

Most pet food labels are designed to sell you – not nourish them

You flipped the bag. You tried to read the label. And still, you're standing in the aisle thinking: "Why does this feel more like a science test than a food decision?"

Because it is. Pet food marketing is built on vague claims, shady rules, and nutrient math gymnastics. Here's what to avoid – next time you shop.

4 marketing gimmicks to watch for:

1. "With Real Beef"

Sounds nourishing, right?

Actually means: the food only needs to contain 3% beef to use that label. The rest can be corn, soy, or low-grade fillers. If "with" is in the claim, it's not in the bowl.

2. "Natural"

Owned by Nestlé. That alone should raise a red flag. You'll often see corn, meat by-products, and vague ingredients topping their lists.

3. "Meat Meal" or "Animal Fat"

Prescription formulas, fancy names, and sky-high prices – but look closer and you'll find more marketing than meat.

4. "AAFCO Approved"

Once premium, now mass-market. You're paying for a legacy brand that's been diluted by cost-cutting and heavy processing.

What to do instead

Here are 3 simple things to do the next time you're buying pet food:

1. Flip the bag

Look at the first five ingredients. Real meat should be one of them. AVOID "meat meal", "animal digest", or "by-product"

2. Ignore the health claims

"Natural," "clinically proven" and "veterinarian recommended" mean nothing. Read the ingredient list. Not the marketing.

3. Trust your gut

If it feels off – it probably is. You don't need a PhD to know what real food is. If you think something is off, consult with a trusted vet.



Book a personalized nutrition consult with Dr. Pam

Rooted in science, experience, intuition, and love – this is where guesswork ends and confidence begins. Walk away with a clear nutrition plan, a deeper understanding of your dog's needs, and the peace of knowing you're doing everything you can to give your dog the healthiest, happiest life possible.

START NOW AT [REVITALIZINGPETCARE.COM](https://revitalizingpetcare.com).