/kg	2710.60	2978.68	618
Biotin	mg/kg	0.21	0.23	0.05
Vitamin C	mg/kg	100.00	109.89	23

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Healthy Weight



Published December 2021

for Cats

HEALTHY WEIGHT RECIPE for cats



Available Sizes: 4.5 lb, 10 lb

INGREDIENTS:

Chicken, Chicken Meal, Chickpeas, Salmon Meal, Menhaden Fish Meal, Tapioca, Suncured Alfalfa Meal, Peas, Dried Tomato Pomace, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Freeze Dried Chicken, Montmorillonite Clay, Natural Flavor, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Potassium Chloride, Salt, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Menadione Sodium Bisulfite Complex, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Choline Chloride, DL-Methionine, L-Carnitine, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydroiodide), Taurine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.5%
Crude Fat (min)	12.0%
Crude Fat (max)	16.0%
Crude Fiber (max)	5.5%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Vitamin E (min)	120 IU/kg
*Ascorbic Acid (Vitamin C) (min)	100 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.5%
*L-Carnitine (min)	550 mg/kg
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3709	385	38	30	32

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	3/8	5/8	7/8
Weight Loss (cups per day*)	1/4	1/2	5/8

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Healthy Weight is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for maintenance.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3709.00		
Moisture	%	9.00		
NFE	%	34.04	37.41	91.78
Crude Fiber	%	5.50	6.04	14.83
Ash	%	11.00	12.09	29.66
Crude Protein	%	37.50	41.21	101.11
Arginine	%	2.55	2.80	6.88
Histidine	%	0.88	0.97	2.37
Isoleucine	%	1.53	1.68	4.13
Methionine	%	1.06	1.16	2.86
Methionine and Cystine	%	1.46	1.60	3.94
Leucine	%	2.68	2.95	7.23
Lysine	%	2.75	3.02	7.41
Phenylalanine	%	1.57	1.73	4.23
Phenylalanine and Tyrosine	%	2.64	2.90	7.12
Threonine	%	1.60	1.76	4.31
Tryptophan	%	0.42	0.46	1.13
Valine	%	1.82	2.00	4.91
Taurine	%	0.30	0.33	0.81
Total Fat	%	12.00	13.19	32.35
Linoleic acid	%	2.96	3.25	7.98
Alpha-linolenic acid	%	0.27	0.30	0.73
Arachidonic acid	%	0.12	0.13	0.32
EPA	%	0.134	0.15	0.36
DHA	%	0.193	0.21	0.52
Eicosapentanoic and Docosahexanoic acids	%	0.32	0.35	0.86
Sum Omega 3 isomers	%	0.5	0.55	1.35
Sum Omega 6 isomers	%	2.5	2.75	6.74
Minerals				
Calcium	%	2.17	2.38	5.85
Phosphorus	%	1.42	1.56	3.83
Magnesium	%	0.17	0.18	0.45
Sodium	%	0.66	0.72	1.77
Chloride	%	1.16	1.27	3.13
Potassium	%	1.17	1.29	3.15
Iron	mg/kg	281.76	309.63	75.97
Copper	mg/kg	20.00	21.98	5.39
Manganese	mg/kg	50.10	55.05	13.51
Selenium	mg/kg	1.21	1.33	0.33
Iodine	mg/kg	2.47	2.71	0.67
Zinc	mg/kg	120.00	131.87	32.35
Vitamins				
Vitamin A	IU/kg	31468	34580	8484
Vitamin D	IU/kg	2486	2732	670
Vitamin E	IU/kg	120	132	32
Thiamin (B1)	mg/kg	30.60	33.63	8.25
Riboflavin (B2)	mg/kg	21.60	23.74	5.82
Niacin (B3)	mg/kg	232.23	255.20	62.61
Pantothenic acid (B5)	mg/kg	35.13	38.60	9.47
Pyridoxine (B6)	mg/kg	16.41	18.03	4.42
Folic acid	mg/kg	2.62	2.88	0.71
Cobalamin (B12)	mg/kg	0.13	0.14	0.04
Choline	mg/kg	2800.00	3076.92	755
Biotin	mg/kg	0.26	0.29	0.07
Vitamin C	mg/kg	100.00	109.89	27

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Indoor Health



Published December 2021

for Cats

INDOOR HEALTH RECIPE for cats



Available Sizes: 5 lb

INGREDIENTS:

Chicken, Chicken Meal, Salmon Meal, Peas, Menhaden Fish Meal, Tapioca, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Suncured Alfalfa Meal, Freeze Dried Chicken, Dried Tomato Pomace, Natural Flavor, Freeze Dried Chicken Liver, Fructooligosaccharides, Pumpkinseeds, Dried Chicory Root, Montmorillonite Clay, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Menadione Sodium Bisulfite Complex, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Freeze Dried Chicken Heart, Salt, Carrots, Apples, Cranberries, Choline Chloride, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), DL-Methionine, Yucca Schidigera Extract, Taurine, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	37.5%
Crude Fat (min)	13.0%
Crude Fiber (max)	5.0%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Vitamin E (min)	400 IU/kg
*Ascorbic Acid (Vitamin C) (min)	150 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.3%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3861	429	37	28	35

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	¾	¾
Weight Loss (cups per day*)	¼	½	¾

*Standard 8 oz dry measuring cup

Instinct® Raw Boost® Grain-Free Recipe with Real Chicken for Indoor Health is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3861.00		
Moisture	%	9.00		
NFE	%	35.90	39.45	92.98
Crude Fiber	%	5.00	5.49	12.95
Ash	%	10.00	10.99	25.90
Crude Protein	%	37.50	41.21	97.13
Arginine	%	2.50	2.75	6.48
Histidine	%	0.80	0.88	2.07
Isoleucine	%	1.50	1.65	3.89
Methionine	%	0.92	1.01	2.38
Methionine and Cystine	%	1.29	1.42	3.34
Leucine	%	2.60	2.86	6.73
Lysine	%	2.80	3.08	7.25
Phenylalanine	%	1.52	1.67	3.94
Phenylalanine and Tyrosine	%	2.56	2.81	6.63
Threonine	%	1.60	1.76	4.14
Tryptophan	%	0.40	0.44	1.04
Valine	%	1.86	2.04	4.82
Taurine	%	0.33	0.36	0.85
Total Fat	%	13.00	14.29	33.67
Linoleic acid	%	2.60	2.86	6.73
Alpha-linolenic acid	%	0.28	0.31	0.73
Arachidonic acid	%	0.13	0.14	0.34
EPA	%	0	0.00	0.00
DHA	%	0	0.00	0.00
Eicosapentanoic and Docosahexanoic acids	%	0.38	0.42	0.98
Sum Omega 3 isomers	%	0.5	0.55	1.30
Sum Omega 6 isomers	%	2.3	2.53	5.96
Minerals				
Calcium	%	2.00	2.20	5.18
Phosphorus	%	1.40	1.54	3.63
Magnesium	%	0.14	0.15	0.36
Sodium	%	0.60	0.66	1.55
Chloride	%	0.89	0.98	2.31
Potassium	%	0.90	0.99	2.33
Iron	mg/kg	230.17	252.93	59.61
Copper	mg/kg	22.00	24.18	5.70
Manganese	mg/kg	18.51	20.34	4.79
Selenium	mg/kg	1.12	1.23	0.29
Iodine	mg/kg	2.53	2.78	0.66
Zinc	mg/kg	120.00	131.87	31.08
Vitamins				
Vitamin A	IU/kg	49402	54288	12795
Vitamin D	IU/kg	2889	3175	748
Vitamin E	IU/kg	400	440	104
Thiamin (B1)	mg/kg	60.00	65.93	15.54
Riboflavin (B2)	mg/kg	32.00	35.16	8.29
Niacin (B3)	mg/kg	348.00	382.42	90.13
Pantothenic acid (B5)	mg/kg	52.00	57.14	13.47
Pyridoxine (B6)	mg/kg	24.00	26.37	6.22
Folic acid	mg/kg	3.70	4.07	0.96
Cobalamin (B12)	mg/kg	0.16	0.18	0.04
Choline	mg/kg	2670.00	2934.07	692
Biotin	mg/kg	0.39	0.43	0.10
Vitamin C	mg/kg	150.00	164.84	39

Instinct® Raw Boost® Grain-Free Recipe with Real Rabbit for Indoor Health



Published December 2021

for Cats

INDOOR HEALTH RECIPE for cats



Available Sizes: 4.5 lb

INGREDIENTS:

Rabbit, Turkey Meal, Salmon Meal, Menhaden Fish Meal, Chickpeas, Tapioca, White Fish Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Dried Tomato Pomace, Natural Flavor, Freeze Dried Rabbit (including Freeze Dried Ground Rabbit Bone), Fructooligosaccharides, Freeze Dried Pork Liver, Rabbit Meal, Pumpkinseeds, Freeze Dried Pork Heart, Vitamins (Vitamin E Supplement, Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Dehydrated Alfalfa Meal, Dried Chicory Root, Freeze Dried Pork Fat, Montmorillonite Clay, Choline Chloride, Carrots, Apples, Cranberries, Freeze Dried Rabbit Liver, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Freeze Dried Rabbit Lung, Freeze Dried Rabbit Kidney, DL-Methionine, Taurine, Potassium Chloride, Yucca Schidigera Extract, Dried Kelp, Salmon Oil, Blueberries, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.

GUARANTEED ANALYSIS

Crude Protein (min)	39.0%
Crude Fat (min)	14.5%
Crude Fiber (max)	4.5%
Moisture (max)	9.0%
Zinc (min)	120 mg/kg
Vitamin E (min)	400 IU/kg
*Ascorbic Acid (Vitamin C) (min)	150 mg/kg
*Omega 3 Fatty Acids (min)	0.5%
*Omega 6 Fatty Acids (min)	2.2%
*Bacillus coagulans (min)	60,000,000 CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

CALORIES

Energy Density		Calorie Distribution		
kcal/kg	kcal/cup	Protein % Metabolizable energy	Fat % Metabolizable energy	Carbohydrate % Metabolizable energy
3913	435	37	31	32

DAILY FEEDING GUIDELINES

Weight of Cat	5 lb	10 lb	15 lb
Adult Maintenance (cups per day*)	¾	⅝	⅞
Weight Loss (cups per day*)	¼	⅜	⅝

*Standard 8 oz dry measuring cup

NUTRIENT PROFILE

	Units	AS FED	Dry Matter %	Energy Basis grams/1000 kcal
Energy Density	kcal/kg	3913.00		
Moisture	%	9.00		
NFE	%	33.09	36.36	84.56
Crude Fiber	%	4.50	4.95	11.50
Ash	%	11.00	12.09	28.11
Crude Protein	%	39.00	42.86	99.67
Arginine	%	2.58	2.84	6.59
Histidine	%	0.85	0.93	2.17
Isoleucine	%	1.51	1.66	3.86
Methionine	%	0.92	1.01	2.35
Methionine and Cystine	%	1.28	1.41	3.27
Leucine	%	2.66	2.92	6.80
Lysine	%	2.73	3.00	6.98
Phenylalanine	%	1.49	1.64	3.81
Phenylalanine and Tyrosine	%	2.65	2.91	6.77
Threonine	%	1.55	1.70	3.96
Tryptophan	%	0.37	0.41	0.95
Valine	%	1.81	1.99	4.63
Taurine	%	0.33	0.36	0.84
Total Fat	%	14.50	15.93	37.06
Linoleic acid	%	3.41	3.75	8.71
Alpha-linolenic acid	%	0.31	0.34	0.79
Arachidonic acid	%	0.11	0.12	0.28
EPA	%	0	0.00	0.00
DHA	%	0	0.00	0.00
Eicosapentanoic and Docosahexanoic acids	%	0.64	0.70	1.64
Sum Omega 3 isomers	%	0.5	0.55	1.28
Sum Omega 6 isomers	%	2.2	2.42	5.62
Minerals				
Calcium	%	2.80	3.08	7.16
Phosphorus	%	1.80	1.98	4.60
Magnesium	%	0.15	0.16	0.38
Sodium	%	0.56	0.62	1.43
Chloride	%	0.63	0.69	1.61
Potassium	%	0.75	0.82	1.92
Iron	mg/kg	318.42	349.91	81.37
Copper	mg/kg	36.25	39.84	9.26
Manganese	mg/kg	44.01	48.36	11.25
Selenium	mg/kg	1.22	1.34	0.31
Iodine	mg/kg	1.97	2.16	0.50
Zinc	mg/kg	120.00	131.87	30.67
Vitamins				
Vitamin A	IU/kg	51415	56500	13140
Vitamin D	IU/kg	3117	3425	797
Vitamin E	IU/kg	400	440	102
Thiamin (B1)	mg/kg	65.70	72.20	16.79
Riboflavin (B2)	mg/kg	33.26	36.55	8.50
Niacin (B3)	mg/kg	338.97	372.49	86.63
Pantothenic acid (B5)	mg/kg	52.62	57.82	13.45
Pyridoxine (B6)	mg/kg	25.26	27.76	6.46
Folic acid	mg/kg	4.07	4.47	1.04
Cobalamin (B12)	mg/kg	0.19	0.21	0.05
Choline	mg/kg	2711.22	2979.36	693
Biotin	mg/kg	0.38	0.42	0.10
Vitamin C	mg/kg	150.00	164.84	38

Instinct® Raw Boost® Grain-Free Recipe with Real Rabbit for Indoor Health is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

MYTH- BUSTING 101

Myth 1: Raw diets are dangerous to dogs and cats

Veterinarians are well versed in the risks when pets are given raw meat, but in a few words, these pets are subject to malnutrition and infection by food-borne pathogens. Nutritional deficiencies and imbalance are always a possibility when pet owners embark on feeding homemade diets. There is a relatively simple solution for this – have a board-certified nutritionist balance a diet for them or encourage them to make use of a commercial complete and balanced diet from a reliable company.

The food-borne pathogen problem is more sticky. Numerous studies have documented the presence of pathogens in raw diets given by owners to their pets. Raw feeders have long contended that pets fed raw are too healthy to become infected with these microbes. Dogs and cats do indeed tolerate many pathogens under favorable circumstances, yet others will succumb – and do. Reports of dog and cat illnesses linked to pathogens in their raw food diets have been increasing; some pets eating raw only became ill while others died. The list of pathogens is long – Salmonella, E.coli, Listeria, Clostridium, Brucella and even tuberculosis (Mycobacterium). (Jones 2019), (Fluen 2019), (O'Halloran 2018), (van Dijk 2018), (Viegas 2020). Further, even if a pet does not become clinically ill, the passage of pathogens into the feces and subsequently into the home or yard presents a major risk to humans in the household – especially the very young, the very old, and immunosuppressed people (Limb 2018), (Behravesh 2010), (Byrne 2017), (Campagnolo 2018), (Damborg 2016), (Domingues 2012), (Groat 2016), (Hald 2004).

Instinct has worked for many years to find the most effective protection against these pathogens. Our Food Safety Plan is unrivaled, capped off by our SQF certification which is the most rigorous food safety certification available for human or animal food producers.

Myth 2: Dogs are wolves

As raw feeding began to take hold in the 1990's, advocates explained the anecdotal benefits by claiming that dogs are genetically almost identical to wolves. While this is true, that small proportion of DNA that differs from wolves are what makes dogs, well, dogs. Along with all of those differences in size, coat, conformation and attitude, metabolic changes occurred as well. The evolution of the dog along with humans changed the dog's DNA such that they tolerate more starch in their diets than wolves can (Axelsson 2013), and this varies from breed to breed. These changes led dogs to thrive on an omnivorous diet, and the modern-day diet of dogs has led to shifts in the microbiome as compared with the microbiome of wolves (Lyu 2018). The question remains, however – while they tolerate more starch, is the amount of starch in most modern pet food optimal?

A new research focus - macronutrient foraging - has emerged to determine whether the preferred macronutrient profile is the ideal diet for dogs and cats. Central to this idea is that predators feed selectively according to the macronutrient content of the prey, as opposed to maximizing the amount of prey caught, and the basic assumption in macronutrient selection is that animals select for their optimal nutrient profile.

Cats select the highest proportion of protein, compared to dogs and other species – the ratio of protein:fat:carbohydrate (as percent of energy) preferred was 52:36:12% to 52:46:2% (Plantinga 2011), (Hewson-Hughes 2011, 2012, 2013). The P:F:C ratio preferred by dogs was 30:63:7%, ranging up to 38:59:3% (Roberts 2016). and was similar among the breeds tested. The PFC preferred by dogs is different from that preferred by wolves at 54:45:1% (Bosch 2015).

These studies show that both dogs and cats seek out foods that are high in protein and significantly lower in carbohydrates than the levels found in typical pet foods. The basic question about macronutrient selection remains – are the macronutrient ratios preferred by dogs and cats optimal for dogs and cats? We believe that the research being conducted on low carbohydrate raw foods will be useful in answering this question.

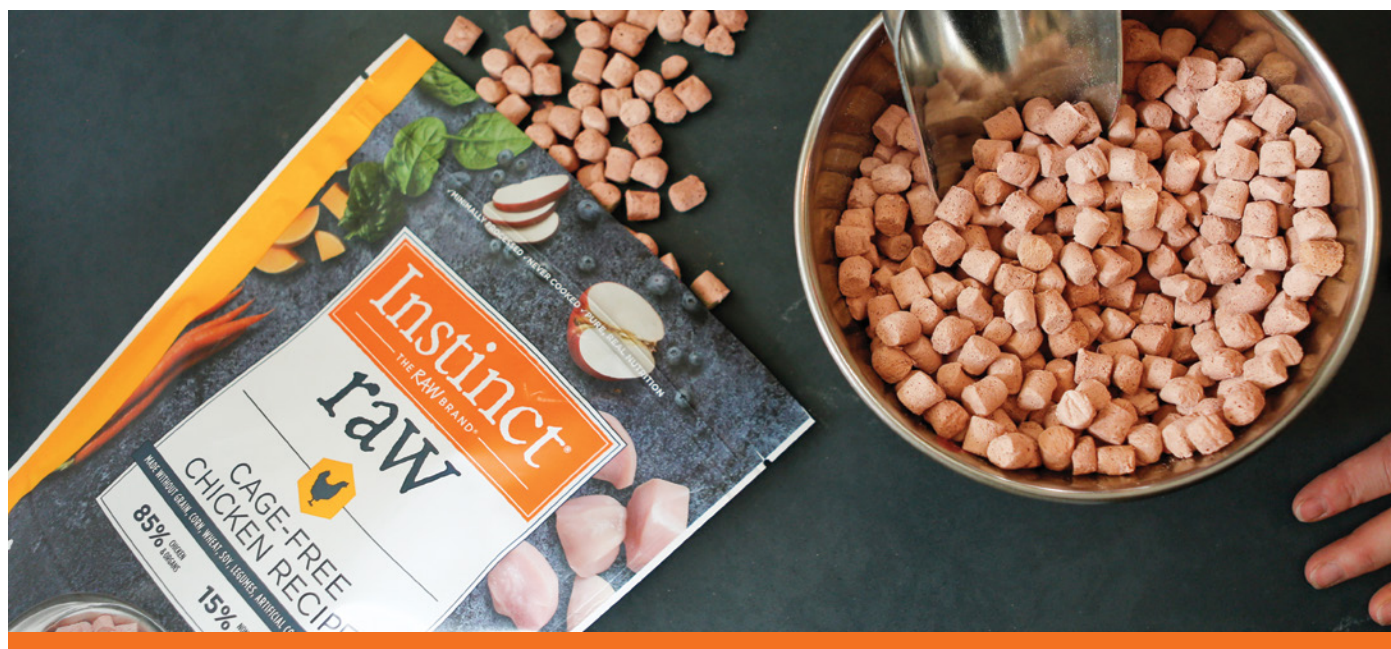
Myth 3: There are no nutritional benefits to raw food

Raw foods are highly palatable, highly digestible, reduce blood triglycerides, maintain fecal quality and serum chemistry, and modify the fecal microbial community of healthy adult dogs (Algya 2018), (Anturaniemi 2021), (Beloshapka 2012), (Hamper 2016). Digestibility differences may be due to variations in dietary protein, fat and or dietary ingredients or quality, protein structural changes secondary to heat processing, or alterations in the GI microbiome.

Hematologic and biochemical effects associated with raw feeding have been studied. Algya et al noted no differences between dogs fed raw vs those fed kibble, but the protein contents of the diets were similar. Anturienemi et al, compared kibble-fed dogs to those eating a raw diet with a higher protein content, and did observe changes. While most parameters remained within reference intervals, dogs fed raw food had significantly higher RBC, MCHC, and platelet counts, and significantly lower MHC, MCV, Alk phos, phosphorus and cholesterol. In addition, folate, B12, and iron decreased significantly in dogs fed a raw diet.

Raw diets alter the dog immune cell gene expression. Higher IgA levels (correlated in humans with aging, obesity, heavy drinking and metabolic syndrome) were associated with the kibble diet (Anderson 2018).

One study suggested that raw food enhanced the resistance to roundworms (*Toxocara canis*) in a 14 month prospective study of 938 client-owned dogs (Nijssse 2016). This may support the “old friends” hypothesis (previously known as the hygiene hypothesis), which suggests that exposure to environmental pressures such as microbes helps prevent the development of allergies as an adult. In fact, there are studies that show that puppies eating non-sterile diets – whether home cooked or raw – develop fewer allergies as adults. (Nødtvedt 2007), (Hemida 2020), (Hemida 2021).





A more recent study addressed overall health of healthy, client-owned dogs eating either dry kibble or commercially available raw foods. Using clinical scoring systems, the investigators found that coat quality as well as overall clinical health was significantly better in raw-fed dogs - and it's important to remember that these were healthy dogs without significant pathology to begin with (Hiney 2021).

Finally, research from Iowa State University has shown that dogs eating kibble have higher gut permeability than dogs eating raw food. These findings may help explain many of the anecdotal benefits reported by owners who believe that switching from raw to kibble improved their dogs' health (Iennarella-Servantez 2021).

As discussed in the CALMS theory, raw feeding has profound effects on the microbiome; in addition to influencing the gut microbiome, feeding raw appears to be associated with changes in the oral and blood microbiomes as well as described above.

Clinical effects of feeding raw: The DogRisk Study

Instinct is the sole U.S.A.-based raw food manufacturer to support the DogRisk project at the University of Helsinki. The DogRisk Study is an independent, university-based research program about the nutritional, environmental and genetic factors behind diseases in dogs. Led by Anna Hielm-Björkman since 2009, DogRisk studies how genetic, environmental and nutritional factors influence diseases in dogs – including raw nutrition. More than 12,000 dog owners, some with multiple dogs of various ages and breeds, were included in a web-based questionnaire. These questions cover diet, vaccines, medical history, environmental history etc – all in all it generates 1332 pieces of data per dog. The survey provides the researchers with a snapshot of what dogs have been eating, where, and how long they have lived prior to getting a disease. Further interventional studies have sprouted from the dogs involved in this study, as well.

SUPPORTING RAW RESEARCH SUMMARIES

STUDY 1 SUMMARY

PLOS ONE: Identification of modifiable pre- and postnatal dietary and environmental exposures associated with owner-reported canine atopic dermatitis in Finland using a web-based questionnaire

The diet eaten by a puppy or its mother may determine their risk for developing atopic dermatitis

The goal of this study was to identify causes of allergy that can be controlled by owners to help reduce the incidence of atopic dermatitis (or environmental allergies).

Method of study: The DogRisk questionnaire was used to gather data. A total of 2236 dogs were divided into allergy prone vs non-allergy prone groups. The dogs had to be eating one of two diets – either a raw meat-based diet or a dry kibble.

Results:

- If a puppy's mother ate raw, or the puppy's first solid food (from 1-2 months of age) was raw, there was a **decreased** chance that it would have allergies as an adult.
- If a puppy's mother ate kibble, or the puppy's first solid food (from 1-2 months of age) was kibble, there was an **increased** chance that it would have allergies as an adult
- The diet consumed by puppies from 2-6 months of age tended to be associated with the risk of developing atopy in adulthood similar to above, but the results failed to reach statistical significance.

Discussion: These findings may represent the "Old friends hypothesis" at work.

Raw food contains microbes that educate the immune system in such a way as to prevent hypersensitivity reactions later in life. Another theory involves the biochemical differences in raw food vs processed kibble – perhaps processing changes food in some way that increases the chances of becoming allergic. Finally, the nutrient profiles of the raw diet (high protein, broader range of functional compound and no AGEs) may protect the immune system from developing allergy later in life.

This is an observational study which has inherent weaknesses, although for this type of study it is well controlled. One weakness is that owners were asked to remember aspects of care and feeding years previously and may not have reported them accurately. Second, some of the diagnoses and descriptions of medical conditions were based on the owners' judgements and were not verified by professional veterinary diagnosis.

Hemida M et al. Identification of modifiable pre- and postnatal dietary and environmental exposures associated with owner-reported canine atopic dermatitis in Finland using a web-based questionnaire. PLoS One. 2020 May 29;15(5):e0225675. doi: 10.1371/journal.pone.0225675. eCollection 2020. [View link](#)

STUDY 2 SUMMARY

FRONTIERS IN VETERINARY SCIENCE: The Effect of Atopic Dermatitis and Diet on the Skin Transcriptome in Staffordshire Bull Terriers

Raw food changes metabolism in the skin

Method of Study: Skin biopsies were taken from Staffordshire bull terriers participating in a larger study. Half of the dogs had atopic dermatitis, and half did not. In each of these two groups, half were eating raw food and half were eating a “Sensitive Skin” kibble. Dogs were monitored for their clinical symptoms, and the skin biopsies were analyzed for products of cellular activity (the metabolome).

Results:

- Dogs who were fed a raw diet had less severe clinical signs of atopy, but the difference wasn't statistically significant. This may be because the other group of dogs was fed a therapeutic diet for skin problems, so both groups improved.
- Raw fed dogs had a metabolome more characteristic of healthier dogs than the metabolome of atopic dogs. Genes related to immune defense, oxidative stress, antioxidants and fat metabolism were different when atopic dogs were fed raw food compared to when they ate kibble.
- Raw fed dogs have higher TFFbeta1, a cell signaling protein that performs many cellular functions, including the control of cell growth, cell proliferation, and has been associated with reducing symptoms in atopic dogs.

Discussion: Dogs eating raw had changes in innate immune function, fat metabolism, and inflammation and antioxidants, possibly indicating that their innate immunity was enhanced, and that there was less oxidative stress compared to those eating kibble. Interestingly, the metabolome of raw-fed atopic dogs were more similar to the metabolome of normal dogs than those atopic dogs eating kibble.

Anturaniemi J et al. The Effect of Atopic Dermatitis and Diet on the Skin Transcriptome in Staffordshire Bull Terriers. Front Vet Sci. 2020 Oct 16;7:552251. doi: 10.3389/fvets.2020.552251. eCollection 2020. [View link](#)

STUDY 3 SUMMARY:

VETERINARY CLINICAL PATHOLOGY: The effect of raw vs. dry diet on serum biochemical, hematologic, blood iron, B₁₂ and folate levels in Staffordshire Bull Terriers

Raw feeding does not cause major changes in bloodwork

Method of study: 33 client-owned dogs taking part in a study on atopy were examined for blood work changes associated with diet. The dogs were fed either a “sensitive skin” kibble or a commercial raw food.

Results:

- Almost all parameters remained within reference intervals
- Changes noted in dogs eating a raw diet were:
- Lower serum cholesterol, alkaline phosphate and glucose
- Higher creatine and red cell levels
- Low serum vitamin B12 and folate levels
- *Other differences show raw-fed dogs probably have laboratory normal ranges that are different from the normal ranges that were developed from dogs who were fed dry food.

Discussion: Red blood cell counts, mean cell hemoglobin concentrations, and platelet counts were significantly higher, and mean cell hemoglobin, mean cell volume, alkaline phosphatase, inorganic phosphorus, and cholesterol were significantly lower in the dogs fed the raw diet compared with those fed kibble. In addition, folate, B12, and iron decreased significantly in dogs fed a raw diet, possibly due to changes in the microbiome. There were many differences in the ingredients, minerals, and vitamins of the food, as well as in the processing of the food, but the trial was designed to evaluate differences in bloodwork from dogs being managed with two very common, real-world feeding practices.

Anturaniemi J et al. The effect of a raw vs dry diet on serum biochemical, hematologic, blood iron, B 12 , and folate levels in Staffordshire Bull Terriers. Vet Clin Pathol. 2020 Jun;49(2):258-269. doi: 10.1111/vcp.12852. Epub 2020 Apr 23. [View link](#)

STUDY 4 SUMMARY

FRONTIERS IN VETERINARY SCIENCE: Targeted Metabolomics With Ultraperformance Liquid Chromatography – Mass Spectrometry (UPLC-MS) Highlights Metabolic Differences in Healthy and Atopic Staffordshire Bull Terriers Fed Two Different Diets, A Pilot Study

Diet affects the gene expression as measured in serum and urine of atopic dogs

Blood and urine samples were taken from Staffordshire bull terriers participating in a larger study of atopic dermatitis, where half of the dogs were fed a “Sensitive Skin” kibble and half fed raw.

Method of study: End-products of metabolism found in the blood and urine were analyzed using RNA sequencing before and after the feeding experiment.

Results:

- Products of protein metabolism were elevated in dogs eating raw foods, as expected since these diets were higher in protein
- Bile acid concentrations were higher in dogs eating kibble, which may be associated with a diet-mediated difference in the microbiome of these dogs
- There were higher levels of sulfur amino acids and related compounds in the serum of dogs eating kibble, which is associated with inflammation.

Discussion: This study showed that the diet cohorts had markedly different metabolite profiles, but there were no significant differences between the healthy and atopic dogs. Previous studies suggest that certain changes to the metabolite profile of the raw meat-based diet cohort may be beneficial, while changes to the kibble diet cohort may detrimental to metabolic health.

Moore R et al. Targeted Metabolomics With Ultraperformance Liquid Chromatography-Mass Spectrometry (UPLC-MS) Highlights Metabolic Differences in Healthy and Atopic Staffordshire Bull Terriers Fed Two Different Diets, A Pilot Study. Front Vet Sci. 2020 Oct 27;7:554296. doi: 10.3389/fvets.2020.554296. eCollection 2 [View link](#)

STUDY 5 SUMMARY

FRONTIERS IN VETERINARY SCIENCE: Early Life Modifiable Exposures and Their Association With Owner Reported Inflammatory Bowel Disease Symptoms in Adult Dogs

Raw food, when fed to puppies and their dams, reduces the risk of developing chronic vomiting or diarrhea later in life

Method of study: This study was carried out to investigate the association between early life modifiable exposures (dietary and environmental) and the incidence of owner-reported IBD later in life. Four early life periods, prenatal (pregnancy period), neonatal (the 1st 3-4 weeks of life, i.e. the lactation period), early postnatal (from 1-2 months of age) and late postnatal periods (from 2-6 months of age) were examined. The study data was extracted from the DogRisk food frequency questionnaire data. 7015 participants were eligible for the study.

Results:

- Raw feeding during early (1-2 months of age) and late postnatal (2-6 months of age) periods were significantly associated with lower IBD risk later in life.
- Kibble feeding during the same periods was associated with a higher risk of IBD incidence.
- The maternal diet during the neonatal period (1st 3-4 weeks of life) showed a non-significant trend of lower IBD risk in the offspring with raw diets and a higher IBD risk with kibble diets.

Discussion: The authors speculate that the connection between raw feeding and a reduced risk of IBD may be in accordance with the hygiene hypothesis. Raw diets do change the microbiome which could also influence later immune functions. Also, early diet can permanently modify the epigenetic programming in the newborn during its formative early life. This study suffers from the limitations expected of a survey study, as mentioned in Study#1.

Hemida M et al. Early Life Modifiable Exposures and Their Association With Owner Reported Inflammatory Bowel Disease Symptoms in Adult Dogs. Front Vet Sci. 2021 Feb 1;8:552350. doi: 10.3389/fvets.2021.552350. eCollection 2021. [View link](#)

IN SUMMARY

Anecdotes from veterinarians who recommend raw diets suggest that raw foods display their greatest benefit in conditions of chronic inflammation, such as allergies, arthritis, gastroenteritis, etc. The CALMS theory would support an anti-inflammatory effect and/or some relief from oxidative stress, as raw foods theoretically contain higher levels of antioxidants and lower levels of AGEs, which are pro-inflammatory. Instinct is committed to furthering the science of raw by supporting high quality studies such as the DogRisk project as well as controlled clinical trials.

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