

FOR VETERINARY PROFESSIONALS ONLY



Healthy Holistic



NATURAL

—Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients



The Natural Alternative in
Nutritional Therapy™



NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients



The Natural Alternative in Nutritional Therapy™

With BLUE Natural Veterinary Diet™, you can offer your patients formulas with the efficacy you demand to help manage specific therapeutic dietary needs. Formulated by veterinarians and animal nutritionists, BLUE Natural Veterinary Diet formulas contain the natural ingredients your clients are seeking and feature:

- High-quality proteins from real meat
- NO chicken (or poultry) by-product meals
- Added vitamins, minerals, and other nutrients
- NO artificial flavors or preservatives
- NO corn, wheat, or soy

Made with the Same Commitment to Quality as All BLUE Foods



NATURAL
—Veterinary Diet—

Enhanced with Vitamins, Minerals and Other Nutrients



Help Manage Urolithiasis with BLUE Natural Veterinary Diet™ Formulas

Canine Formulas	STRUVITE Dissolution and/or Prevention		CALCIUM OXALATE Prevention	
	Dry	Wet	Dry	Wet
GI Gastrointestinal Support	✓+	✓	✓	✓
GI Low Fat Gastrointestinal Support		✓+	✓	
HF Hydrolyzed for Food Intolerance	✓+	✓	✓	✓
KS Kidney Support			✓	✓
NP Novel Protein - Alligator	✓+		✓	✓
W+M Weight Management + Mobility Support	✓+	✓		✓
W+U Weight Management + Urinary Care	✓+	✓+	✓	✓

Feline Formulas	STRUVITE Dissolution and/or Prevention		CALCIUM OXALATE Prevention	
	Dry	Wet	Dry	Wet
GI Gastrointestinal Support	✓+	✓+	✓	✓
HF Hydrolyzed for Food Intolerance	✓	✓+	✓	✓
K+M Kidney + Mobility Support			✓	✓
NP Novel Protein - Alligator	✓+	✓+	✓	✓
W+U Weight Management + Urinary Care	✓+	✓+	✓	✓

✓+ **STRUVITE:** Formulated for dissolution and prevention of struvite uroliths.

✓ **STRUVITE:** Formulated for prevention of struvite uroliths.

✓ **CALCIUM OXALATE:** Formulated for prevention of calcium oxalate uroliths.

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NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

GI Gastrointestinal Support

BLUE Natural Veterinary Diet GI Gastrointestinal Support formulas are indicated for dogs and cats with gastrointestinal disease.

GI Gastrointestinal Support formulas feature the finest natural, easily digestible ingredients – starting with real chicken and featuring:

- Easy-to-digest carbohydrates
- Omega-3 fatty acids to help reduce inflammatory response of intestinal mucosal cells, which may help animals with inflammatory GI conditions
- Prebiotics and fermentable fibers
- Added vitamins and minerals
- NO chicken (or poultry) by-product meals
- NO artificial preservatives or flavors

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer to feed.



FEATURES & BENEFITS

Improved stool quality:

- BLUE GI has been clinically proven to improve stool quality in both dogs and cats.*^{1,2}
- A clinical study has shown BLUE GI improves stool quality in cats with chronic diarrhea.*³
- A clinical study has shown BLUE GI Dry results in quicker resolution of acute diarrhea in puppies and kittens.*^{1,2}
- Cats and dogs fed BLUE GI had ideal fecal consistency scores when tested by a third-party lab.⁴

Easily digestible:

- Studies have shown that BLUE GI is highly digestible.⁴

Prebiotic fibers:

- Prebiotic and fermentable fibers in BLUE GI are known to promote gastrointestinal health via physical effects such as improved stool consistency, production of short chain fatty acids, and decreasing detrimental bacteria.^{5,6}
- BLUE GI contains mixed fiber sources, which have been shown to promote a balanced and healthy intestinal bacterial population, modify intestinal pH, support a healthy immune system, and inhibit the growth of intestinal pathogens to promote optimal stools and reduce diarrhea.^{7,8,9,10}



ST-O-ne GUARD, formulated to manage Urolithiasis:⁴

- BLUE GI Dog Dry formula:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
- BLUE GI Dog Canned formula:
 - Formulated for struvite prevention (RSS struvite less than 2.5)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
- BLUE GI Cat Dry and Canned formulas:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)

Superior palatability:

- Studies have shown that BLUE GI is highly palatable.⁴

BLUE GI also features:

- Omega-3 fatty acids to reduce inflammatory response of intestinal mucosal cells, which may help animals with inflammatory gastrointestinal conditions
- Our exclusive antioxidant-rich LifeSource Bits™, plus wholesome fruits like blueberries and cranberries

BLUE GI formulas feature nutrition to help manage liver diseases (without hepatic encephalopathy) by providing:

- Essential protein, fat, and carbohydrate nutrients^{11,12,13}
- Appropriate energy to minimize catabolism^{11,12,13}
- Increased soluble/fermentable fiber to help reduce nitrogenous waste in the GI tract^{12,14,15}
- Omega-3 fatty acids to help with the inflammatory component of liver disease¹²

Recommended for:

- Acute or Chronic Gastroenteritis
- Gastritis/Ulcers
- Small & Large Bowel Diarrhea
- Motility/Emptying Disorders
- Feline Hairballs
- Exocrine Pancreatic Insufficiency
- Pancreatitis (nonhyperlipidemic in dogs)
- Chronic Enteropathies
- Antibiotic-Responsive Diarrhea
- Colitis
- Constipation
- Intestinal Dysbiosis

* Dry formulas



¹ Frantz NZ et al. Novel food with mixed soluble fiber promotes quicker resolution of acute diarrhoea in shelter kittens. *J Anim Physiol Anim Nutr.* 2020; 104:406.

² Frantz NZ et al. Novel food with mixed soluble fiber promotes stool improvements and resolution of acute diarrhoea in shelter puppies. *J Anim Physiol Anim Nutr.* 2020; 104:406.

³ Frantz NZ et al. Novel food with mixed soluble fiber promotes improved stool scores in cats with chronic diarrhoea. *J Anim Physiol Anim Nutr.* 2020; 104:406.

⁴ Blue Buffalo Company Ltd., data on file, 2016-2018

⁵ Sunvold GD. 1996. Dietary fiber for dogs and cats: A historical perspective. In: *Recent Advances in Canine and Feline Nutritional Research: Proceedings of the 1996 Iams International Symposium.* Orange Frazer Press. Wilmington, OH. 3-14.

⁶ Reinhart GA, Sunvold GD. 1996. In vitro fermentation as a predictor of fiber utilization. In: *Recent Advances in Canine and Feline Nutritional Research: Proceedings of the 1996 Iams International Symposium.* Orange Frazer Press. Wilmington, OH. 15-24.

⁷ Sparkes AH et al. The effect of dietary supplementation with fructooligosaccharides on the fecal flora of healthy cats. *Am J Vet Res* 1998; 59:436-440.

⁸ Willard MD et al. Effects of dietary supplementation of fructooligosaccharides on small intestinal bacterial overgrowth in dogs. *Am J Vet Res* 1992; 55:654-659.

⁹ Terada A et al. Effect of dietary lactosucrose on fecal flora and fecal metabolites of dogs. *Micro Ecol Health Dis* 1992; 5:87-92.

¹⁰ Field CJ et al. The fermentable fiber content of the diet alters the function and composition of canine gut associated lymphoid tissue. *Vet Immunol Immunopath* 1999; 72: 325-341.

¹¹ Marks, S. Nutritional Management of Hepatobiliary Diseases. Chap. 14, pgs. 235-247 in *Applied Veterinary Clinical Nutrition.* Wiley-Blackwell. West Sussex, UK. 2012

¹² Meyer, H. et al. Hepatobiliary Disease. Chap. 68, pgs. 1155-1192. In Hand et al. *Small Animal Clinical Nutrition.* 5th Ed. Mark Morris Institute. Topeka, KS. 2010

¹³ Center, S. Nutritional Support for Dogs and Cats with Hepatobiliary Disease. *The Journal of Nutrition*, Volume 128, Issue 12, December 1998, Pages 2733S-2746S, Table 2.

¹⁴ Cynthia RL Webster Nutritional Management of Liver Disease. *Tufts Animal Expo 2002.* Tufts University School of Veterinary Medicine, North Grafton, MA, USA.

¹⁵ Norton, R. et al. Nutritional Considerations for Dogs and Cats with Liver Disease. *J. Am. Anim. Hosp. Assoc.* 2016; 52:1-7



BLUE Natural Veterinary Diet™ GI Gastrointestinal Support for Dogs







INGREDIENTS

Deboned Chicken, Chicken Meal, Oatmeal, Brown Rice, Peas, Potatoes, Dried Egg Product, Natural Flavor, Flaxseed (source of Omega-3 Fatty Acids), Pea Fiber, Canola Oil (source of Omega-6 Fatty Acids), Dicalcium Phosphate, Pea Protein, Apple Pomace, Salt, Cranberries, Pumpkin, Dried Kelp, Dried Chicory Root, Potassium Chloride, Fish Oil, Dehydrated Alfalfa Meal, Hydrolyzed Yeast, Alfalfa Nutrient Concentrate, DL-Methionine, Calcium Carbonate, Vitamin E Supplement, Choline Chloride, Zinc Amino Acid Chelate, preserved with Mixed Tocopherols, Iron Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vegetable Juice for color, Blueberries, Barley Grass, Parsley, Turmeric, Yucca Schidigera Extract, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Biotin (Vitamin B7), L-Lysine, Vitamin A Supplement, Taurine, Dried Yeast, Zinc Sulfate, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Ferrous Sulfate, Dried Bacillus subtilis fermentation extract, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Copper Sulfate, Folic Acid (Vitamin B9), Manganese Sulfate, Sodium Selenite, Oil of Rosemary.

NUTRITION STATEMENT








Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet GI Gastrointestinal Support for Dogs provides complete and balanced nutrition for growth and maintenance, including growth of large size dogs (70 lbs. or more as an adult).

PUPPIES

RECOMMENDED DAILY FEEDING CHART				
WEIGHT IN LBS.		CUPS PER DAY*		
		1 to 4 mos.	5 to 9 mos.	10 to 12 mos.
Up to 5 lbs.		1/2 – 1 1/4	3/8 – 3/4	1/3 – 1/2
6 to 10 lbs.		1 1/4 – 2	3/4 – 1 1/4	1/2 – 1
11 to 20 lbs.		2 – 3 1/4	1 1/4 – 2 1/4	1 – 1 3/4
21 to 40 lbs.		3 1/4 – 5 1/4	2 1/4 – 3 1/2	1 3/4 – 2 3/4
41 to 60 lbs.		5 1/4 – 7 1/4	3 1/2 – 4 3/4	2 3/4 – 4
61 to 80 lbs.		7 1/4 – 9	4 3/4 – 6	4 – 4 3/4

*Use a standard 8-oz. measuring cup.

ADULTS

RECOMMENDED DAILY FEEDING CHART	
Up to 15 lbs. 	1/2 – 1 1/4 cups*
16 to 25 lbs. 	1 1/4 – 2 cups*
26 to 40 lbs. 	2 – 2 3/4 cups*
41 to 60 lbs. 	2 3/4 – 3 3/4 cups*
61 to 80 lbs. 	3 3/4 – 4 3/4 cups*
81 to 100 lbs. 	4 3/4 – 5 1/2 cups*
Over 100 lbs. 	Feed 5 1/2 cups plus 1/2 cup* for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

BLUE Natural Veterinary Diet™

GI Gastrointestinal Support for Dogs

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	25.99%	28.25%	7.45 g
Crude Fat	13.50%	14.67%	3.87 g
Carbohydrate (NFE)	47.90%	52.08%	13.73 g
Crude Fiber	3.82%	4.15%	1.09 g
Total Dietary Fiber	10.25%	11.14%	2.94 g
Insoluble Fiber	7.86%	8.54%	2.25 g
Soluble Fiber	2.39%	2.60%	0.68 g
Ash	7.87%	8.55%	2.26 g
Calcium	1.36%	1.48%	0.39 g
Phosphorus	1.03%	1.12%	0.30 g
Sodium	0.52%	0.57%	0.15 g
Chloride	0.81%	0.88%	0.23 g
Potassium	0.79%	0.86%	0.23 g
Magnesium	0.14%	0.15%	0.04 g
Iron	315.00 mg/kg	342.39 mg/kg	9.03 mg
Copper	14.16 mg/kg	15.39 mg/kg	0.41 mg
Manganese	31.94 mg/kg	34.72 mg/kg	0.92 mg
Zinc	179.98 mg/kg	195.63 mg/kg	5.16 mg
Iodine	4.85 mg/kg	5.27 mg/kg	0.14 mg
Selenium	0.74 mg/kg	0.80 mg/kg	0.02 mg
Omega-3 Fatty Acids	1.03%	1.12%	0.30 g
DHA	0.06%	0.07%	0.02 g
EPA	0.05%	0.05%	0.01 g
Omega-6 Fatty Acids	2.77%	3.01%	0.79 g
Linoleic Acid	2.70%	2.93%	0.77 g
Arachidonic Acid	0.11%	0.12%	0.03 g
Taurine	0.07%	0.08%	0.02 g
L-Carnitine	14.58 mg/kg	15.85 mg/kg	0.42 mg
Vitamin C	165.00 mg/kg	179.35 mg/kg	4.73 mg
Vitamin E	598.00 IU/kg	650 IU/kg	17.30 IU
Vitamin A	26035.05 IU/kg	28298.97 IU/kg	745.99 IU
Vitamin D3	1586.37 IU/kg	1724.32 IU/kg	45.45 IU
Glucosamine	422.03 mg/kg	458.73 mg/kg	12.09 mg
Chondroitin	759.13 mg/kg	825.14 mg/kg	21.75 mg

METABOLIZABLE ENERGY

kcal/cup	344
Grams/cup	99
kcal/kg (ME Calculated)	3,490

CALORIC DISTRIBUTION

% ME from Protein	24
% ME from Fat	31
% ME from Carbohydrates	45

For the most current information, please visit BLUEVetConnect.com









BLUE Natural Veterinary Diet™ GI Gastrointestinal Support for Dogs

INGREDIENTS

Chicken, Chicken Broth, Chicken Liver, Potatoes, Whitefish, Pea Fiber, Pea Protein, Natural Flavor, Carrageenan, Pumpkin, Flaxseed, Blueberries, Cranberries, Guar Gum, Potassium Chloride, Salt, Choline Chloride, Vitamin E Supplement, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Thiamine Mononitrate (Vitamin B1), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED DAILY FEEDING CHART

Adult Up to 30 lbs. 	Feed $\frac{2}{3}$ to 1 can per 10 lbs. of body weight per day
Adult Over 30 lbs. 	Feed $\frac{1}{2}$ to $\frac{2}{3}$ can per 10 lbs. of body weight per day
Puppy 	Feed up to twice the adult amount
Gestation and Lactation 	Feed up to three times the normal adult amount

Refrigerate unused portion.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	9.60%	39.83%	8.81 g
Crude Fat	6.00%	24.90%	5.50 g
Carbohydrate (NFE)	5.09%	21.12%	4.67 g
Crude Fiber	1.00%	4.15%	0.92 g
Total Dietary Fiber	0.79%	3.28%	0.72 g
Insoluble Fiber	1.05%	4.36%	0.96 g
Soluble Fiber	0.33%	1.37%	0.30 g
Ash	2.37%	9.83%	2.17 g
Calcium	0.51%	2.12%	0.47 g
Phosphorus	0.34%	1.41%	0.31 g
Sodium	0.14%	0.58%	0.13 g
Chloride	0.30%	1.24%	0.28 g
Potassium	0.34%	1.41%	0.31 g
Magnesium	0.03%	0.12%	0.03 g
Iron	54.79 mg/kg	227.34 mg/kg	5.03 mg
Copper	8.34 mg/kg	34.61 mg/kg	0.77 mg
Manganese	5.25 mg/kg	21.78 mg/kg	0.48 mg

NUTRITION STATEMENT

BLUE Natural Veterinary Diet GI Gastrointestinal Support 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).

BLUE Natural Veterinary Diet™ GI Gastrointestinal Support for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Zinc	50.90 mg/kg	211.20 mg/kg	4.67 mg
Iodine	0.48 mg/kg	1.99 mg/kg	0.04 mg
Selenium	0.18 mg/kg	0.75 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.26%	1.08%	0.24 g
DHA	0.03%	0.13%	0.03 g
EPA	0.02%	0.08%	0.02 g
EPA + DHA	0.05%	0.21%	0.05 g
Omega-6 Fatty Acids	1.09%	4.52%	1.00 g
Linoleic Acid	1.04%	4.32%	0.95 g
Arachidonic Acid	0.08%	0.31%	0.07 g
Taurine	0.06%	0.23%	0.05 g
Vitamin C	52.00 mg/kg	215.77 mg/kg	4.77 mg
Vitamin E	140.00 IU/kg	580.91 IU/kg	12.48 IU
Vitamin A	49811.00 IU/kg	206684.65 IU/kg	4569.82 IU
Vitamin D3	405.00 IU/kg	1680.50 IU/kg	37.16 IU
Glucosamine	180.00 mg/kg	746.89 mg/kg	16.51 mg
Chondroitin	740.00 mg/kg	3070.54 mg/kg	67.89 mg

METABOLIZABLE ENERGY

kcal/12.5-oz. can	385
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	1,090

CALORIC DISTRIBUTION

% ME from Protein	33
% ME from Fat	50
% ME from Carbohydrates	17

For the most current information, please
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BLUE Natural Veterinary Diet™ GI Gastrointestinal Support for Cats

INGREDIENTS

Deboned Chicken, Chicken Meal, Tapioca Starch, Peas, Pea Protein, Turkey Meal, Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols), Flaxseed (source of Omega-3 and 6 Fatty Acids), Pea Fiber, Natural Flavor, Potatoes, Apple Pomace, Pumpkin, Potassium Chloride, DL-Methionine, Cranberries, Choline Chloride, Calcium Sulfate, L-Threonine, Dried Kelp, Dried Chicory Root, Dehydrated Alfalfa Meal, Calcium Chloride, Alfalfa Nutrient Concentrate, Taurine, Calcium Carbonate, Salt, L-Tryptophan, Vitamin E Supplement, Sweet Potatoes, Carrots, preserved with Mixed Tocopherols, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vegetable Juice for color, Niacin (Vitamin B3), Copper Amino Acid Chelate, Blueberries, Barley Grass, Parsley, Turmeric, Yucca Schidigera Extract, Manganese Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), L-Lysine, Biotin (Vitamin B7), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Ferrous Sulfate, Zinc Sulfate, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), Copper Sulfate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Manganese Sulfate, Calcium Iodate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED DAILY FEEDING CHART		
5 - 9 lbs.		1/4 - 1/2 cup*
10 - 14 lbs.		1/2 - 3/4 cup*

*Use a standard 8-oz. measuring cup.

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary GI Gastrointestinal Support provides complete and balanced nutrition for adult maintenance.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	37.00%	39.78%	10.22 g
Crude Fat	15.10%	16.24%	4.17 g
Carbohydrate (NFE)	29.83%	32.04%	8.23 g
Crude Fiber	3.50%	3.76%	0.97 g
Total Dietary Fiber	7.31%	7.86%	2.02 g
Insoluble Fiber	6.20%	6.67%	1.71 g
Soluble Fiber	1.36%	1.46%	0.38 g
Ash	7.82%	8.41%	2.16 g
Calcium	1.40%	1.51%	0.39 g
Phosphorus	1.01%	1.09%	0.28 g
Sodium	0.45%	0.48%	0.12 g
Chloride	0.90%	0.97%	0.25 g
Potassium	0.90%	0.97%	0.25 g
Magnesium	0.11%	0.12%	0.03 g
Iron	194.26 mg/kg	208.88 mg/kg	5.36 mg
Copper	24.12 mg/kg	25.94 mg/kg	0.67 mg
Manganese	21.67 mg/kg	23.30 mg/kg	0.60 mg
Zinc	137.78 mg/kg	148.15 mg/kg	3.80 mg

BLUE Natural Veterinary Diet™

GI Gastrointestinal Support for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Iodine	2.94 mg/kg	3.16 mg/kg	0.08 mg
Selenium	0.77 mg/kg	0.83 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.81%	0.87%	0.22 g
Omega-6 Fatty Acids	2.96%	3.18%	0.82 g
Linoleic Acid	2.85%	3.06%	0.79 g
Arachidonic Acid	0.14%	0.15%	0.04 g
Taurine	0.30%	0.32%	0.08 g
L-Carnitine	32.92 mg/kg	35.40 mg/kg	0.91 mg
Vitamin C	150.05 mg/kg	161.34 mg/kg	4.14 mg
Vitamin E	600.00 IU/kg	645.16 IU/kg	16.57 IU
Vitamin A	29605.45 IU/kg	31833.82 IU/kg	817.38 IU
Vitamin D3	1908.64 IU/kg	2052.30 IU/kg	52.70 IU
Glucosamine	653.97 mg/kg	703.19 mg/kg	18.06 mg
Chondroitin	1194.72 mg/kg	1284.65 mg/kg	32.99 mg

METABOLIZABLE ENERGY

kcal/cup	405
Grams/cup	112
kcal/kg (ME Calculated)	3,622

CALORIC DISTRIBUTION

% ME from Protein	36
% ME from Fat	35
% ME from Carbohydrates	29

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ GI Gastrointestinal Support for Cats

INGREDIENTS

Chicken, Chicken Broth, Chicken Liver, Whitefish, Potatoes, Pea Fiber, Pea Protein, Natural Flavor, Carrageenan, Flaxseed, Taurine, Salt, Potassium Chloride, Choline Chloride, Pumpkin, Blueberries, Cranberries, DL-Methionine, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Vitamin A Supplement, Biotin (Vitamin B7), Potassium Iodide, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED DAILY FEEDING CHART	
Adult	1 can (5.5-oz.) per 6-8 lbs. of body weight per day
Kitten	Feed up to twice the adult amount
Gestation and Lactation	Feed up to three times the normal adult amount

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet GI Gastrointestinal Support is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for all life stages.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	12.15%	49.19%	10.05 g
Crude Fat	7.27%	29.43%	6.01 g
Carbohydrate (NFE)	2.24%	9.07%	1.85 g
Crude Fiber	0.37%	1.50%	0.31 g
Total Dietary Fiber	0.83%	3.36%	0.69 g
Insoluble Fiber	0.70%	2.83%	0.58 g
Soluble Fiber	0.13%	0.53%	0.11 g
Ash	2.67%	10.81%	2.21 g
Calcium	0.47%	1.90%	0.39 g
Phosphorus	0.45%	1.82%	0.37 g
Sodium	0.35%	1.42%	0.29 g
Chloride	0.34%	1.38%	0.28 g
Potassium	0.28%	1.13%	0.23 g
Magnesium	0.03%	0.13%	0.03 g
Iron	54.00 mg/kg	218.62 mg/kg	4.47 mg
Copper	5.60 mg/kg	22.67 mg/kg	0.46 mg
Manganese	5.20 mg/kg	21.05 mg/kg	0.43 mg
Zinc	43.70 mg/kg	176.92 mg/kg	3.61 mg
Iodine	0.82 mg/kg	3.31 mg/kg	0.07 mg
Selenium	0.23 mg/kg	0.93 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.16%	0.65%	0.13 g
DHA	0.02%	0.08%	0.02 g
EPA	0.01%	0.05%	0.01 g
EPA + DHA	0.03%	0.13%	0.03 g
Omega-6 Fatty Acids	1.40%	5.67%	1.16 g

BLUE Natural Veterinary Diet™

GI Gastrointestinal Support for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Linoleic Acid	1.32%	5.34%	1.09 g
Arachidonic Acid	0.05%	0.20%	0.04 g
Taurine	0.21%	0.85%	0.17 g
Vitamin C	70.00 mg/kg	283.40 mg/kg	5.79 mg
Vitamin E	150.00 IU/kg	607.29 IU/kg	12.41 IU
Vitamin A	62535.00 IU/kg	253178.14 IU/kg	5172.46 IU
Vitamin D3	680.00 IU/kg	2753.04 IU/kg	56.24 IU
Glucosamine	246.00 mg/kg	995.95 mg/kg	20.35 mg
Chondroitin	791.00 mg/kg	3202.43 mg/kg	65.43 mg

METABOLIZABLE ENERGY

kcal/5.5-oz. can	189
Grams/5.5-oz. can	156
kcal/kg (ME Calculated)	1,209

CALORIC DISTRIBUTION

% ME from Protein	38
% ME from Fat	55
% ME from Carbohydrates	7

For the most current information, please visit **BLUEVetConnect.com**





NATURAL

—Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

GI

Gastrointestinal Support

LOW FAT

BLUE Natural Veterinary Diet GI Gastrointestinal Support LOW FAT is formulated for dogs who have difficulty digesting fat.

GI Gastrointestinal Support Low Fat formulas feature a low fat level to promote digestion and also feature:

- Readily digestible proteins, carbohydrates, and fats for optimal nutrient absorption
- Prebiotic fibers to help balance and support healthy microbiota for overall gastrointestinal health
- Complete and balanced formulas to help dogs maintain energy
- High palatability

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer to feed.



FEATURES & BENEFITS

Clinical studies have shown the benefit of feeding in particular diseases starts with a low-fat formulation, including:

- Research has shown that fat-restricted diets tend to be better tolerated in a variety of gastrointestinal diseases.¹
- A low-fat diet is recommended for obese or hypertriglyceridemic patients recovering from pancreatitis.²
- A study demonstrated that feeding a low-fat diet was an effective treatment for dogs with intestinal lymphangiectasia.³

BLUE Natural Veterinary Diet GI Low Fat is formulated with reduced fat for dogs requiring low fat levels, and features:

- Readily digestible proteins, carbohydrates and fat for optimal nutrient absorption
- Prebiotic fibers, like fructooligosaccharides (FOS) and dried chicory root, to help balance and support healthy microbiota for gastrointestinal health
- Complete and balanced formulation for long-term feeding in adult dogs

BLUE GI Low Fat is clinically proven to produce:⁴

- Ideal stool consistency scores



ST-O-ne GUARD, formulated to manage Urolithiasis:⁴

- BLUE GI Low Fat Dry formula:
 - Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)
 - Not intended to manage struvite urolithiasis
- BLUE GI Low Fat Canned formula:
 - Formulated to dissolve and prevent struvite urolithiasis (RSS struvite less than 1)
 - Not intended to manage calcium oxalate urolithiasis

Recommended for:

- Pancreatitis
- Hyperlipidemia
- Lymphangiectasia
- Protein-losing enteropathy
- Exocrine pancreatic insufficiency
- Acute gastrointestinal illness
- Chronic enteropathies
- Other gastrointestinal diseases requiring a low-fat diet

Not indicated for:

- Growth and lactation



¹ Cave, N. *Nutritional Management of Gastrointestinal Diseases in Applied Veterinary Clinical Nutrition*. Chapter 12. Pages 175-219. Wiley-Blackwell. 2012. West Sussex, UK.

² Davenport et al. Acute and Chronic Pancreatitis. In: *Small Animal Clinical Nutrition* 5th edition. Mark Morris Institute. Topeka, KS. 1147.

³ Okanishi, H. et al. The clinical efficacy of dietary fat restriction in treatment of dogs with intestinal lymphangiectasia. *J Vet Intern Med*. 2014 May-Jun;28(3):809-17.

⁴ Blue Buffalo Company, Ltd., data on file, 2018.



BLUE Natural Veterinary Diet™ GI Gastrointestinal Support Low Fat for Dogs








INGREDIENTS

Deboned Whitefish, Chicken Meal, Pea Protein, Potatoes, Tapioca Starch, Pea Starch, Peas, Natural Flavor, Potato Starch, Plain Dried Beet Pulp, Flaxseed (source of Omega-3 Fatty Acids), Pea Fiber, Canola Oil (source of Omega-6 Fatty Acids), Apple Pomace, Calcium Carbonate, Salt, Cranberries, Pumpkin, Dehydrated Alfalfa Meal, Potassium Citrate, DL-Methionine, L-Threonine, Choline Chloride, Alfalfa Nutrient Concentrate, Dried Kelp, Hydrolyzed Yeast, Fructooligosaccharides, Citric Acid, Taurine, Vitamin E Supplement, L-Tryptophan, Sweet Potatoes, Carrots, preserved with Mixed Tocopherols, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Carnitine, Dicalcium Phosphate, Vegetable Juice for color, Blueberries, Barley Grass, Parsley, Turmeric, Dried Kelp, Yucca Schidigera Extract, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), L-Lysine, Biotin (Vitamin B7), Vitamin A Supplement, Dried Yeast, Zinc Sulfate, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Ferrous Sulfate, Dried Bacillus subtilis fermentation extract, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Copper Sulfate, Folic Acid (Vitamin B9), Manganese Sulfate, Sodium Selenite, Oil of Rosemary.

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate BLUE Natural Veterinary Diet GI Gastrointestinal Support Low Fat for Dogs provides complete and balanced nutrition for maintenance of adult dogs.

ADULTS

RECOMMENDED DAILY FEEDING CHART	
Up to 15 lbs. 	1/2 – 1 1/2 cups*
16 to 25 lbs. 	1 1/2 – 2 1/4 cups*
26 to 40 lbs. 	2 1/4 – 3 1/4 cups*
41 to 60 lbs. 	3 1/4 – 4 1/2 cups*
61 to 80 lbs. 	4 1/2 – 5 1/2 cups*
81 to 100 lbs. 	5 1/2 – 6 1/2 cups*
Over 100 lbs. 	Feed 6 1/2 cups plus 1/2 cup* for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	25.00%	27.17%	7.65 g
Crude Fat	7.60%	8.26%	2.33 g
Carbohydrate (NFE)	49.87%	54.21%	15.27 g
Crude Fiber	4.00%	4.35%	1.22 g
Total Dietary Fiber	10.75%	11.68%	3.29 g
Insoluble Fiber	9.14%	9.93%	2.80 g
Soluble Fiber	1.61%	1.75%	0.49 g

BLUE Natural Veterinary Diet™

GI Gastrointestinal Support Low Fat for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Ash	5.83%	6.34%	1.79 g
Calcium	0.80%	0.87%	0.24 g
Phosphorus	0.60%	0.65%	0.18 g
Sodium	0.40%	0.43%	0.12 g
Chloride	0.59%	0.64%	0.18 g
Potassium	0.99%	1.08%	0.30 g
Magnesium	0.12%	0.13%	0.04 g
Iron	188.61 mg/kg	205.01 mg/kg	5.77 mg
Copper	15.95 mg/kg	17.34 mg/kg	0.49 mg
Manganese	21.19 mg/kg	23.03 mg/kg	0.65 mg
Zinc	166.73 mg/kg	181.23 mg/kg	5.11 mg
Iodine	3.32 mg/kg	3.61 mg/kg	0.10 mg
Selenium	0.58 mg/kg	0.63 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.86%	0.93%	0.26 g
DHA	0.11%	0.12%	0.03 g
EPA	0.05%	0.05%	0.02 g
Omega-6 Fatty Acids	1.34%	1.46%	0.41 g
Linoleic Acid	1.20%	1.30%	0.37 g
Arachidonic Acid	0.06%	0.07%	0.02 g
Taurine	0.29%	0.32%	0.09 g
L-Carnitine	175.00 mg/kg	190.22 mg/kg	5.36 mg
Vitamin C	175.00 mg/kg	190.22 mg/kg	5.36 mg
Vitamin E	600.00 IU/kg	652.17 IU/kg	18.37 IU
Vitamin A	25554.50 IU/kg	27776.63 IU/kg	782.44 IU
Vitamin D3	1260.14 IU/kg	1369.72 IU/kg	38.58 IU
Glucosamine	336.05 mg/kg	365.27 mg/kg	10.29 mg
Chondroitin	506.40 mg/kg	550.43 mg/kg	15.51 mg

METABOLIZABLE ENERGY

kcal/cup	297
Grams/cup	91
kcal/kg (ME Calculated)	3,266

CALORIC DISTRIBUTION

% ME from Protein	27
% ME from Fat	20
% ME from Carbohydrates	53

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ GI Gastrointestinal Support Low Fat for Dogs

INGREDIENTS

Whitefish, Potatoes, Chicken Broth, Water, Chicken Liver, Chicken, Pea Flour, Dried Egg Product, Pea Protein, Pea Fiber, Natural Flavor, Pumpkin, Flaxseed, Calcium Sulfate, Apples, Guar Gum, Salt, Potassium Chloride, Dried Chicory Root, Cassia Gum, Carrageenan, Taurine, Cranberries, L-Tryptophan, Choline Chloride, Turmeric, L-Threonine, DL-Methionine, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Carnitine, Thiamine Mononitrate (Vitamin B1), Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED DAILY FEEDING CHART

Adult
Up to 30 lbs.  Feed $\frac{3}{4}$ to $1\frac{1}{4}$ can per 10 lbs.
of body weight per day

Adult
Over 30 lbs.  Feed $\frac{2}{3}$ to 1 can per 10 lbs.
of body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet GI Gastrointestinal Support Low Fat for Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	10.56%	43.82%	12.53 g
Crude Fat	2.59%	10.75%	3.07 g
Carbohydrate (NFE)	7.30%	30.29%	8.66 g
Crude Fiber	0.52%	2.16%	0.62 g
Total Dietary Fiber	0.94%	3.90%	1.12 g
Insoluble Fiber	0.69%	2.86%	0.82 g
Soluble Fiber	0.25%	1.04%	0.30 g
Ash	2.54%	10.54%	3.01 g
Calcium	0.47%	1.95%	0.56 g
Phosphorus	0.34%	1.41%	0.40 g
Sodium	0.16%	0.66%	0.19 g
Chloride	0.34%	1.41%	0.40 g
Potassium	0.36%	1.49%	0.43 g
Magnesium	0.03%	0.12%	0.04 g
Iron	49.09 mg/kg	203.69 mg/kg	5.82 mg
Copper	6.36 mg/kg	26.39 mg/kg	0.75 mg
Manganese	5.23 mg/kg	21.70 mg/kg	0.62 mg

BLUE Natural Veterinary Diet™ GI Gastrointestinal Support Low Fat for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 Kcals
Zinc	45.90 mg/kg	190.46 mg/kg	5.44 mg
Iodine	0.59 mg/kg	2.45 mg/kg	0.07 mg
Selenium	0.21 mg/kg	0.87 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.23%	0.95%	0.27 g
DHA	0.06%	0.25%	0.07 g
EPA	0.03%	0.12%	0.04 g
Omega-6 Fatty Acids	0.43%	1.78%	0.51 g
Linoleic Acid	0.36%	1.49%	0.43 g
Arachidonic Acid	0.05%	0.20%	0.06 g
Taurine	0.16%	0.66%	0.19 g
L-Carnitine	59.92 mg/kg	248.63 mg/kg	7.11 mg
Vitamin C	76.90 mg/kg	319.09 mg/kg	9.12 mg
Vitamin E	185.90 IU/kg	771.37 IU/kg	22.05 IU
Vitamin A	31444.00 IU/kg	130474.11 IU/kg	3730.04 IU
Vitamin D3	473.20 IU/kg	1963.49 IU/kg	56.13 IU
Glucosamine	59.93 mg/kg	248.67 mg/kg	7.11 mg
Chondroitin	213.19 mg/kg	884.61 mg/kg	25.29 mg

METABOLIZABLE ENERGY

kcal/12.5-oz. can	299
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	843

CALORIC DISTRIBUTION

% ME from Protein	44
% ME from Fat	26
% ME from Carbohydrates	30

For the most current information, please
visit **BLUEVetConnect.com**







NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

HF *Hydrolyzed for Food Intolerance*

BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance is indicated for dogs and cats that experience adverse food reactions.

With HF Hydrolyzed for Food Intolerance, the difference is in the formulation.

- High-quality, novel protein from **salmon hydrolysate**, with a mean molecular weight of **2,000 daltons**, is the first ingredient
- Omega-3 and 6 fatty acids from ingredients such as salmon hydrolysate, canola oil, fish oil, and flaxseed for skin and coat health
- Added vitamins and minerals
- NO chicken (or poultry) by-product meals
- NO artificial preservatives or flavors
- Rich in fermentable fiber from ingredients such as dried chicory root, pumpkin, and pea fiber to promote gastrointestinal health

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer.



FEATURES & BENEFITS

Hydrolyzed protein: clinically proven to help manage inflammatory conditions:

- BLUE Natural Veterinary Diet HF features salmon hydrolysate (a novel protein with a mean molecular weight of 2,000 daltons). Hydrolyzing proteins into smaller peptides/amino acids reduces the molecular weight of the original protein so it's less likely to create an immune reaction.¹
- 50% to 80% of dogs allergic to intact proteins have clinically improved when fed foods with protein hydrolysates.^{1,2}
- 15% to 50% of pets with food allergies have gastrointestinal symptoms as well as a skin disease. Clinical gastrointestinal symptoms improved when pets with food allergies were fed hydrolyzed proteins.²
- Dogs suffering from inflammatory bowel disease responded positively when fed a protein hydrolysate.¹
- Protein hydrolysates have been used successfully to treat cats with psychogenic alopecia and chronic gastrointestinal disorders.³

Clinically proven formulation:

- A clinical trial showed BLUE NVD HF is as efficacious as the leading hydrolyzed poultry feather diet (HPFD) for diagnosing and managing dogs with cutaneous adverse food reactions, while causing less adverse effects.*⁴
- Dogs and cats fed BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance had ideal fecal consistency scores when tested by a third-party lab.³

Superior palatability:

- Studies have shown that BLUE HF is highly palatable.³



ST-O-ne GUARD, formulated to manage Urolithiasis:⁴

- BLUE HF Dog Dry formula:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)

- BLUE HF Dog Canned formula:
 - Formulated for struvite prevention (RSS struvite less than 2.5)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
- BLUE HF Cat Dry formula:
 - Formulated for struvite prevention (RSS struvite less than 2.5)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
- BLUE HF Cat Canned formula:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)

ELISA-TEK™ antigen testing:

- BLUE NVD HF undergoes ELISA-TEK™ antigen testing to ensure the product meets our strict standards for evidence of contaminating proteins.

Recommended for:

Dermatologic

- Chronic Otitis Externa
- Cutaneous Adverse Food Reactions (CAFR)
- Eosinophilic Granulomatous Disease (cats)
- Chronic Non-Seasonal Pruritic Dermatitis
- Atopic Dermatitis
- Pruritic Dermatitis

Gastrointestinal

- Diet-Responsive Chronic Enteropathy
- Intestinal Dysbiosis
- Colitis
- Inflammatory Bowel Disease



* Dry Formula

¹ Roudebush P, et al. 2010. Adverse Reactions to Food, In: *Small Animal Clinical Nutrition*, 5th Ed. Mark Morris Institute. Topeka, KS 609-635

² Jackson HA. 2009. *Eur J Comp Anim Pract*. 19:230-233

³ Blue Buffalo Co., Ltd., data on file, 2015-2018.

⁴ Lewis, T. et. al. Evaluation of a new hydrolyzed salmon-based diet in dogs with suspected cutaneous adverse food reaction: a multi-center randomized triple-blinded clinical trial. Abstract presentation at NAVDF April 2019. Austin, TX.










BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Dogs

INGREDIENTS

Salmon Hydrolysate, Pea Starch, Potatoes, Peas, Pea Protein, Canola Oil (source of Omega-6 Fatty Acids), Potato Starch, Pea Fiber, Natural Flavor, Flaxseed, Dicalcium Phosphate, Calcium Carbonate, Fish Oil (source of Omega-3 Fatty Acids), Pumpkin, Dried Kelp, Dried Chicory Root, Salt, Choline Chloride, DL-Methionine, Potassium Chloride, Vitamin E Supplement, L-Tryptophan, preserved with Mixed Tocopherols, Zinc Amino Acid Chelate, L-Threonine, Iron Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Carnitine, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Biotin (Vitamin B7), Vitamin A Supplement, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Folic Acid (Vitamin B9), Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART

Up to 15 lbs. 	1/2 – 1 1/4 cups*
16 to 25 lbs. 	1 1/4 – 1 3/4 cups*
26 to 40 lbs. 	1 3/4 – 2 1/2 cups*
41 to 60 lbs. 	2 1/2 – 3 1/2 cups*
61 to 80 lbs. 	3 1/2 – 4 1/4 cups*
81 to 100 lbs. 	4 1/4 – 5 cups*
Over 100 lbs. 	Feed 5 cups* plus 1/2 cup for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for Dogs provides complete and balanced nutrition for maintenance of adult dogs.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	25.38%	27.59%	7.19 g
Crude Fat	13.03%	14.16%	3.69 g
Carbohydrate (NFE)	43.54%	47.33%	12.34 g
Crude Fiber	3.62%	3.93%	1.03 g
Total Dietary Fiber	8.76%	9.52%	2.48 g
Insoluble Fiber	7.55%	8.21%	2.14 g
Soluble Fiber	1.31%	1.42%	0.37 g
Ash	6.43%	6.99%	1.82 g
Calcium	0.84%	0.91%	0.24 g
Phosphorus	0.67%	0.73%	0.19 g
Sodium	0.36%	0.39%	0.10 g
Chloride	0.58%	0.63%	0.16 g

BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Potassium	1.00%	1.09%	0.28 g
Magnesium	0.11%	0.12%	0.03 g
Iron	263.15 mg/kg	286.03 mg/kg	7.46 mg
Copper	13.26 mg/kg	14.41 mg/kg	0.38 mg
Manganese	19.34 mg/kg	21.02 mg/kg	0.55 mg
Zinc	156.67 mg/kg	170.29 mg/kg	4.44 mg
Iodine	3.72 mg/kg	4.04 mg/kg	0.11 mg
Selenium	0.45 mg/kg	0.49 mg/kg	0.01 mg
Omega-3 Fatty Acids	1.86%	2.02%	0.53 g
DHA	0.24%	0.26%	0.07 g
EPA	0.19%	0.21%	0.05 g
Omega-6 Fatty Acids	2.17%	2.36%	0.61 g
Linoleic Acid	2.11%	2.29%	0.60 g
Arachidonic Acid	0.03%	0.03%	0.01 g
Taurine	0.08%	0.09%	0.02 g
L-Carnitine	174.28 mg/kg	189.43 mg/kg	4.94 mg
Vitamin C	174.28 mg/kg	189.43 mg/kg	4.94 mg
Vitamin E	597.54 IU/kg	649.50 IU/kg	16.93 IU
Vitamin A	20358.01 IU/kg	22128.27 IU/kg	576.88 IU
Vitamin D3	1700.89 IU/kg	1848.79 IU/kg	48.20 IU
Glucosamine	835.56 mg/kg	908.22 mg/kg	23.68 mg
Chondroitin	819.83 mg/kg	891.12 mg/kg	23.23 mg

METABOLIZABLE ENERGY

kcal/cup	368
Grams/cup	100
kcal/kg (ME Calculated)	3,529

CALORIC DISTRIBUTION

% ME from Protein	25
% ME from Fat	32
% ME from Carbohydrates	43

For the most current information, please visit **BLUEVetConnect.com**







BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Dogs

INGREDIENTS

Salmon Hydrolysate, Water, Potato Starch, Natural Flavor, Pea Fiber, Cane Molasses, Tricalcium Phosphate, Flaxseed (source of Omega-3 and 6 Fatty Acids), Agar-agar, Sunflower Oil, Guar Gum, Calcium Carbonate, Calcium Sulfate, Salt, Potassium Chloride, Choline Chloride, Magnesium Sulfate, Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Tryptophan, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Thiamine Mononitrate (Vitamin B1), Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Potassium Iodide, Vitamin A Supplement, Biotin (Vitamin B7), Vitamin B12 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED ADULT DAILY FEEDING CHART

Up to 30 lbs. 	Feed ¾ can per 10 lbs. of body weight per day
Over 30 lbs. 	Feed ½ can per 10 lbs. of body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	10.77%	37.71%	10.41 g
Crude Fat	2.58%	9.03%	2.49 g
Carbohydrate (NFE)	12.63%	44.22%	12.20 g
Crude Fiber	0.97%	3.40%	0.94 g
Total Dietary Fiber	1.19%	4.17%	1.15 g
Insoluble Fiber	1.12%	3.92%	1.08 g
Soluble Fiber	0.13%	0.46%	0.13 g
Ash	2.28%	7.98%	2.20 g
Calcium	0.43%	1.51%	0.42 g
Phosphorus	0.29%	1.02%	0.28 g
Sodium	0.16%	0.56%	0.15 g
Chloride	0.30%	1.05%	0.29 g
Potassium	0.39%	1.37%	0.38 g
Magnesium	0.03%	0.11%	0.03 g
Iron	57.93 mg/kg	202.84 mg/kg	5.60 mg
Copper	12.22 mg/kg	42.79 mg/kg	1.18 mg

BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Manganese	7.10 mg/kg	24.86 mg/kg	0.69 mg
Zinc	87.00 mg/kg	304.62 mg/kg	8.41 mg
Iodine	0.50 mg/kg	1.75 mg/kg	0.05 mg
Selenium	0.17 mg/kg	0.60 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.43%	1.51%	0.42 g
DHA	0.12%	0.42%	0.11 g
EPA	0.07%	0.26%	0.07 g
EPA + DHA	0.19%	0.67%	0.18 g
Omega-6 Fatty Acids	0.49%	1.72%	0.47 g
Linoleic Acid	0.45%	1.58%	0.43 g
Arachidonic Acid	0.01%	0.04%	0.01 g
Taurine	0.12%	0.41%	0.11 g
L-Carnitine	9.97 mg/kg	34.91 mg/kg	0.96 mg
Vitamin C	35.00 mg/kg	122.55 mg/kg	3.38 mg
Vitamin E	173.00 IU/kg	605.74 IU/kg	16.71 IU
Vitamin A	3768.00 IU/kg	13193.28 IU/kg	364.06 IU
Vitamin D3	171.00 IU/kg	598.74 IU/kg	16.52 IU
Glucosamine	660.00 mg/kg	2310.92 mg/kg	63.77 mg
Chondroitin	640.00 mg/kg	2240.90 mg/kg	61.84 mg

METABOLIZABLE ENERGY

kcal/12.5-oz. can	367
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	1,035

CALORIC DISTRIBUTION

% ME from Protein	36
% ME from Fat	21
% ME from Carbohydrates	43

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Cats

INGREDIENTS

Salmon Hydrolysate, Peas, Potatoes, Pea Starch, Canola Oil (source of Omega-6 Fatty Acids), Pea Protein, Flaxseed, Pea Fiber, Natural Flavor, Dicalcium Phosphate, Calcium Sulfate, Fish Oil (source of Omega-3 Fatty Acids), Choline Chloride, Calcium Carbonate, DL-Methionine, Pumpkin, Dried Kelp, Calcium Chloride, Salt, Dried Chicory Root, Taurine, Potassium Sulfate, L-Threonine, Vitamin E Supplement, preserved with Mixed Tocopherols, L-Tryptophan, Potassium Chloride, L-Carnitine, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Niacin (Vitamin B3), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), Biotin (Vitamin B7), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Calcium Iodate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART

5 - 9 lbs.



1/4 – 1/2 cup*

10 - 14 lbs.



1/2 – 1 cup*

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	34.54%	37.14%	9.29 g
Crude Fat	15.39%	16.55%	4.14 g
Carbohydrate (NFE)	36.83%	39.60%	9.91 g
Crude Fiber	2.95%	3.17%	0.79 g
Total Dietary Fiber	6.70%	7.20%	1.80 g
Insoluble Fiber	6.36%	6.84%	1.71 g
Soluble Fiber	1.32%	1.42%	0.36 g
Ash	6.57%	7.06%	1.77 g
Calcium	0.77%	0.83%	0.21 g
Phosphorus	0.67%	0.72%	0.18 g
Sodium	0.50%	0.54%	0.13 g
Chloride	0.93%	1.00%	0.25 g
Potassium	1.00%	1.08%	0.27 g
Magnesium	0.10%	0.11%	0.03 g
Iron	224.00 mg/kg	240.86 mg/kg	6.03 mg
Copper	19.40 mg/kg	20.86 mg/kg	0.52 mg
Manganese	19.48 mg/kg	20.95 mg/kg	0.52 mg
Zinc	113.42 mg/kg	121.96 mg/kg	3.05 mg

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for Cats provides complete and balanced nutrition for adult maintenance.

BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Iodine	2.36 mg/kg	2.54 mg/kg	0.06 mg
Selenium	0.43 mg/kg	0.46 mg/kg	0.01 mg
Omega-3 Fatty Acids	2.17%	2.33%	0.58 g
DHA	0.28%	0.30%	0.08 g
EPA	0.22%	0.24%	0.06 g
Omega-6 Fatty Acids	2.78%	2.99%	0.75 g
Linoleic Acid	2.72%	2.92%	0.73 g
Arachidonic Acid	0.03%	0.03%	0.01 g
Taurine	0.40%	0.43%	0.11 g
L-Carnitine	300.32 mg/kg	322.92 mg/kg	8.08 mg
Vitamin C	175.18 mg/kg	188.37 mg/kg	4.71 mg
Vitamin E	600.63 IU/kg	645.84 IU/kg	16.16 IU
Vitamin A	22390.23 IU/kg	24075.52 IU/kg	602.37 IU
Vitamin D3	1892.54 IU/kg	2034.99 IU/kg	50.92 IU
Glucosamine	1064.44 mg/kg	1144.56 mg/kg	28.64 mg
Chondroitin	1044.40 mg/kg	1123.01 mg/kg	28.10 mg

METABOLIZABLE ENERGY

kcal/cup	430
Grams/cup	108
kcal/kg (ME Calculated)	3,717

CALORIC DISTRIBUTION

% ME from Protein	32
% ME from Fat	34
% ME from Carbohydrates	34

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Cats

INGREDIENTS

Salmon Hydrolysate, Water, Potato Starch, Natural Flavor, Pea Fiber, Agar-agar, Calcium Sulfate, Guar Gum, Flaxseed (source of Omega-3 and 6 Fatty Acids), Tricalcium Phosphate, Fish Oil, Cane Molasses, Taurine, Sunflower Oil, Potassium Chloride, Sodium Acid Pyrophosphate, Calcium Carbonate, Choline Chloride, Salt, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vitamin E Supplement, Magnesium Sulfate, Menadione Sodium Bisulfate Complex (source of Vitamin K), L-Tryptophan, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Copper Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), Manganese Amino Acid Chelate, Sodium Selenite, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Potassium Iodide, Vitamin A Supplement, Biotin (Vitamin B7), Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), preserved with Mixed Tocopherols.

RECOMMENDED ADULT DAILY FEEDING CHART

Feed

1 to 1¼ cans



For every 6-8 lbs.

of body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for Cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for adult maintenance.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	11.90%	42.82%	11.55 g
Crude Fat	2.69%	9.68%	2.61 g
Carbohydrate (NFE)	11.00%	39.58%	10.68 g
Crude Fiber	0.24%	0.86%	0.23 g
Total Dietary Fiber	1.20%	4.32%	1.17 g
Insoluble Fiber	1.08%	3.89%	1.05 g
Soluble Fiber	0.12%	0.43%	0.12 g
Ash	1.97%	7.09%	1.91 g
Calcium	0.29%	1.04%	0.28 g
Phosphorus	0.26%	0.94%	0.25 g
Sodium	0.17%	0.61%	0.17 g
Chloride	0.31%	1.12%	0.30 g
Potassium	0.39%	1.40%	0.38 g
Magnesium	0.02%	0.07%	0.02 g
Iron	46.12 mg/kg	165.96 mg/kg	4.48 mg
Copper	9.80 mg/kg	35.26 mg/kg	0.95 mg
Manganese	4.90 mg/kg	17.63 mg/kg	0.48 mg
Zinc	69.60 mg/kg	250.45 mg/kg	6.76 mg

BLUE Natural Veterinary Diet™ HF Hydrolyzed for Food Intolerance for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Iodine	0.68 mg/kg	2.45 mg/kg	0.07 mg
Selenium	0.11 mg/kg	0.40 mg/kg	0.01 mg
Omega-3 Fatty Acids	0.47%	1.69%	0.46 g
DHA	0.15%	0.55%	0.15 g
EPA	0.11%	0.39%	0.11 g
EPA + DHA	0.26%	0.94%	0.25 g
Omega-6 Fatty Acids	0.39%	1.40%	0.38 g
Linoleic Acid	0.34%	1.22%	0.33 g
Arachidonic Acid	0.02%	0.06%	0.02 g
Taurine	0.24%	0.86%	0.23 g
L-Carnitine	11.06 mg/kg	39.80 mg/kg	1.07 mg
Vitamin C	31.54 mg/kg	113.49 mg/kg	3.06 mg
Vitamin E	139.64 IU/kg	502.48 IU/kg	13.56 IU
Vitamin A	2243.00 IU/kg	8071.25 IU/kg	217.77 IU
Vitamin D3	857.00 IU/kg	3083.84 IU/kg	83.20 IU
Glucosamine	732.00 mg/kg	2634.04 mg/kg	71.07 mg
Chondroitin	718.00 mg/kg	2583.66 mg/kg	69.71 mg

METABOLIZABLE ENERGY

kcal/5.5-oz. can	161
Grams/5.5-oz. can	156
kcal/kg (ME Calculated)	1,030

CALORIC DISTRIBUTION

% ME from Protein	41
% ME from Fat	22
% ME from Carbohydrates	37

For the most current information, please
visit **BLUEVetConnect.com**







NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

KS *Kidney Support*

BLUE Natural Veterinary Diet KS Kidney Support for dogs is indicated for dogs with kidney disease.

Formulated by veterinarians and animal nutritionists to help manage kidney disease, BLUE Natural Veterinary Diet KS Kidney Support for dogs features:

- Formulated with optimal levels of protein to support kidney function
- Clinically proven levels of phosphorus and sodium to manage kidney health
- Antioxidants and added omega fatty acids to help manage inflammation
- L-Carnitine to support lean muscle maintenance and body condition*
- Clinically proven nutrition to help manage calcium oxalate urolithiasis

BLUE offers the efficacy veterinarians demand with the ingredients clients prefer to feed.

*Dry formula



FEATURES & BENEFITS

Formulated by veterinarians and animal nutritionists to help manage kidney disease, BLUE NVD KS features:^{1,2}

- Controlled protein levels: Research has shown that reduced protein levels help control the clinical signs of uremia in dogs.
- Controlled levels of phosphorus: Research has shown that decreased dietary phosphorus helps to limit the progression of kidney disease.
- Controlled levels of sodium: Feeding renal diets with decreased sodium has been associated with increased survival time.

High levels of Omega-3 Fatty Acids, EPA and DHA, which have been shown to be beneficial to animals with kidney disease:

- Research has shown that supplementation with Omega-3 Fatty Acids moderates serum levels of inflammatory mediators in healthy dogs.³
- Managing inflammation in kidney tissues can provide a renoprotective benefit.⁴

Antioxidants:

- Antioxidants help reduce oxidative stress, an important contributor to the progression of kidney disease.⁵

L-Carnitine:

- L-Carnitine helps to support healthy muscle maintenance and body condition, which is beneficial for dogs with compromised renal function.*⁶



ST-O-ne GUARD, formulated to manage Urolithiasis:⁷

- BLUE KS dry and canned formulas are clinically proven to produce a relative supersaturation for calcium oxalate urolithiasis prevention (RSS CaOx less than 3).

In addition to providing nutrition for dogs with kidney disease, BLUE NVD KS Kidney Support for dogs provides more benefits, including:⁷

- Highly digestible and highly palatable
- Calorically dense to promote adequate energy intake with less volume intake*
- Clinically shown to produce ideal stool quality

Complete and balanced nutrition:

- Animal feeding tests using AAFCO procedures substantiate that BLUE NVD KS Kidney Support for Dogs provides complete and balanced nutrition for maintenance of adult dogs.*

KS diet features nutrition that's been shown to benefit animals with cardiac disease by providing:^{8,9,10,11}

- Controlled sodium levels, high levels of Omega-3 Fatty Acids (EPA & DHA), plus antioxidants
- L-Carnitine and taurine, shown to support cardiovascular health*

Indications:

- Kidney disease
- Calcium oxalate urolithiasis
- Cardiac disease

Not recommended for:

- Struvite urolithiasis
- Growth, pregnancy or lactation



*Dry formula

¹ Forrester S et al. Chronic Kidney Disease. Ch.37 In Hand M et al. *Small Animal Clinical Nutrition*. 5th Ed. Topeka, KS: Mark Morris Institute; 2010. pp 765-810

² Polzin D. Chronic Kidney Disease. Ch.311 In Ettinger S et al. *Textbook of Veterinary Internal Medicine*. Volume 2. 7th Ed. St. Louis, MI: Saunders Elsevier; 2010. pp 1990-2021

³ Brown SA. Functional foods and the urinary tract. *Vet Clin North Am Small Anim Pract*. 2004; 34:173-185

⁴ LeBlanc CJ et al. Effects of dietary supplementation with fish oil on in vivo production of inflammatory mediators in clinically normal dogs. *Am J Vet Res*. 2008; 69:486-493

⁵ Brown, Scott A. Oxidative stress and chronic kidney disease. *Vet Clin Small Anim*. 2008; 38: 157-66

⁶ Ringseis R et al. Mechanisms underlying the anti-wasting effect of L-Carnitine supplementation under pathologic conditions: evidence from experimental and clinical studies. *Eur J Nutr*. 2013; 52: 1421-1442

⁷ Blue Buffalo Company, Ltd., data on file, 2016-2022

⁸ Freeman, L. Nutritional Management of Cardiac Disease. World Small Animal Veterinary Association World Congress Proceedings, 2013. North Grafton, MA.

⁹ Freeman, L. Optimal Nutrition in Cats with Heart Disease. ACVIM 2014, North Grafton, MA.

¹⁰ Sanderson, SL. Taurine and carnitine in canine cardiomyopathy. *Vet Clin North Am Small Anim Pract*. 2006 Nov;36(6):1325-43, vii-viii.

¹¹ Oxidative Stress in Dogs with Heart Failure: The Role of Dietary Fatty Acids and Antioxidants, Emmanuelle Sagols and Nathalie Priymenko, *Vet Med Int*. 2011; 2011.










BLUE Natural Veterinary Diet™ KS Kidney Support for Dogs

INGREDIENTS

Deboned Chicken, Brown Rice, Oatmeal, Potatoes, Potato Starch, Chicken Fat (preserved with Mixed Tocopherols), Dried Egg Product, Flaxseed (source of Omega-3 and 6 Fatty Acids), Natural Flavor, Powdered Cellulose, Potato Protein, Fish Oil (source of DHA-Docosahexaenoic Acid), Barley, Chicken Meal, Potassium Citrate, Calcium Carbonate, Dried Chicory Root, Dried Tomato Pomace, Direct Dehydrated Alfalfa Pellets, Taurine, Dried Kelp, Alfalfa Nutrient Concentrate, Turmeric, DL-Methionine, Choline Chloride, Sweet Potatoes, Carrots, Vitamin E Supplement, L-Threonine, Zinc Amino Acid Chelate, Salt, preserved with Mixed Tocopherols, Potassium Chloride, Iron Amino Acid Chelate, L-Carnitine, L-Tryptophan, Vegetable Juice for color, Blueberries, Cranberries, Barley Grass, Parsley, Yucca Schidigera Extract, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Biotin (Vitamin B7), L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Lysine, Vitamin A Supplement, Zinc Sulfate, Ferrous Sulfate, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Copper Sulfate, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Folic Acid (Vitamin B9), Manganese Sulfate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART

Up to 15 lbs. 	1/4 – 1 1/4 cup*
16 to 25 lbs. 	1 – 1 3/4 cups*
26 to 40 lbs. 	1 3/4 – 2 1/4 cups*
41 to 60 lbs. 	2 1/4 – 3 1/4 cups*
61 to 80 lbs. 	3 1/4 – 4 cups*
81 to 100 lbs. 	4 – 4 3/4 cups*
Over 100 lbs. 	Feed 4 3/4 cups* plus 1/2 cup for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	15.51%	16.86%	4.01 g
Fat	19.10%	20.76%	4.94 g
Carbohydrate (NFE)	48.55%	52.77%	12.56 g
Crude Fiber	5.26%	5.72%	1.36 g
Total Dietary Fiber	10.45%	11.36%	2.70 g
Insoluble Fiber	8.70%	9.46%	2.25 g
Soluble Fiber	1.75%	1.90%	0.45 g
Ash	4.15%	4.51%	1.07 g
Calcium	0.57%	0.62%	0.15 g
Phosphorus	0.35%	0.38%	0.09 g
Sodium	0.15%	0.16%	0.04 g
Chloride	0.30%	0.33%	0.08 g
Potassium	0.85%	0.92%	0.22 g
Magnesium	0.09%	0.10%	0.02 g
Iron	151.35 mg/kg	164.51 mg/kg	3.92 mg
Copper	13.54 mg/kg	14.72 mg/kg	0.35 mg
Manganese	23.47 mg/kg	25.51 mg/kg	0.61 mg
Zinc	156.53 mg/kg	170.14 mg/kg	4.05 mg
Iodine	3.64 mg/kg	3.96 mg/kg	0.09 mg
Omega-3 Fatty Acids	1.81%	1.97%	0.47 g

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet KS Kidney Support for Adult Dogs provides complete and balanced nutrition for adult maintenance.

BLUE Natural Veterinary Diet™ KS Kidney Support for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
DHA	0.28%	0.30%	0.07 g
EPA	0.36%	0.39%	0.09 g
Omega-6 Fatty Acids	3.08%	3.35%	0.80 g
Taurine	0.30%	0.33%	0.08 g
L-Carnitine	300.00 mg/kg	326.09 mg/kg	7.76 mg
Vitamin C	17.43 mg/kg	18.95 mg/kg	0.45 mg
Vitamin E	599.00 IU/kg	651.09 IU/kg	15.50 IU
Vitamin A	27024.00 IU/kg	29373.91 IU/kg	699.20 IU
Vitamin D3	1549.00 IU/kg	1683.70 IU/kg	40.08 IU
Glucosamine	76.61 mg/kg	83.27 mg/kg	1.98 mg
Chondroitin	192.47 mg/kg	209.21 mg/kg	4.98 mg

METABOLIZABLE ENERGY

kcal/cup	409
Grams/cup	104
kcal/kg (ME Calculated)	3,925

CALORIC DISTRIBUTION

% ME from Protein	18
% ME from Fat	39
% ME from Carbohydrates	43

For the most current information, please
visit **BLUEVetConnect.com**








BLUE Natural Veterinary Diet™ KS Kidney Support for Dogs

INGREDIENTS

Chicken, Chicken Broth, Water, Potato Starch, Potatoes, Carrots, Peas, Pea Fiber, Chicken Fat, Flaxseed, Natural Flavor, Fish Oil (source of Omega-3 Fatty Acids), Guar Gum, Potassium Citrate, Carrageenan, Cassia Gum, Calcium Carbonate, Blueberries, Cranberries, Choline Chloride, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Salt, Vitamin E Supplement, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Thiamine Mononitrate (Vitamin B1), Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid (Vitamin B9), preserved with Mixed Tocopherols.

RECOMMENDED ADULT DAILY FEEDING CHART

Up to 30 lbs. 	Feed ¾ to 1 can per 10 lbs. of body weight per day
30 to 90 lbs. 	Feed ½ to ¾ can per 10 lbs. of body weight per day
Over 90 lbs. 	Feed ½ can per 10 lbs. of body weight per day

Refrigerate unused portion.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	4.49%	19.10%	4.73 g
Crude Fat	4.14%	17.60%	4.36 g
Carbohydrate (NFE)	12.36%	52.60%	13.02 g
Crude Fiber	1.29%	5.50%	1.36 g
Total Dietary Fiber	1.44%	6.13%	1.52 g
Insoluble Fiber	1.28%	5.46%	1.35 g
Soluble Fiber	0.20%	0.83%	0.21 g
Ash	1.21%	5.15%	1.28 g
Calcium	0.22%	0.94%	0.23 g
Phosphorus	0.10%	0.41%	0.10 g
Sodium	0.04%	0.19%	0.05 g
Chloride	0.10%	0.43%	0.11 g
Potassium	0.34%	1.45%	0.36 g
Magnesium	0.02%	0.09%	0.02 g
Iron	46.34 mg/kg	197.20 mg/kg	4.88 mg
Copper	5.35 mg/kg	22.77 mg/kg	0.56 mg
Manganese	4.20 mg/kg	17.87 mg/kg	0.44 mg

NUTRITION STATEMENT

BLUE Natural Veterinary Diet KS Kidney Support canned formula is intended for intermittent or supplemental feeding only.

BLUE Natural Veterinary Diet™ KS Kidney Support for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Zinc*	49.00 mg/kg	209.00 mg/kg	5.00 mg
Iodine	0.42 mg/kg	1.78 mg/kg	0.04 mg
Selenium	0.14 mg/kg	0.60 mg/kg	0.01 mg
Omega-3 Fatty Acids	0.30%	1.27%	0.31 g
DHA	0.047%	0.20%	0.05 g
EPA	0.07%	0.29%	0.07 g
EPA + DHA	0.12%	0.49%	0.12 g
Omega-6 Fatty Acids	0.88%	3.73%	0.92 g
Linoleic Acid	0.82%	3.49%	0.86 g
Arachidonic Acid	0.03%	0.13%	0.03 g
Taurine	0.02%	0.09%	0.02 g
Vitamin E	29.85 IU/kg	127.00 IU/kg	3.14 IU
Vitamin A	8762.00 IU/kg	37285.11 IU/kg	923.29 IU
Vitamin D3	165.00 IU/kg	702.13 IU/kg	17.39 IU
Glucosamine	84.00 mg/kg	357.45 mg/kg	8.85 mg
Chondroitin	255.00 mg/kg	1085.11 mg/kg	26.87 mg

*corrected from previous version of product guide

METABOLIZABLE ENERGY

kcal/12.5-oz. can	336
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	949

CALORIC DISTRIBUTION

% ME from Protein	17
% ME from Fat	37
% ME from Carbohydrates	46

For the most current information, please
visit **BLUEVetConnect.com**





NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

K+M *Kidney + Mobility Support*

BLUE Natural Veterinary Diet K+M Kidney + Mobility Support is indicated for cats with kidney disease and/or mobility issues.

Formulated by veterinarians and animal nutritionists to help manage kidney and joint disease, BLUE Natural Veterinary Diet K+M Kidney + Mobility Support for cats features:

- Controlled levels of protein, phosphorus and sodium
- High levels of omega-3 fatty acids, EPA and DHA
- L-Carnitine to help support healthy muscle maintenance and body condition
- EPA, DHA, glucosamine and chondroitin sulfate to support joint health
- NO chicken (or poultry) by-product meals
- NO artificial preservatives or flavors
- Our exclusive antioxidant-rich LifeSource Bits™, plus wholesome fruits, such as blueberries and cranberries*

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer.

*Dry formula



FEATURES & BENEFITS

Formulated by veterinarians and animal nutritionists to help manage kidney disease, BLUE NVD K+M features:^{1,2}

- Controlled protein levels: Research has shown that reduced protein levels help control the clinical signs of uremia in cats.
- Controlled levels of phosphorus: Research has shown that decreased dietary phosphorus helps to limit the progression of kidney disease.
- Controlled levels of sodium: Feeding renal diets with decreased sodium has been associated with increased survival time.

High levels of omega-3 fatty acids, EPA and DHA, which have been shown to be beneficial to animals with kidney disease:³

- Managing inflammation in kidney tissues can provide a renoprotective benefit.

Antioxidants:

- Antioxidants help reduce oxidative stress, an important contributor to the progression of kidney disease.⁴

L-Carnitine:

- L-Carnitine helps to support healthy muscle maintenance and body condition, which is beneficial for cats with compromised renal function.⁵

BLUE NVD K+M was clinically shown to promote maintenance of lean muscle mass and renal health in senior cats¹¹



ST-O-ne GUARD, formulated to manage Urolithiasis:⁶

- BLUE K+M dry and canned formulas are clinically proven to produce a relative supersaturation for calcium oxalate urolithiasis prevention (RSS CaOx less than 3).

In addition to providing nutrition for cats with kidney disease, BLUE NVD K+M Kidney + Mobility Support for cats provides more benefits, including:⁶

- Clinically proven to produce an average urine pH between 6.8 and 7.3*
- Highly digestible*
- Highly palatable
- Calorically dense to promote adequate energy intake with less volume intake*
- Clinically shown to produce ideal stool quality
- Animal feeding tests using AAFCO procedures substantiate that BLUE K+M provides complete and balanced nutrition for adult maintenance*

BLUE NVD K+M for cats is also formulated to manage joint disease in cats, featuring:

- Joint-health promoting nutrients including EPA, DHA, glucosamine, and chondroitin sulfate.

BLUE K+M diet features nutrition that's been shown to benefit animals with cardiac disease by providing:^{7,8,9,10}

- Controlled sodium levels, high levels of omega-3 fatty acids (EPA & DHA), plus antioxidants
- L-Carnitine and taurine, shown to support cardiovascular health

Indications:

- Kidney disease
- Calcium oxalate urolithiasis
- Joint disease
- Cardiac disease

Not recommended for:

- Struvite urolithiasis
- Growth, pregnancy or lactation



*Dry formula

¹ Forrester S et al. Chronic Kidney Disease. Ch.37 In Hand M et al. *Small Animal Clinical Nutrition*. 5th Ed. Topeka, KS: Mark Morris Institute; 2010. pp 765-810

² Polzin D. Chronic Kidney Disease. Ch.311 In: Ettinger S et al. *Textbook of Veterinary Internal Medicine*. Volume 2. 7th Ed. St. Louis, MI: Saunders Elsevier; 2010. pp 1990-2021

³ LeBlanc CJ et al. Effects of dietary supplementation with fish oil on in vivo production of inflammatory mediators in clinically normal dogs. *Am J Vet Res*. 2008; 69:486-493

⁴ Brown, Scott A. Oxidative stress and chronic kidney disease. *Vet Clin Small Anim*. 2008; 38: 157-66

⁵ Ringseis R et al. Mechanisms underlying the anti-wasting effect of L-Carnitine supplementation under pathologic conditions: evidence from experimental and clinical studies. *Eur J Nutr*. 2013; 52: 1421-1442

⁶ Blue Buffalo Company, Ltd., data on file, 2016

⁷ Freeman, L. Nutritional Management of Cardiac Disease. World Small Animal Veterinary Association World Congress Proceedings, 2013. North Grafton, MA.

⁸ Freeman, L. Optimal Nutrition in Cats with Heart Disease. ACVIM 2014, North Grafton, MA.

⁹ Sanderson, SL. Taurine and carnitine in canine cardiomyopathy. *Vet Clin North Am Small Anim Pract*. 2006 Nov;36(6):1325-43, vii-viii.

¹⁰ Oxidative Stress in Dogs with Heart Failure: The Role of Dietary Fatty Acids and Antioxidants, Emmanuelle Sagols and Nathalie Priymenko, *Vet Med Int*. 2011; 2011.

¹¹ Blue Buffalo Company, Ltd., data on file, 2020



BLUE Natural Veterinary Diet™ K+M Kidney + Mobility Support for Cats

INGREDIENTS

Deboned Chicken, Peas, Pea Starch, Potato Starch, Dried Egg Product, Pea Protein, Chicken Fat (preserved with Mixed Tocopherols), Natural Flavor, Flaxseed (source of Omega-3 and 6 Fatty Acids), Powdered Cellulose, Fish Oil (source of DHA-Docosahexaenoic Acid), Potassium Citrate, Calcium Carbonate, DL-Methionine, L-Threonine, Dehydrated Alfalfa Meal, Potatoes, Taurine, Dried Chicory Root, Pea Fiber, Alfalfa Nutrient Concentrate, Choline Chloride, L-Lysine, Turmeric, Vitamin E Supplement, L-Tryptophan, Sweet Potatoes, Carrots, Natural Flavor, L-Carnitine, preserved with Mixed Tocopherols, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Glucosamine Hydrochloride, Vegetable Juice for color, Salt, Chondroitin Sulfate, Niacin (Vitamin B3), Copper Amino Acid Chelate, Blueberries, Cranberries, Barley Grass, Parsley, Dried Kelp, Yucca Schidigera Extract, Manganese Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Biotin (Vitamin B7), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Ferrous Sulfate, Zinc Sulfate, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), Copper Sulfate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Copper Amino Acid Chelate, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Manganese Sulfate, Sodium Selenite, Oil of Rosemary, Calcium Iodate.

RECOMMENDED ADULT DAILY FEEDING CHART

5 - 9 lbs.



1/4 - 1/2 cup*

10 - 14 lbs.



1/2 - 3/4 cup*

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	27.07%	29.11%	6.88 g
Crude Fat	19.50%	20.97%	4.96 g
Carbohydrate (NFE)	38.04%	40.90%	9.67 g
Crude Fiber	4.50%	4.84%	1.14 g
Total Dietary Fiber	8.54%	9.18%	2.17 g
Insoluble Fiber	7.57%	8.14%	1.92 g
Soluble Fiber	1.14%	1.23%	0.29 g
Ash	4.69%	5.04%	1.19 g
Calcium	0.55%	0.59%	0.14 g
Phosphorus	0.51%	0.55%	0.13 g
Sodium	0.28%	0.30%	0.07 g
Chloride	0.31%	0.33%	0.08 g
Potassium	0.85%	0.91%	0.22 g
Magnesium	0.08%	0.09%	0.02 g
Iron	149.38 mg/kg	160.62 mg/kg	3.80 mg
Copper	22.07 mg/kg	23.73 mg/kg	0.56 mg
Manganese	18.63 mg/kg	20.03 mg/kg	0.47 mg
Zinc	117.79 mg/kg	126.66 mg/kg	2.99 mg
Iodine	0.53 mg/kg	0.57 mg/kg	0.01 mg
Selenium	0.66 mg/kg	0.71 mg/kg	0.02 mg
Omega-3 Fatty Acids	2.00%	2.15%	0.51 g
DHA	0.42%	0.45%	0.11 g

BLUE Natural Veterinary Diet™

K+M Kidney + Mobility Support for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
EPA	0.44%	0.47%	0.11 g
Omega-6 Fatty Acids	3.21%	3.45%	0.82 g
Linoleic Acid	3.06%	3.29%	0.78 g
Arachidonic Acid	0.16%	0.17%	0.04 g
Taurine	0.35%	0.38%	0.09 g
L-Carnitine	449.99 mg/kg	483.86 mg/kg	11.44 mg
Vitamin C	22.92 mg/kg	24.65 mg/kg	0.58 mg
Vitamin E	749.99 IU/kg	806.44 IU/kg	19.06 IU
Vitamin A	29840.74 IU/kg	32086.82 IU/kg	758.53 IU
Vitamin D3	1706.61 IU/kg	1835.06 IU/kg	43.38 IU
Glucosamine	649.99 mg/kg	698.91 mg/kg	16.52 mg
Chondroitin	499.99 mg/kg	537.62 mg/kg	12.71 mg

METABOLIZABLE ENERGY

kcal/cup	425
Grams/cup	108
kcal/kg (ME Calculated)	3,934

CALORIC DISTRIBUTION

% ME from Protein	24
% ME from Fat	42
% ME from Carbohydrates	34

For the most current information, please visit **BLUEVetConnect.com**

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary K+M Kidney + Mobility Support for Adult Cats provides complete and balanced nutrition for adult maintenance.





BLUE Natural Veterinary Diet™ K+M Kidney + Mobility Support for Cats

INGREDIENTS

Chicken, Chicken Broth, Water, Potatoes, Potato Starch, Beef, Chicken Liver, Carrots, Pea Fiber, Sweet Potatoes, Potassium Citrate, Fish Oil (source of Omega-3 Fatty Acids), Natural Flavor, Flaxseed, Guar Gum, Taurine, Cassia Gum, Carrageenan, Salt, Calcium Carbonate, Blueberries, Cranberries, Choline Chloride, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, L-Carnitine, Glucosamine Hydrochloride, Chondroitin Sulfate, Vitamin E Supplement, Thiamine Mononitrate (Vitamin B1), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Vitamin A Supplement, Biotin (Vitamin B7), Potassium Iodide, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), preserved with Mixed Tocopherols.

RECOMMENDED ADULT DAILY FEEDING CHART

Feed
1 to 1½ cans  For every 6-8 lbs.
of body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet K+M Kidney + Mobility Support canned formula is intended for intermittent or supplemental feeding only.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	6.00%	25.64%	6.13 g
Crude Fat	4.40%	18.80%	4.50 g
Carbohydrate (NFE)	11.39%	48.68%	11.65 g
Crude Fiber	1.00%	4.27%	1.02 g
Total Dietary Fiber	1.00%	4.27%	1.02 g
Insoluble Fiber	0.90%	3.93%	0.94 g
Soluble Fiber	0.10%	0.60%	0.14 g
Ash	1.20%	5.13%	1.23 g
Calcium	0.16%	0.68%	0.16 g
Phosphorus	0.11%	0.47%	0.11 g
Sodium	0.05%	0.21%	0.05 g
Chloride	0.11%	0.47%	0.11 g
Potassium*	0.37%	1.54%	0.38 g
Magnesium	0.019%	0.08%	0.02 mg
Iron	46.36 mg/kg	198.12 mg/kg	4.74 mg
Copper	4.10 mg/kg	17.52 mg/kg	0.42 mg
Manganese	4.30 mg/kg	18.38 mg/kg	0.44 mg

*corrected from previous version of product guide

BLUE Natural Veterinary Diet™

K+M Kidney + Mobility Support for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Zinc	39.70 mg/kg	169.66 mg/kg	4.06 mg
Iodine	0.76 mg/kg	3.26 mg/kg	0.08 mg
Selenium	0.14 mg/kg	0.60 mg/kg	0.01 mg
Omega-3 Fatty Acids	0.30%	1.28%	0.31 g
DHA	0.06%	0.26%	0.06 g
EPA	0.09%	0.38%	0.09 g
EPA + DHA	0.15%	0.64%	0.15 g
Omega-6 Fatty Acids	0.65%	2.78%	0.66 g
Linoleic Acid	0.60%	2.56%	0.61 g
Arachidonic Acid	0.04%	0.16%	0.04 g
Taurine	0.23%	0.98%	0.24 g
L-Carnitine	75.00 mg/kg	320.51 mg/kg	7.67 mg
Vitamin E	33.00 IU/kg	141.03 IU/kg	3.37 IU
Vitamin A	23263.00 IU/kg	99414.53 IU/kg	2378.63 IU
Vitamin D3	538.00 IU/kg	2299.15 IU/kg	55.01 IU
Glucosamine	126.00 mg/kg	538.46 mg/kg	12.88 mg
Chondroitin	99.00 mg/kg	423.08 mg/kg	10.12 mg

METABOLIZABLE ENERGY

kcal/5.5-oz. can	153
Grams/5.5-oz. can	156
kcal/kg (ME Calculated)	978

CALORIC DISTRIBUTION

% ME from Protein	21
% ME from Fat	38
% ME from Carbohydrates	41

For the most current information, please visit **BLUEVetConnect.com**







NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

NP Novel Protein —Alligator

BLUE Natural Veterinary Diet NP Novel Protein - Alligator formulas offer optimal nutrition to manage inflammatory skin or gastrointestinal conditions:

- Contains a truly novel protein source, alligator, as the first ingredient
- Doesn't contain common food allergens, such as chicken, soy, or wheat
- High levels of omega-3 fatty acids from ingredients such as fish oil, flaxseed, and easily digested proteins
- Antioxidant-rich formulas featuring ingredients like vitamin E, C, and pumpkin
- Rich in fermentable fiber from ingredients such as dried chicory root, pumpkin, and pea fiber to promote gastrointestinal health

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer.



FEATURES & BENEFITS

Research has shown that diets containing novel protein sources benefit animals with inflammatory skin and/or GI disease:

- Studies have shown that 95% of dogs with confirmed dietary sensitivity were successfully managed longterm with limited-allergen diets containing selected protein sources.¹
- Nutritional intervention using a therapeutic diet containing a novel protein, fish oil and elevated antioxidants improved clinical signs in dogs with chronic seasonal pruritic dermatitis.²
- Dogs with food-responsive IBD responded to an elimination diet of intact protein and response occurred in 10-14 days.³
- In a retrospective study, 100% of cats responded to dietary change using a different intact protein with or without additional pharmacologic therapy.⁴

Complete and balanced nutrition for all life stages:

- Animal feeding tests using AAFCO procedures substantiate that BLUE NVD NP Alligator dry formulas provide complete and balanced nutrition for all life stages.*



ST-O-ne GUARD, formulated to manage Urolithiasis:⁵

- BLUE NP Dog Dry formula:
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
- BLUE NP Dog Canned formula:
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)
 - Not indicated to manage struvite urolithiasis

- BLUE NP Cat Dry and Canned formulas:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)
 - Formulated for calcium oxalate prevention (RSS CaOx less than 10)

BLUE NP clinical study results include:⁵

- Palatability studies show BLUE Natural Veterinary Diet NP is highly palatable.
- Digestibility studies demonstrate BLUE Natural Veterinary Diet NP is highly digestible.
- BLUE NP for dogs and cats have been clinically proven to produce ideal fecal consistency scores (3.0 to 3.3 on a 5-point scale).

ELISA-TEK™ antigen PCR testing:

- BLUE NVD NP undergoes PCR and ELISA-TEK™ antigen testing to ensure the product meets our strict standards for evidence of contaminating proteins.

Recommended for:

Dermatologic

- Chronic Otitis Externa
- Cutaneous Adverse Food Reactions (CAFR)
- Eosinophilic Granulomatous Disease (cats)
- Chronic Non-Seasonal Pruritic Dermatitis
- Atopic Dermatitis
- Pruritic Dermatitis

Gastrointestinal

- Diet-Responsive Chronic Enteropathies
- Chronic Gastroenteropathy
- Intestinal Dysbiosis
- Colitis
- Inflammatory Bowel Disease



*Dry formula

¹ Leistra, H.G. et al. Evaluation of selected-protein-source diets for management of dogs with adverse reactions to food. *J Amer Vet Med Assoc.*, vol. 219, No. 10, 2001, pp 1411-1415

² Fritsch, Dale A, et al. Effect of two therapeutic foods in dogs with chronic nonseasonal pruritic dermatitis. *Intern J Appl Res Vet Med.*, vol. 8, No. 3, 2010, pp. 146-154

³ Allenspach, K. et al. Chronic enteropathies in dogs: Evaluation of risk factors for negative outcome. *J Vet Intern Med* 2007; 21: pp 700-208

⁴ Jergens, AE, et al. A clinical index for disease activity in cats with chronic enteropathy. *J Vet Intern Med.*, 2010 Sep-Oct;24(5):1027-33

⁵ Blue Buffalo Co., Ltd., data on file 2017



BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Dogs







INGREDIENTS

Deboned Alligator, Peas, Pea Starch, Alligator Meal, Pea Protein, Tapioca Starch, Potato Starch, Canola Oil (source of Omega-6 Fatty Acids), Flaxseed (source of Omega-3 Fatty Acids), Natural Flavor, Pea Fiber, Dicalcium Phosphate, Fish Oil (source of DHA-Docosahexaenoic acid), Potassium Chloride, Salt, Pumpkin, Dried Kelp, Dried Chicory Root, L-Threonine, Choline Chloride, Dehydrated Alfalfa Meal, DL-Methionine, Calcium Carbonate, Vitamin E Supplement, L-Tryptophan, Zinc Amino Acid Chelate, preserved with Mixed Tocopherols, Iron Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Biotin (Vitamin B7), Vitamin A Supplement, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Folic Acid (Vitamin B9), Sodium Selenite, Oil of Rosemary.

NUTRITION STATEMENT









Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet NP Novel Protein Alligator provides complete and balanced nutrition for all life stages, including growth of large sized dogs (70 lbs. or more as an adult).

PUPPIES

RECOMMENDED DAILY FEEDING CHART				
WEIGHT IN LBS.		CUPS PER DAY*		
		1 to 4 mos.	5 to 9 mos.	10 to 12 mos.
Up to 5 lbs.		1/2 – 1	3/8 – 3/4	1/4 – 1/2
6 to 10 lbs.		1 – 1 3/4	3/4 – 1 1/4	1/2 – 1
11 to 20 lbs.		1 3/4 – 3	1 1/4 – 2	1 – 1 1/2
21 to 40 lbs.		3 – 5	2 – 3 1/4	1 1/2 – 2 3/4
41 to 60 lbs.		5 – 6 3/4	3 1/4 – 4 1/2	2 3/4 – 3 1/2
61 to 80 lbs.		6 3/4 – 8 1/4	4 1/2 – 5 1/2	4 – 4 1/2

*Use a standard 8-oz. measuring cup.

ADULTS

RECOMMENDED DAILY FEEDING CHART	
Up to 15 lbs.	 1/2 to 1 1/4 cups*
16 to 25 lbs.	 1 1/4 to 1 3/4 cups*
26 to 40 lbs.	 1 3/4 to 2 1/2 cups*
41 to 60 lbs.	 2 1/2 to 3 1/2 cups*
61 to 80 lbs.	 3 1/2 to 4 1/4 cups*
81 to 100 lbs.	 4 1/4 to 5 1/4 cups*
Over 100 lbs.	 Feed 5 1/4 cups* plus 1/2 cup for each additional 20 lbs.
Gestation and Lactation	 Feed up to three times the recommended daily feeding

*Use a standard 8-oz. measuring cup.

BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Dogs

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	22.58%	24.54%	6.33 g
Crude Fat	17.34%	18.85%	4.86 g
Carbohydrate (NFE)	39.83%	43.29%	11.16 g
Crude Fiber	3.77%	4.10%	1.06 g
Total Dietary Fiber	6.89%	7.49%	1.93 g
Insoluble Fiber	6.71%	7.29%	1.88 g
Soluble Fiber	1.14%	1.24%	0.32 g
Ash	8.48%	9.22%	2.38 g
Calcium	1.61%	1.75%	0.45 g
Phosphorus	1.11%	1.21%	0.31 g
Sodium	0.48%	0.52%	0.13 g
Chloride	0.99%	1.08%	0.28 g
Potassium	0.89%	0.97%	0.25 g
Magnesium	0.11%	0.12%	0.03 g
Iron	290.23 mg/kg	315.47 mg/kg	8.13 mg
Copper	13.34 mg/kg	14.50 mg/kg	0.37 mg
Manganese	18.89 mg/kg	20.53 mg/kg	0.53 mg
Zinc	176.44 mg/kg	191.78 mg/kg	4.95 mg
Iodine	3.50 mg/kg	3.80 mg/kg	0.10 mg
Selenium	0.51 mg/kg	0.55 mg/kg	0.01 mg
Omega-3 Fatty Acids	2.17%	2.36%	0.61 g
DHA	0.29%	0.32%	0.08 g
EPA	0.28%	0.30%	0.08 g

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Omega-6 Fatty Acids	2.65%	2.88%	0.74 g
Linoleic Acid	2.57%	2.79%	0.72 g
Arachidonic Acid	0.05%	0.05%	0.01 g
Taurine	0.17%	0.18%	0.05 g
Vitamin C	173.87 mg/kg	188.99 mg/kg	4.87 mg
Vitamin E	596.12 IU/kg	647.96 IU/kg	16.71 IU
Vitamin A	22788.7 IU/kg	24770.33 IU/kg	638.70 IU
Vitamin D3	2068.4 IU/kg	2248.26 IU/kg	57.97 IU
Glucosamine	160.95 mg/kg	174.95 mg/kg	4.51 mg
Chondroitin	50.79 mg/kg	55.21 mg/kg	1.42 mg

METABOLIZABLE ENERGY

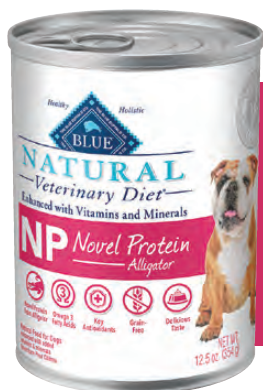
kcal/cup	372
Grams/cup	104
kcal/kg (ME Calculated)	3,568

CALORIC DISTRIBUTION

% ME from Protein	22
% ME from Fat	40
% ME from Carbohydrates	38

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Dogs

INGREDIENTS

Alligator, Water, Potatoes, Pea Protein, Pea Flour, Potato Protein, Natural Flavor, Carrageenan, Guar Gum, Flaxseed (source of Omega-3 and 6 Fatty Acids), Calcium Carbonate, Cassia Gum, Potassium Chloride, Salt, Choline Chloride, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vitamin E Supplement, Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Folic Acid (Vitamin B9).

RECOMMENDED DAILY FEEDING CHART

Adult
Up to 30 lbs.



Feed 1/2 to 3/4 can per 10 lbs.
of body weight per day

Adult
Over 30 lbs.



Feed 1/2 can per 10 lbs. of
body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet NP Novel Protein–Alligator canned formula is intended for supplemental or intermittent feeding only.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	9.48%	37.10%	6.80 g
Crude Fat	9.44%	36.95%	6.77 g
Carbohydrate (NFE)	3.87%	15.15%	2.78 g
Crude Fiber	0.42%	1.64%	0.30g
Total Dietary Fiber	0.34%	1.33%	0.24 g
Insoluble Fiber	0.32%	1.24%	0.23 g
Soluble Fiber	0.03%	0.10%	0.02 g
Ash	2.34%	9.16%	1.68 g
Calcium	0.44%	1.72%	0.32 g
Phosphorus	0.23%	0.90%	0.16 g
Sodium	0.12%	0.47%	0.09 g
Chloride	0.30%	1.17%	0.22 g
Potassium	0.30%	1.17%	0.22 g
Magnesium	0.21%	0.82%	0.02 g
Iron	45.99 mg/kg	195.70 mg/kg	3.30 mg
Copper	6.21 mg/kg	26.43 mg/kg	0.45 mg
Manganese	7.24 mg/kg	30.81 mg/kg	0.52 mg

BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Zinc	42.40 mg/kg	180.43 mg/kg	3.04 mg
Iodine	0.47 mg/kg	2.00 mg/kg	0.03 mg
Selenium	0.13 mg/kg	0.55 mg/kg	0.01 mg
Omega-3 Fatty Acids	0.33%	1.40%	0.24 g
DHA	0.09%	0.40%	0.07 g
EPA	0.09%	0.36%	0.06 g
EPA + DHA	0.18%	0.76%	0.13 g
Omega-6 Fatty Acids	1.52%	6.47%	1.09 g
Linoleic Acid	1.44%	6.13%	1.03 g
Arachidonic Acid	0.06%	0.26%	0.04 g
Taurine	0.02%	0.09%	0.01 g
Vitamin C	35.01 mg/kg	148.98 mg/kg	2.51 mg
Vitamin E	86.70 IU/kg	368.94 IU/kg	6.22 IU
Vitamin A	3931.00 IU/kg	16727.66 IU/kg	281.99 IU
Vitamin D3	296.00 IU/kg	1259.57 IU/kg	21.23 IU
Glucosamine	575.00 mg/kg	2446.81 mg/kg	41.25 mg
Chondroitin	162.00 mg/kg	689.36 mg/kg	11.62 mg

METABOLIZABLE ENERGY

kcal/12.5-oz. can	494
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	1,394

CALORIC DISTRIBUTION

% ME from Protein	26
% ME from Fat	63
% ME from Carbohydrates	11

For the most current information, please
visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Cats

INGREDIENTS

Deboned Alligator, Alligator Meal, Pea Protein, Pea Starch, Peas, Tapioca Starch, Canola Oil (source of Omega-6 Fatty Acids), Flaxseed (source of Omega-3 Fatty Acids), Natural Flavor, Pea Fiber, Fish Oil (source of DHA-Docosahexaenoic Acid), DL-Methionine, Choline Chloride, Salt, Potassium Chloride, Potassium Sulfate, L-Threonine, Taurine, Pumpkin, Dried Kelp, Dried Chicory Root, Dehydrated Alfalfa Meal, Calcium Sulfate, Calcium Carbonate, Vitamin E Supplement, preserved with Mixed Tocopherols, L-Tryptophan, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin (Vitamin B3), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), Biotin (Vitamin B7), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Calcium Iodate, Sodium Selenite, Oil of Rosemary.

NUTRITION STATEMENT




Animal feeding trials using AAFCO procedures substantiate that BLUE Natural Veterinary Diet NP Novel Protein-Alligator is complete and balanced for all life stages.

KITTENS

RECOMMENDED DAILY FEEDING CHART			
WEIGHT IN LBS.	CUPS PER DAY*		
	5 to 19 weeks	5 to 9 mos.	9 to 12 mos.
1 to 3 lbs.	1/4 – 1/2	1/8 – 1/2	1/8 – 1/4
4 to 6 lbs.	1/2 – 1	1/2 – 3/4	1/4 – 1/2
7 to 10 lbs.	1 – 1 1/4	3/4 – 1	1/2 – 3/4
Over 10 lbs	+ 1/4 cup for each 2 lbs over 10 lbs of body weight		

*Use a standard 8-oz. measuring cup.

ADULTS

RECOMMENDED DAILY FEEDING CHART	
5 to 9 lbs. 	1/4 to 1/2 cup*
10 to 14 lbs. 	1/2 to 1 cup*
Gestation and Lactation 	Feed up to three times the adult daily feeding recommendations

*Use a standard 8-oz. measuring cup.

BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Cats

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	31.57%	33.95%	8.53 g
Crude Fat	16.57%	17.82%	4.47 g
Carbohydrate (NFE)	34.05%	36.61%	9.20 g
Crude Fiber	2.04%	2.19%	0.55 g
Total Dietary Fiber	4.34%	4.67%	1.17 g
Insoluble Fiber	4.88%	5.25%	1.32 g
Soluble Fiber	1.03%	1.11%	0.28 g
Ash	8.19%	8.81%	2.21 g
Calcium	1.61%	1.73%	0.43 g
Phosphorus	1.01%	1.09%	0.27 g
Sodium	0.37%	0.40%	0.10 g
Chloride	0.92%	0.99%	0.25 g
Potassium	0.69%	0.74%	0.19 g
Magnesium	0.10%	0.11%	0.03 g
Iron	318.62 mg/kg	342.60 mg/kg	8.60 mg
Copper	21.23 mg/kg	22.83 mg/kg	0.57 mg
Manganese	22.66 mg/kg	24.37 mg/kg	0.61 mg
Zinc	127.85 mg/kg	137.47 mg/kg	3.45 mg
Iodine	1.99 mg/kg	2.14 mg/kg	0.05 mg
Selenium	0.46 mg/kg	0.49 mg/kg	0.01 mg
Omega-3 Fatty Acids	2.09%	2.25%	0.56 g
DHA	0.34%	0.37%	0.09 g

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
EPA	0.33%	0.35%	0.09 g
Omega-6 Fatty Acids	2.69%	2.89%	0.73 g
Linoleic Acid	2.62%	2.82%	0.71 g
Arachidonic Acid	0.05%	0.05%	0.01 g
Taurine	0.40%	0.43%	0.11 g
Vitamin C	200.32 mg/kg	215.40 mg/kg	5.41 mg
Vitamin E	600.96 IU/kg	646.19 IU/kg	16.23 IU
Vitamin A	24974.02 IU/kg	26853.78 IU/kg	674.43 IU
Vitamin D3	2410.47 IU/kg	2591.90 IU/kg	65.10 IU
Glucosamine	166.77 mg/kg	179.32 mg/kg	4.50 mg
Chondroitin	52.62 mg/kg	56.58 mg/kg	1.42 mg

METABOLIZABLE ENERGY

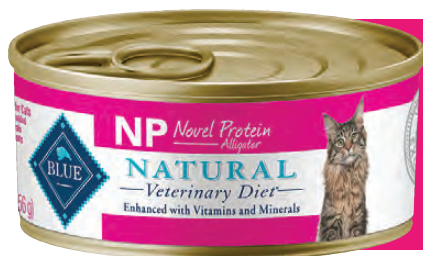
kcal/cup	414
Grams/cup	112
kcal/kg (ME Calculated)	3,703

CALORIC DISTRIBUTION

% ME from Protein	30
% ME from Fat	38
% ME from Carbohydrates	32

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Cats

INGREDIENTS

Alligator, Water, Potato Protein, Potatoes, Pea Protein, Natural Flavor, Pea Flour, Tricalcium Phosphate, Agar-Agar, Guar Gum, Salt, Potassium Chloride, Choline Chloride, Taurine, Sodium Acid Pyrophosphate, Flaxseed (source of Omega-3 and 6 Fatty Acids), Magnesium Sulfate, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Thiamine Mononitrate (Vitamin B1), Vitamin E Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Niacin Supplement (Vitamin B3), Menadione Sodium Bisulfate Complex (source of Vitamin K), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Vitamin A Supplement, Biotin (Vitamin B7), Potassium Iodide, Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED ADULT DAILY FEEDING CHART

Feed
¾ to 1 can



For every 6-8 lbs.
of body weight per day

Refrigerate unused portion.

NUTRITION STATEMENT

BLUE Natural Veterinary Diet NP Novel Protein Alligator is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for adult maintenance.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	9.90%	38.52%	7.56 g
Crude Fat	10.30%	40.08%	7.86 g
Carbohydrate (NFE)	2.50%	9.73%	1.91 g
Crude Fiber	0.25%	0.97%	0.19 g
Total Dietary Fiber	0.64%	2.49%	0.49 g
Insoluble Fiber	0.60%	2.33%	0.46 g
Soluble Fiber	0.04%	0.14%	0.03 g
Ash	2.78%	10.82%	2.12 g
Calcium	0.55%	2.14%	0.42 g
Phosphorus	0.37%	1.44%	0.28 g
Sodium	0.14%	0.54%	0.11 g
Chloride	0.30%	1.17%	0.23 g
Potassium	0.24%	0.93%	0.18 g
Magnesium	0.02%	0.09%	0.02 g
Iron	53.00 mg/kg	206.23 mg/kg	4.05 mg
Copper	6.00 mg/kg	23.35 mg/kg	0.46 mg
Manganese	10.40 mg/kg	40.47 mg/kg	0.79 mg
Zinc	43.80 mg/kg	170.43 mg/kg	3.34 mg

BLUE Natural Veterinary Diet™ NP Novel Protein – Alligator for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Iodine (mg/kg)	1.03 mg/kg	4.01 mg/kg	0.08 mg
Selenium	0.16 mg/kg	0.62 mg/kg	0.01 mg
Omega-3 Fatty Acids	0.32%	1.25%	0.24 g
DHA	0.09%	0.35%	0.07 g
EPA	0.08%	0.31%	0.06 g
EPA + DHA	0.17%	0.66%	0.13 g
Omega-6 Fatty Acids	1.65%	6.42%	1.26 g
Linoleic Acid	1.56%	6.07%	1.19 g
Arachidonic Acid	0.06%	0.23%	0.04 g
Taurine	0.15%	0.58%	0.11 g
Vitamin C	35.00 mg/kg	136.19 mg/kg	2.67 mg
Vitamin E	89.40 IU/kg	347.86 IU/kg	6.82 IU
Vitamin A	3343.00 IU/kg	13007.78 IU/kg	255.19 IU
Vitamin D3	3282.00 IU/kg	12770.43 IU/kg	250.53 IU
Glucosamine	554.00 mg/kg	2155.64 mg/kg	42.29 mg
Chondroitin	155.00 mg/kg	603.11 mg/kg	11.83 mg

METABOLIZABLE ENERGY

kcal/5.5-oz. can	204
Grams/5.5-oz. can	156
kcal/kg (ME Calculated)	1,310

CALORIC DISTRIBUTION

% ME from Protein	26
% ME from Fat	67
% ME from Carbohydrates	7

For the most current information, please
visit **BLUEVetConnect.com**







NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

W+M *Weight Management + Mobility Support*

BLUE Natural Veterinary Diet W+M Weight Management + Mobility Support formulas offer nutrition to maintain healthy body weight and joint support.

With optimally balanced caloric and nutrient levels, BLUE NVD W+M is formulated for weight management.

- L-Carnitine to facilitate weight loss and help maintain lean body mass
- Betaine to help support fat metabolism
- Increased dietary fiber from ingredients such as powdered cellulose, dried tomato pomace, and chicory root, to help dogs feel fuller, longer
- Moderate levels of fat and calories
- Featuring EPA, DHA, glucosamine, and chondroitin sulfate to support joint health

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer.



FEATURES & BENEFITS

BLUE Natural Veterinary Diet W+ M Weight Management + Mobility Support for dogs is formulated to decrease body fat and maintain lean muscle mass during weight loss:^{*1}

- The nutrition in W+M has been shown to reduce body fat by 39.6% in dogs in 2 months.
- A clinical study has shown that the nutrition in BLUE W+M helps support lean muscle maintenance during weight loss.
- The nutrition in BLUE W+M has been clinically proven to reduce body weight by 16.3% in dogs in two months.

BLUE NVD W+M Weight Management + Mobility Support is formulated to support joint health:

- The nutrition in BLUE W+M Weight Management + Mobility Support is clinically proven to improve arthritic scores over time.^{*2}
 - 20% improvement in arthritic score over 2 months.²
- Ingredients rich in omega fatty acids, such as deboned salmon, fish oil, canola oil, and flaxseed to support joint health.
- Shrimp meal as a source of natural glucosamine, plus added chondroitin sulfate.
- Antioxidant-rich formula, with ingredients such as turmeric and vitamin E to help limit oxidative stress, which has been found to be involved in the pathogenesis of osteoarthritis.³
- A diet containing EPA, DHA, glucosamine and chondroitin sulfate, as well as other joint health-promoting nutrients, has been shown to improve mobility in dogs with degenerative joint disease.⁴



ST-O-ne GUARD, formulated to manage Urolithiasis:⁶

- BLUE W+M Dog Dry formula:
 - Formulated for struvite dissolution and prevention (RSS struvite less than 1)

*Dry formula

¹ Panasevich M et al. Serum biomarkers predict improved body composition in overweight dogs fed a therapeutic diet. In Proceedings AAVN Clinical Nutrition & Research Symposium. Virtual, June 2-3, 2021.

² Frantz NZ et al. Novel food containing antioxidants and fish oil improves mobility scores in arthritic dogs. In Proceedings AAVN Clinical Nutrition & Research Symposium. Virtual, June 10-11, 2020.

³ Goranov, Nikolay V. Serum markers of lipid peroxidation, antioxidant enzymatic defense, and collagen degradation in an experimental (Pond-Nuki) canine model of osteoarthritis. *Vet Clin Pathol.* June 2007; 36(2): 192-5

⁴ Beale, BS. Use of Nutraceuticals and Chondroprotectants in Osteoarthritis Dogs and Cats. *Vet Clin. Small Anim.* 2004; 34: 271-289.⁵

⁵ Zicker S et al. Endocrine Disorders. In: Hand M et al. *Small Animal Clinical Nutrition*. 5th Ed. Topeka, KS: Mark Morris Institute, 2010. pp 568-569.

⁶ Blue Buffalo Co., Ltd., data on file, 2022.

– Not indicated for calcium oxalate prevention

- BLUE W+M Dog Canned formula:
 - Formulated for struvite prevention (RSS struvite less than 2.5)
 - Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)

Complete and balanced nutrition:

- BLUE Natural Veterinary Diet W+M Weight Management + Mobility Support for Adult Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.⁶

BLUE W+M diets feature nutrition recommended to benefit dogs with diabetes mellitus by providing:

- Enhanced total dietary and insoluble fiber content with moderately high protein levels in W+M dry and wet diets for dogs to help improve glycemic control.⁵
- Clinical studies have shown normalization of insulin levels and decrease in leptin levels with weight loss when feeding the nutrition in W+M formulas in overweight dogs.¹

Recommended for:

- Weight management for obese or overweight dogs
- Helps to maintain lean muscle mass
- Degenerative Joint Disease
- Helps to limit the formation of struvite uroliths
- Dissolution of pure struvite uroliths*

Contraindications:

- Growth












BLUE Natural Veterinary Diet™ W+M Weight Management + Mobility Support for Dogs

INGREDIENTS

Deboned Salmon, Chicken Meal, Barley, Powdered Cellulose, Potato Protein, Oatmeal, Brown Rice, Flaxseed (source of Omega-3 Fatty Acids), Natural Flavor, Dried Tomato Pomace, Fish Oil (source of EPA-Eicosapentaenoic Acid), Gelatin, Cranberries, Shrimp Meal (source of Glucosamine), Canola Oil (source of Omega-6 Fatty Acids), Potassium Chloride, Calcium Sulfate, Choline Chloride, Betaine Hydrochloride, Direct Dehydrated Alfalfa Pellets, Dried Chicory Root (source of Soluble Fiber), Taurine, Chicken Fat (preserved with Mixed Tocopherols), Turmeric, Pomegranate, Alfalfa Nutrient Concentrate, DL-Methionine, Calcium Carbonate, Potassium Sulfate, Vitamin E Supplement, L-Tryptophan, Sweet Potatoes, Carrots, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), L-Threonine, L-Carnitine, Zinc Amino Acid Chelate, preserved with Mixed Tocopherols, Chondroitin Sulfate, Iron Amino Acid Chelate, Garlic, Vegetable Juice for color, Salt, Blueberries, Barley Grass, Parsley, Dried Kelp, Yucca Schidigera Extract, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), L-Lysine, Biotin (Vitamin B7), Vitamin A Supplement, Zinc Sulfate, Ferrous Sulfate, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Copper Sulfate, Folic Acid (Vitamin B9), Manganese Sulfate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART		
WEIGHT IN LBS.	WEIGHT REDUCTION	WEIGHT MAINTENANCE
Up to 15 lbs. 	1/4 – 1 cup*	1/2 – 1 1/2 cups*
16 to 25 lbs. 	1 – 1 1/2 cups*	1 1/2 – 2 cups*
26 to 40 lbs. 	1 1/2 – 2 1/4 cups*	2 – 3 cups*
41 to 60 lbs. 	2 1/4 – 3 cups*	3 – 4 cups*
61 to 80 lbs. 	3 – 3 3/4 cups*	4 – 5 cups*
81 to 100 lbs. 	3 3/4 – 4 1/2 cups*	5 – 6 cups*
Over 100 lbs. 	Feed 4 1/2 cups* plus 1/2 cup for each additional 20 lbs.	Feed 6 cups* plus 1/2 cup for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	31.04%	33.74%	9.41 g
Crude Fat	14.12%	15.35%	4.28 g
Carbohydrate (NFE)	28.99%	31.51%	8.78 g
Crude Fiber	12.50%	13.59%	3.79 g
Total Dietary Fiber	20.09%	21.84%	6.09 g
Insoluble Fiber	18.10%	19.67%	5.48 g
Soluble Fiber	1.98%	2.15%	0.60 g
Ash	5.98%	6.50%	1.81 g
Calcium	1.02%	1.11%	0.31 g
Phosphorus	0.64%	0.70%	0.19 g
Sodium	0.22%	0.24%	0.07 g
Chloride	0.90%	0.98%	0.27 g
Potassium	0.93%	1.01%	0.28 g
Magnesium	0.11%	0.12%	0.03 g
Iron	223.00 mg/kg	242.39 mg/kg	6.76 mg
Copper	20.60 mg/kg	22.39 mg/kg	0.62 mg
Manganese	27.11 mg/kg	29.47 mg/kg	0.82 mg
Zinc	176.00 mg/kg	191.30 mg/kg	5.33 mg
Iodine	2.17 mg/kg	2.36 mg/kg	0.07 mg
Selenium	0.54 mg/kg	0.59 mg/kg	0.02 mg
Omega-3 Fatty Acids	2.17%	2.36%	0.66 g
DHA	0.38%	0.41%	0.12 g
EPA	0.42%	0.46%	0.13 g

NUTRITION STATEMENT

BLUE Natural Veterinary Diet W+M Weight Management + Mobility Support for Adult Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.

BLUE Natural Veterinary Diet™

W+M Weight Management + Mobility Support for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter (Average)	Per 100 kcals
Omega-6 Fatty Acids	2.05%	2.23%	0.62 g
Linoleic Acid	1.86%	2.02%	0.56 g
Arachidonic Acid	0.09%	0.10%	0.03 g
Taurine	0.40%	0.43%	0.12 g
L-Carnitine	450.00 mg/kg	489.13 mg/kg	13.64 mg
Vitamin C	398.05 mg/kg	432.66 mg/kg	13.85 mg
Vitamin E	600.00 IU/kg	652.17 IU/kg	18.18 IU
Vitamin A	26573.00 IU/kg	28883.70 IU/kg	805.24 IU
Vitamin D3	1996.00 IU/kg	2169.57 IU/kg	60.48 IU
Glucosamine	1878.53 mg/kg	2041.88 mg/kg	56.93 mg
Chondroitin	1002.28 mg/kg	1089.43 mg/kg	30.37 mg

METABOLIZABLE ENERGY

kcal/cup	331
Grams/cup	100
kcal/kg (ME Calculated)	3,294

CALORIC DISTRIBUTION

% ME from Protein	34
% ME from Fat	36
% ME from Carbohydrates	30

For the most current information, please visit **BLUEVetConnect.com**








BLUE Natural Veterinary Diet™ W+M Weight Management + Mobility Support for Dogs

INGREDIENTS




Whitefish, Potatoes, Chicken, Chicken Broth, Water, Chicken Liver, Powdered Cellulose, Pea Fiber, Flaxseed (source of Omega-3 and 6 Fatty Acids), Fish Oil, Pea Flour, Natural Flavor, Gelatin, Carrageenan, Shrimp Meal (source of source of Chondroitin Sulfate), Salt, Potassium Chloride, Guar Gum, Betaine Anhydrous, Taurine, Inulin, Cassia Gum, Calcium Sulfate, Cranberries, Choline Chloride, Turmeric, L-Tryptophan, DL-Methionine, L-Threonine, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vitamin E Supplement, L-Carnitine, Thiamine Mononitrate (Vitamin B1), Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Folic Acid (Vitamin B9), preserved with Mixed Tocopherols.

RECOMMENDED ADULT DAILY FEEDING CHART

WEIGHT REDUCTION

10 to 30 lbs. 	Feed $\frac{2}{3}$ can per 10 lbs. of body weight per day.
30 to 50 lbs. 	Feed $\frac{1}{2}$ can per 10 lbs. of body weight per day.
Over 50 lbs. 	Feed $\frac{3}{8}$ can per 10 lbs. of body weight per day.

WEIGHT MAINTENANCE

10 to 30 lbs. 	Feed 1 can per 10 lbs. of body weight per day.
30 to 50 lbs. 	Feed $\frac{3}{4}$ can per 10 lbs. of body weight per day.
Over 50 lbs. 	Feed $\frac{2}{3}$ can per 10 lbs. of body weight per day.

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	8.81%	35.04%	9.44 g
Crude Fat	4.24%	16.87%	4.54 g
Carbohydrate (NFE)	7.53%	29.95%	8.07 g
Crude Fiber	2.81%	11.18%	3.01 g
Total Dietary Fiber	4.88%	19.41%	5.23 g
Insoluble Fiber	4.49%	17.86%	4.81 g
Soluble Fiber	0.39%	1.57%	0.42 g
Ash	1.76%	7.00%	1.89 g
Calcium	0.22%	0.88%	0.24 g
Phosphorus	0.18%	0.72%	0.19 g
Sodium	0.15%	0.60%	0.16 g
Chloride	0.34%	1.35%	0.36 g
Potassium	0.37%	1.47%	0.40 g
Magnesium	0.03%	0.12%	0.03 g
Iron	50.90 mg/kg	202.47 mg/kg	5.46 mg
Copper	6.14 mg/kg	24.42 mg/kg	0.66 mg
Manganese	5.37 mg/kg	21.36 mg/kg	0.58 mg
Zinc	48.60 mg/kg	193.32 mg/kg	5.21 mg
Iodine	0.56 mg/kg	2.23 mg/kg	0.06 mg
Selenium	0.26 mg/kg	1.03 mg/kg	0.03 mg
Omega-3 Fatty Acids	0.79%	3.14%	0.85 g
DHA	0.15%	0.60%	0.16 g

NUTRITION STATEMENT

BLUE Natural Veterinary Diet W+M Weight Management + Mobility Support for Adult Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.

BLUE Natural Veterinary Diet™

W+M Weight Management + Mobility Support for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
EPA	0.19%	0.76%	0.20 g
EPA + DHA	0.34%	1.35%	0.36 g
Omega-6 Fatty Acids	0.58%	2.31%	0.62 g
Linoleic Acid	0.49%	1.95%	0.53 g
Arachidonic Acid	0.05%	0.20%	0.05 g
Taurine	0.20%	0.80%	0.21 g
L-Carnitine	55.00 mg/kg	218.77 mg/kg	5.89 mg
Vitamin C	77.00 mg/kg	306.28 mg/kg	8.25 mg
Vitamin E	122.00 IU/kg	485.28 IU/kg	13.08 IU
Vitamin A	31661.00 IU/kg	125938.74 IU/kg	3393.46 IU
Vitamin D3*	480.50 IU/kg	1911.30 IU/kg	51.50 IU
Glucosamine	190.00 mg/kg	755.77 mg/kg	20.36 mg
Chondroitin	276.00 mg/kg	1097.85 mg/kg	29.58 mg

*corrected from previous version of product guide

METABOLIZABLE ENERGY

kcal/12.5-oz. can	331
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	933

CALORIC DISTRIBUTION

% ME from Protein	33
% ME from Fat	39
% ME from Carbohydrates	28

For the most current information, please visit **BLUEVetConnect.com**







NATURAL —Veterinary Diet™—

Enhanced with Vitamins, Minerals and Other Nutrients

W+U Weight Management + Urinary Care

BLUE W+U Weight Management + Urinary Care formulas offer dogs and cats support for two conditions in one natural solution.

BLUE W+U is formulated with nutrition to support weight management and urinary care, including:

- Clinically proven nutrition to support metabolism, promote body fat loss, and maintain lean muscle mass
- Nutrients clinically shown to support satiety
- Clinically proven nutrition, including controlled mineral levels, to support urinary health
- Formulated to help manage struvite and calcium oxalate urolithiasis
- Enhanced fiber and targeted protein levels to help improve glycemic control

Only BLUE offers the efficacy veterinarians demand with the ingredients your clients prefer.



FEATURES & BENEFITS

Weight management:

- BLUE Natural Veterinary Diet W+U Weight Management + Urinary Support for dogs and cats is formulated to decrease body fat and maintain lean muscle mass during weight loss.¹
- BLUE W+U contains L-Carnitine, which has been shown to facilitate weight loss while helping to maintain lean body mass in dogs and cats,¹ along with Betaine, which supports oxidation of fat and may help protect against hepatic lipidosis during weight loss.²
- The nutrition in BLUE W+U has been clinically proven to reduce body fat by 39.6% in dogs and 36.8% in cats in just two months. It offers a safe and effective weight loss rate of 2% body weight loss per week in dogs and 1.5% body weight loss per week in cats.^{3,4}
- The nutrition in BLUE W+U has been clinically proven to reduce body weight by 16.3% in dogs and by 12.5% in cats over two months.^{3,4}

Urinary care support:

- Clinically proven to produce a urine pH of 6.0 – 6.4 in dogs and cats.⁵ Research has shown that the recommended urinary pH to prevent struvite urolithiasis in dogs and cats is 6.2 – 6.4 and 6.0 – 6.4 respectively.^{6,7}
- Controlled levels of magnesium and sodium to minimize the recurrence of struvite urolithiasis.⁷
- A clinical study demonstrated dissolution of struvite uroliths as soon as 14 days in cats fed BLUE W+U.^{8*}



ST-O-ne Guard, formulated to manage Urolithiasis:^{5, 9, 10}

- BLUE W+U Dog Dry formula
 - Formulated to dissolve and prevent struvite urolithiasis (RSS struvite less than 1)
 - Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)
- BLUE W+U Dog Canned formula:
 - Formulated to dissolve and prevent struvite urolithiasis (RSS struvite less than 1)
 - Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)
- BLUE W+U Cat Dry formula:
 - Formulated to dissolve and prevent struvite urolithiasis (RSS struvite less than 1)
 - Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)

• BLUE W+U Cat Canned formula:

- Formulated to dissolve and prevent struvite urolithiasis (RSS struvite less than 1)
- Formulated to prevent calcium oxalate urolithiasis (RSS CaOx less than 10)

Complete and balanced nutrition:

- Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet W+U Weight Management + Urinary Care for Adult Dogs & Cats formulas provide complete and balanced nutrition for adult maintenance.[†]

BLUE W+U diets feature nutrition recommended to benefit animals with diabetes mellitus by providing:

- Low carbohydrate/moderately high protein levels in feline W+U wet to help maintain lean body mass and help to control post-prandial blood glucose levels.¹¹
- Enhanced total dietary fiber content with moderately high protein levels in W+U dry and wet diets for dogs and cats to help improve glycemic control.¹²
- Clinical studies have shown normalization of insulin levels and tendency for decrease in leptin levels with weight loss when feeding the nutrition in W+U dry formulas in overweight dogs and cats.^{3,4}

Weight management indications:

- Weight management for obese or overweight dogs or cats
- Helps to maintain lean muscle mass

Urinary care indications:

- Dogs or cats prone to lower urinary tract disease
- Helps to limit the formation of struvite uroliths
- Dissolution of pure struvite uroliths
- Helps to limit the formation of calcium oxalate urolithiasis

Contraindications:

- Pregnant or lactating dogs or cats
- Growth
- Use of concurrent urinary acidifier

*Dry formulas

†Dry formulas only. Canned formulas are formulated to meet the AAFCO nutrient profiles for adult maintenance.



¹ Toll PW et al. Obesity. In: Hand M et al. *Small animal clinical nutrition*. 5th ed. Topeka, Kan: Morris Animal Institute, 2012: 501-542

² Verbrugghe A et al. Peculiarities of one-carbon metabolism in the strict carnivorous cat and the role in feline hepatic lipidosis. *Nutrients* 2013; 5: 2811-2835

³ Panasevich M et al. Serum biomarkers predict improved body composition in overweight dogs fed a therapeutic diet. In Proceedings AAVN Clinical Nutrition & Research Symposium. Virtual, June 2-3, 2021.

⁴ Panasevich M et al. Improved body composition is linked to serum biomarkers in overweight cats fed a therapeutic diet. In Proceedings AAVN Clinical Nutrition & Research Symposium. Virtual, June 2-3, 2021.

⁵ Blue Buffalo Co., Ltd., data on file, 2022

⁶ Forrester SD et al. Feline lower urinary tract diseases. In: Hand M et al. *Small animal clinical nutrition*. 5th ed. Topeka, Kan: Morris Animal Institute, 2012: 925-976

⁷ Osborne CA et al. Canine struvite urolithiasis: Causes, detection, management and prevention. In: Hand M et al. *Small animal clinical nutrition*. 5th ed. Topeka, Kan: Morris Animal Institute, 2012: 891-914

⁸ Tefft KM et al. Effect of a struvite dissolution diet in cats with naturally occurring struvite urolithiasis. *J Fel Med Surg*. 2020. <https://doi.org/10.1177/1098612X20942382>

⁹ Stevenson A. & Rutgers C. Nutritional Management of Canine Urolithiasis. In: *Encyclopedia of Canine Clinical Nutrition*. Eds: Pibot P, Biourge V., Elliott D. 2006. Aniwa SAS Pgs. 284-315

¹⁰ Houston DM et al. A diet with a struvite relative supersaturation less than 1 is effective in dissolving struvite stones in vivo. *Br J Nutr* 2011; 106: S90-S92

¹¹ Reusch, C. Feline Diabetes Mellitus. Chap 291 In Ettinger S et al. *Textbook of Veterinary Internal Medicine*. Volume 2. 7th Ed. St. Louis, MO: Saunders Elsevier; 2010. pgs 1796-1816








¹² Zicker S et al. Endocrine Disorders. In: Hand M et al. *Small Animal Clinical Nutrition*. 5th Ed. Topeka, KS: Mark Morris Institute, 2010. pp 568-569.



BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Dogs

INGREDIENTS

Deboned Chicken, Chicken Meal, Brown Rice, Barley, Powdered Cellulose, Potato Protein, Dried Tomato Pomace, Natural Flavor, Oatmeal, Flaxseed (source of Omega-6 Fatty Acids), Salmon Meal (source of Omega-3 Fatty Acids), Chicken Fat (preserved with Mixed Tocopherols), Cranberries, Calcium Sulfate, Betaine Hydrochloride, Potassium Citrate, Choline Chloride, Potassium Chloride, Direct Dehydrated Alfalfa Pellets, Dried Chicory Root, Taurine, Alfalfa Nutrient Concentrate, DL-Methionine, Calcium Chloride, Calcium Carbonate, Vitamin E Supplement, Sweet Potatoes, Carrots, Salt, Zinc Amino Acid Chelate, L-Carnitine, preserved with Mixed Tocopherols, L-Threonine, L-Tryptophan, Iron Amino Acid Chelate, Garlic, Vegetable Juice for color, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Blueberries, Barley Grass, Parsley, Turmeric, Dried Kelp, Yucca Schidigera Extract, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), L-Lysine, Biotin (Vitamin B7), Vitamin A Supplement, Zinc Sulfate, Ferrous Sulfate, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Vitamin D3 Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Iodate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Copper Sulfate, Folic Acid (Vitamin B9), Manganese Sulfate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART		
WEIGHT IN LBS.	WEIGHT REDUCTION	WEIGHT MAINTENANCE
Up to 15 lbs. 	1/4 – 1 1/4 cups*	1/2 – 1 1/2 cups*
16 to 25 lbs. 	1 1/4 – 1 3/4 cups*	1 1/2 – 2 1/4 cups*
26 to 40 lbs. 	1 3/4 – 2 1/2 cups*	2 1/4 – 3 1/4 cups*
41 to 60 lbs. 	2 1/2 – 3 1/4 cups*	3 1/4 – 4 1/4 cups*
61 to 80 lbs. 	3 1/4 – 4 cups*	4 1/4 – 5 1/4 cups*
81 to 100 lbs. 	4 – 4 3/4 cups*	5 1/4 – 6 1/4 cups*
Over 100 lbs. 	Feed 4 3/4 cups* plus 1/2 cup for each additional 20 lbs.	Feed 6 1/4 cups* plus 1/2 cup for each additional 20 lbs.

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	31.00%	33.70%	9.88 g
Crude Fat	11.12%	12.09%	3.54 g
Carbohydrate (NFE)	31.60%	34.35%	10.07 g
Crude Fiber	13.50%	14.67%	4.30 g
Total Dietary Fiber	21.16%	23.00%	6.74 g
Insoluble Fiber	19.20%	20.87%	6.12 g
Soluble Fiber	1.94%	2.11%	0.62 g
Ash	5.70%	6.20%	1.82 g
Calcium	0.90%	0.98%	0.29 g
Phosphorus	0.62%	0.67%	0.20 g
Sodium	0.22%	0.24%	0.07 g
Chloride	0.70%	0.76%	0.22 g
Potassium	0.88%	0.96%	0.28 g
Magnesium	0.11%	0.12%	0.04 g
Iron	217.00 mg/kg	235.87 mg/kg	6.92 mg
Copper	20.50 mg/kg	22.28 mg/kg	0.65 mg
Manganese	25.00 mg/kg	27.17 mg/kg	0.80 mg
Zinc	183.60 mg/kg	199.57 mg/kg	5.85 mg

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary Diet W+U Weight Management + Urinary Care for Adult Dogs provides complete and balanced nutrition for adult maintenance.

BLUE Natural Veterinary Diet™

W+U Weight Management + Urinary Care for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcs
Iodine	2.28 mg/kg	2.48 mg/kg	0.07 mg
Selenium	0.58 mg/kg	0.63 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.79%	0.86%	0.25 g
Omega-6 Fatty Acids	2.27%	2.47%	0.72 g
Linoleic Acid	2.18%	2.37%	0.69 g
Arachidonic Acid	0.06%	0.07%	0.02 g
Taurine	0.40%	0.43%	0.13 g
L-Carnitine	450.00 mg/kg	489.13 mg/kg	14.34 mg
Vitamin C	8.04 mg/kg	8.74 mg/kg	0.26 mg
Vitamin E	600.00 IU/kg	652.17 IU/kg	19.12 IU
Vitamin A	25506.00 IU/kg	27723.91 IU/kg	812.81 IU
Vitamin D3	1360.00 IU/kg	1478.26 IU/kg	43.34 IU
Glucosamine	271.30 mg/kg	294.89 mg/kg	8.65 mg
Chondroitin	568.28 mg/kg	617.70 mg/kg	18.11 mg

METABOLIZABLE ENERGY

kcal/cup	314
Grams/cup	100
kcal/kg (ME Calculated)	3,123

CALORIC DISTRIBUTION

% ME from Protein	35
% ME from Fat	33
% ME from Carbohydrates	32

For the most current information, please visit **BLUEVetConnect.com**










BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Dogs

INGREDIENTS

Chicken, Chicken Broth, Water, Whitefish, Chicken Liver, Carrots, Powdered Cellulose, Potatoes, Barley, Dried Plain Beet Pulp, Dried Egg Product, Brown Rice, Oats, Flaxseed, Natural Flavor, Sodium Acid Pyrophosphate, Potassium Chloride, Betaine Anhydrous, Carrageenan, Blueberries, Cranberries, Taurine, Guar Gum, Calcium Sulfate, Choline Chloride, DL-Methionine, L-Carnitine, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Zinc Amino Acid Chelate, Iron Amino Acid Chelate, Vitamin E Supplement, Salt, Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Thiamine Mononitrate (Vitamin B1), Cobalt Amino Acid Chelate, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Riboflavin Supplement (Vitamin B2), Biotin (Vitamin B7), Vitamin B12 Supplement, Potassium Iodide, Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED ADULT DAILY FEEDING CHART	
WEIGHT REDUCTION	
10 to 30 lbs. 	Feed 2/3 can per 10 lbs. of body weight per day.
30 to 50 lbs. 	Feed 1/2 can per 10 lbs. of body weight per day.
Over 50 lbs. 	Feed 3/8 can per 10 lbs. of body weight per day.
WEIGHT MAINTENANCE	
Under 30 lbs. 	Feed 1 can per 10 lbs. of body weight per day.
Over 30 lbs. 	Feed 2/3 can per 10 lbs. of body weight per day.

Refrigerate unused portion.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Crude Protein	8.50%	34.37%	9.65 g
Crude Fat	4.25%	17.19%	4.82 g
Carbohydrate (NFE)	5.38%	21.75%	6.11 g
Crude Fiber	3.12%	12.62%	3.54 g
Total Dietary Fiber	3.99%	16.13%	4.53 g
Insoluble Fiber	3.64%	14.72%	4.13 g
Soluble Fiber	0.35%	1.42%	0.40 g
Ash	2.33%	9.42%	2.64 g
Calcium	0.46%	1.86%	0.52 g
Phosphorus	0.37%	1.50%	0.42 g
Sodium	0.13%	0.53%	0.15 g
Chloride	0.21%	0.85%	0.24 g
Potassium	0.29%	1.17%	0.33 g
Magnesium	0.03%	0.12%	0.03 g
Iron	59.1 mg/kg	238.98 mg/kg	6.71 mg
Copper	6.11 mg/kg	24.71 mg/kg	0.69 mg
Manganese	6.05 mg/kg	24.46 mg/kg	0.69 mg

NUTRITION STATEMENT

BLUE Natural Veterinary Diet W+U Weight Management + Urinary Care is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for adult maintenance.

BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Dogs

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Zinc	48.7 mg/kg	196.93 mg/kg	5.70 mg
Iodine	0.47 mg/kg	1.90 mg/kg	0.06 mg
Selenium	0.19 mg/kg	0.77 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.18 %	0.73 %	0.21 g
DHA	0.02%	0.09 %	0.03 g
EPA	0.01 %	0.04 %	0.01 g
EPA + DHA	0.03 %	0.12 %	0.04 g
Omega-6 Fatty Acids	0.83 %	3.36 %	0.97 g
Linoleic Acid	0.75 %	3.03 %	0.88 g
Arachidonic Acid	0.07 %	0.28 %	0.08 g
Taurine	0.14 %	0.57 %	0.16 g
L-Carnitine	140.04 mg/kg	566.28 mg/kg	16.40 mg
Vitamin C	84.00 mg/kg	339.67 mg/kg	9.84 mg
Vitamin E	78.00 IU/kg	315.41 IU/kg	9.13 IU
Vitamin A	36639.00 IU/kg	148156.09 IU/kg	4290.28 IU
Vitamin D3	428.00 IU/kg	1730.69 IU/kg	50.12 IU
Glucosamine	143.00 mg/kg	578.25 mg/kg	16.74 mg
Chondroitin	472.00 mg/kg	1908.61 mg/kg	55.27 mg

METABOLIZABLE ENERGY

kcal/12.5-oz. can	303
Grams/12.5-oz. can	354
kcal/kg (ME Calculated)	854

CALORIC DISTRIBUTION

% ME from Protein	36
% ME from Fat	41
% ME from Carbohydrates	23

For the most current information, please
visit **BLUEVetConnect.com**







BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Cats

INGREDIENTS

Deboned Chicken, Chicken Meal, Pea Protein, Tapioca Starch, Powdered Cellulose, Natural Flavor, Chicken Fat (preserved with Mixed Tocopherols), Flaxseed (source of Omega-3 and 6 Fatty Acids), Gelatin, Peas, Calcium Chloride, L-Threonine, Calcium Sulfate, DL-Methionine, Potassium Chloride, Choline Chloride, Cranberries, Dried Chicory Root, Betaine Hydrochloride, Potato Starch, Taurine, Potatoes, Pea Fiber, Alfalfa Nutrient Concentrate, Calcium Carbonate, L-Tryptophan, L-Lysine, Vitamin E Supplement, Sweet Potatoes, Carrots, L-Carnitine, preserved with Mixed Tocopherols, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Vegetable Juice for color, Salt, Niacin (Vitamin B3), Copper Amino Acid Chelate, Blueberries, Barley Grass, Parsley, Turmeric, Dried Kelp, Yucca Schidigera Extract, Manganese Amino Acid Chelate, Thiamine Mononitrate (Vitamin B1), L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Biotin (Vitamin B7), Vitamin A Supplement, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), Ferrous Sulfate, Zinc Sulfate, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9), Copper Sulfate, Dried Yeast, Dried Enterococcus faecium fermentation product, Dried Lactobacillus acidophilus fermentation product, Dried Aspergillus niger fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus subtilis fermentation extract, Manganese Sulfate, Calcium Iodate, Sodium Selenite, Oil of Rosemary.

RECOMMENDED ADULT DAILY FEEDING CHART		
WEIGHT IN LBS.	WEIGHT REDUCTION	WEIGHT MAINTENANCE
5 - 9 lbs. 	1/4 - 1/2 cup*	1/2 - 3/4 cup*
10 - 14 lbs. 	1/2 - 3/4 cup*	3/4 - 1 cup*

*Use a standard 8-oz. measuring cup.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Protein	39.00%	41.94%	11.97 g
Crude Fat	12.10%	13.01%	3.72 g
Carbohydrate (NFE)	24.66%	26.52%	7.57 g
Crude Fiber	10.50%	11.29%	3.22 g
Total Dietary Fiber	14.38%	15.46%	4.42 g
Insoluble Fiber	13.46%	14.47%	4.13 g
Soluble Fiber	1.15%	1.24%	0.35 g
Ash	7.12%	7.66%	2.19 g
Calcium	1.28%	1.38%	0.39 g
Phosphorus	0.83%	0.89%	0.25 g
Sodium	0.39%	0.42%	0.12 g
Chloride	1.20%	1.29%	0.37 g
Potassium	0.70%	0.75%	0.21 g
Magnesium	0.07%	0.08%	0.02 g
Iron	185.57 mg/kg	199.54 mg/kg	5.70 mg
Copper	22.43 mg/kg	24.12 mg/kg	0.69 mg
Manganese	19.60 mg/kg	21.08 mg/kg	0.60 mg
Zinc	136.47 mg/kg	146.74 mg/kg	4.19 mg

NUTRITION STATEMENT

Animal feeding tests using AAFCO procedures substantiate that BLUE Natural Veterinary W+U Weight Management + Urinary Care provides complete and balanced nutrition for adult maintenance.

BLUE Natural Veterinary Diet™

W+U Weight Management + Urinary Care for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcals
Iodine	1.11 mg/kg	1.19 mg/kg	0.03 mg
Selenium	0.60 mg/kg	0.65 mg/kg	0.02 mg
Omega-3 Fatty Acids	0.69%	0.74%	0.21 g
DHA	0.05%	0.05%	0.02 g
EPA	0.03%	0.03%	0.01 g
Omega-6 Fatty Acids	2.43%	2.61%	0.75 g
Linoleic Acid	2.38%	2.56%	0.73 g
Arachidonic Acid	0.09%	0.10%	0.03 g
Taurine	0.50%	0.54%	0.15 g
L-Carnitine	599.61 mg/kg	644.74 mg/kg	18.41 mg
Vitamin C	7.92 mg/kg	8.52 mg/kg	0.24 mg
Vitamin E	599.79 IU/kg	644.94 IU/kg	18.42 IU
Vitamin A	28782.12 IU/kg	30948.52 IU/kg	883.70 IU
Vitamin D3	1709.22 IU/kg	1837.87 IU/kg	52.48 IU
Glucosamine	813.77 mg/kg	875.02 mg/kg	24.99 mg
Chondroitin	1155.62 mg/kg	1242.60 mg/kg	35.48 mg

METABOLIZABLE ENERGY

kcal/cup	352
Grams/cup	108
kcal/kg (ME Calculated)	3,257

CALORIC DISTRIBUTION

% ME from Protein	42
% ME from Fat	31
% ME from Carbohydrates	27

For the most current information, please visit **BLUEVetConnect.com**





BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Cats

INGREDIENTS

Chicken, Chicken Liver, Chicken Broth, Water, Pea Protein, Powdered Cellulose, Whitefish, Carrots, Potatoes, Natural Flavor, Calcium Sulfate, Flaxseed, Taurine, Betaine Anhydrous, Potassium Chloride, Guar Gum, Blueberries, Cranberries, Sodium Acid Pyrophosphate, Carrageenan, Choline Chloride, Salt, DL-Methionine, L-Carnitine, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Vitamin E Supplement, Thiamine Mononitrate (Vitamin B1), Copper Amino Acid Chelate, Manganese Amino Acid Chelate, Sodium Selenite, Niacin Supplement (Vitamin B3), Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin Supplement (Vitamin B2), Vitamin A Supplement, Biotin (Vitamin B7), Potassium Iodide, Vitamin D3 Supplement, Vitamin B12 Supplement, Folic Acid (Vitamin B9).

RECOMMENDED ADULT DAILY FEEDING CHART

WEIGHT REDUCTION

Feed $\frac{3}{4}$ to 1 can  Per 6-8 lbs. of body weight per day.

WEIGHT MAINTENANCE

Feed $1\frac{1}{4}$ to $1\frac{1}{2}$ cans  Per 6-8 lbs. of body weight per day.

Refrigerate unused portion.

NUTRITIONAL ANALYSIS

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Protein	10.27%	43.70%	11.97 g
Crude Fat	4.89%	20.81%	5.70 g
Carbohydrate (NFE)	3.8%	16.17%	4.43 g
Crude Fiber	2.01%	8.55%	2.34 g
Total Dietary Fiber	3.48%	14.81%	4.06 g
Insoluble Fiber	3.43%	14.60%	4.00 g
Soluble Fiber	0.05%	0.21%	0.06 g
Ash	2.43%	10.34%	2.83 g
Calcium	0.39%	1.66%	0.45 g
Phosphorus	0.38%	1.62%	0.44 g
Sodium	0.21%	0.89%	0.24 g
Chloride	0.23%	0.98%	0.27 g
Potassium	0.23%	0.98%	0.27 g
Magnesium	0.03%	0.13%	0.03 g
Iron	55 mg/kg	234.04 mg/kg	6.41 mg
Copper	4.73 mg/kg	20.13 mg/kg	0.55 mg
Manganese	5.08 mg/kg	21.62 mg/kg	0.59 mg
Zinc	41.19 mg/kg	175.28 mg/kg	4.80 mg

NUTRITION STATEMENT

BLUE Natural Veterinary Diet W+U Weight Management + Urinary Care is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for adult maintenance.

BLUE Natural Veterinary Diet™ W+U Weight Management + Urinary Care for Cats

NUTRITIONAL ANALYSIS CONT.

Nutrient	As-Fed (Average)	Dry Matter Basis (Average)	Per 100 kcal
Iodine	0.72 mg/kg	3.06 mg/kg	0.08 mg
Selenium	0.18 mg/kg	0.77 mg/kg	0.21 mg
Omega-3 Fatty Acids	0.13%	0.55%	0.15 g
DHA	0.01%	0.04%	0.01 g
EPA	0.007%	0.03%	0.01 g
EPA + DHA	0.017%	0.07%	0.02 g
Omega-6 Fatty Acids	0.94%	4.00%	1.10 g
Linoleic Acid	0.78%	3.32%	0.91 g
Arachidonic Acid	0.1%	0.43%	0.12 g
Taurine	0.19%	0.81%	0.22 g
L-Carnitine	220.00 mg/kg	936.17 mg/kg	25.64 mg
Vitamin C	84.00 mg/kg	357.45 mg/kg	9.79 mg
Vitamin E	78.40 IU/kg	333.62 IU/kg	9.14 IU
Vitamin A	34063.00 IU/kg	144948.94 IU/kg	3970.05 IU
Vitamin D3	660.09 IU/kg	2808.89 IU/kg	76.93 IU
Glucosamine	153 mg/kg	651.06 mg/kg	17.83 mg
Chondroitin	547 mg/kg	2327.66 mg/kg	63.75 mg

METABOLIZABLE ENERGY

kcal/5.5-oz. can	134
Grams/5.5-oz. can	156
kcal/kg (ME Calculated)	858

CALORIC DISTRIBUTION

% ME from Protein	41
% ME from Fat	47
% ME from Carbohydrates	12

For the most current information, please
visit **BLUEVetConnect.com**



**Formulated by PhD animal nutritionists,
veterinarians, and food scientists,
BLUE Natural Veterinary Diet formulas
are indicated to help manage pets'
specific medical conditions.**





Blue Buffalo offers wholesome, meat-first recipes with high-quality natural ingredients in flavors dogs and cats love. Discover formulas for all breed sizes, life stages, and lifestyles.

All Blue Buffalo foods are backed by our True BLUE Promise: NO poultry by-product meals, NO corn, wheat, or soy, and NO artificial flavors or preservatives.

Wholesome Recipes



BLUE Life Protection Formula™

BLUE Tastefuls™

- High-quality ingredients starting with real meat
- Enhanced with vitamins, minerals, and other nutrients
- Real fruits, vegetables, and wholesome grains
- All BLUE dry foods include antioxidant-rich LifeSource Bits™



BLUE Wilderness™

- Ancestral diet for meat lovers
- High-protein, meat-rich recipes
- Wholesome grains for dogs, grain-free formulas for cats
- Balanced nutrition for your pet

Limited Ingredients



BLUE Basics™

- Limited ingredients for skin and stomach care
- Single animal protein source
- Enhanced with pumpkin, Omega 3 & 6 fatty acids, and Vitamins E & C
- No chicken, beef, corn, wheat, soy, dairy, or eggs – ideal for food sensitivities



BLUE Freedom™

- Grain-free diet
- Real meat first ingredient
- Complete and balanced nutrition
- All BLUE dry foods include antioxidant-rich LifeSource Bits™

Targeted Nutrition



BLUE True Solutions™

- Natural, science-based functional support
- Ingredients recommended by veterinarians
- Targeted support for pets' specific health needs
- Great for pets with food sensitivities



BLUE Natural Veterinary Diet™

- Formulated by veterinarians and animal nutritionists
- Designed to address medical issues through dietary modification
- 12 diets designed for a wide variety of conditions
- Premium-quality, natural ingredients

Entice and Reward



BLUE Wet Foods

- Healthy, natural recipes for dogs and cats
- Varieties of delicious textures and flavors
- Formulas for specific breed sizes, life stages, and nutritional needs



BLUE Treats

- Healthy, natural treats for dogs and cats
- Wide variety of styles for training, rewarding, and spoiling
- Delicious textures and flavors

Our Story Is a Family Story

Blue Buffalo™ started with a promise made to an Airedale named Blue whose family wanted to feed him the best pet food possible. That promise still drives us to seek out the healthiest ways to feed and nurture pets – it lives on every time you fill your pet's bowl with BLUE.



TRUE BLUE PROMISE

Formulated with the Finest Natural Ingredients

- **Real Meat** First Ingredient
- **NO** Chicken (or Poultry) By-Product Meals
- **NO** Corn, Wheat or Soy
- **NO** Artificial Flavors or Preservatives

Love them like family. Feed them like family.™



LifeSource Bits™

Enhancing BLUE dry foods are exclusive LifeSource Bits, made with antioxidants, vitamins, and minerals and "cold-formed" to retain their potency. Nutrient-dense dry foods combine with LifeSource Bits to create optimally nutritious, balanced formulas.



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NATURAL
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