

**NOM
NOM**

PRODUCT REFERENCE GUIDE FOR VETS

Gently cooked dog food formulated by our team of PhD and board-certified veterinary nutritionists, for the complete and balanced nutrition dogs need.



TABLE OF CONTENTS

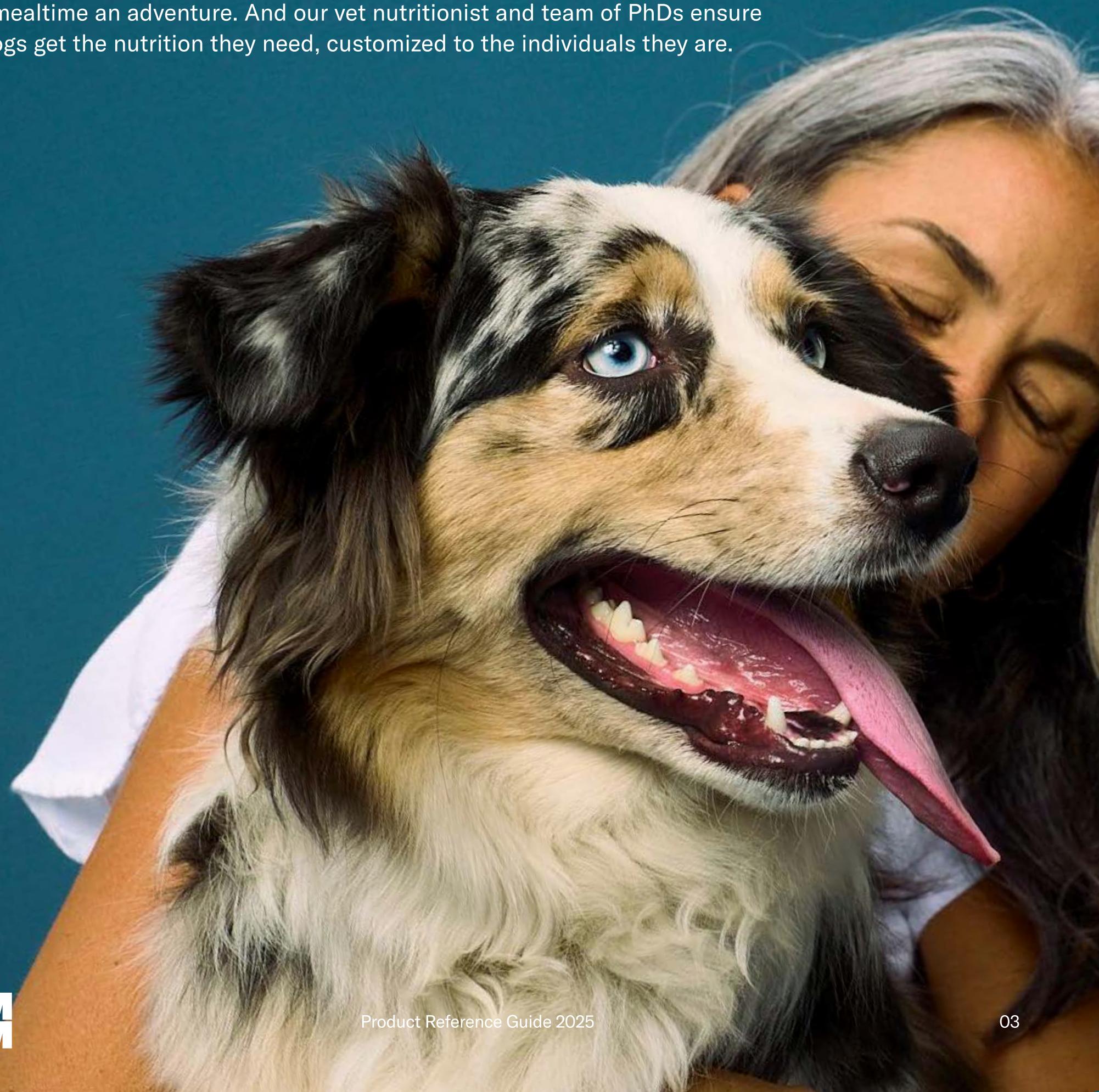
About Nom Nom	03
How Nom Nom Meets WSAVA Guidelines For Selecting Dog Food	04
Our Gently Cooked Recipes	05
Beef Mash	06
Pork Potluck	07
Chicken Cuisine	08
Turkey Fare	09
Lamb Pilaf	10
Turkey & Chicken Cookout	11
Recipe Research & Resources	12
Nom Nom Feeding Guide	13
How To Transition & Serve	14
Our Vet-Developed Probiotics	15
Full Spectrum Probiotic Support	16
GI-Targeted Probiotic Support	17
Probiotic Research & Resources	18
Our Wholesome Treats	19
Beef Jerkey	20
Sweet Potato Chews	21
Wafers: Chicken & Cranberry Flavor	22
Wafers: Beef & Blueberry Flavor	23

ABOUT NOM NOM

It all began with a pair of obsessive dog parents and a doted-on Aussie Shepherd.

After searching for just the right food to support their pup's sensitivities, our founders decided to make their own. They eventually teamed up with a board-certified vet nutritionist and expanded from their home kitchen to a full-scale operation in Nashville, putting the same care into nourishing thousands of dogs as they did into serving one.

This dog-first mindset continues to guide our team today. We prioritize tempting tastes and textures to please even the pickiest eaters. We champion variety to make mealtime an adventure. And our vet nutritionist and team of PhDs ensure that dogs get the nutrition they need, customized to the individuals they are.



HOW NOM NOM MEETS WSAVA GUIDELINES FOR SELECTING DOG FOOD

World Small Animal Veterinary Association (WSAVA) guidelines focus on evaluating each company in relation to their nutritional expertise, food safety and quality control practices and whether the company is active in nutrition research. Nom Nom's products and manufacturing processes meet or exceed the following guidelines set out by WSAVA for selecting pet foods.

Do they employ a nutritionist?

Nom Nom's recipes have always been developed under the guidance of a board-certified veterinary nutritionist. Today, we're supported by a team of expert nutritionists within the Royal Canin family, together with Nom Nom's own Matthew Brooks, MS, PhD in Small Animal Nutrition.

Who formulates the diets? What is the quality control process for ingredients and finished products?

Nom Nom's food is produced in its own Nashville, Tennessee-based packaging facility. The company receives guidance from the Royal Canin regulatory team, ensuring claims are up to snuff, and is supported by Royal Canin's Q&FS standards— so you can be confident in the quality. Nom Nom meets all AAFCO guidelines and regulations, and is formulated to meet the canine AAFCO nutrient profile for all life stages.

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

Nom Nom backs up all of our products with industry-standard feeding studies. These feeding studies are conducted on all formulas, to ensure product performance according to Nom Nom's high palatability and digestibility standards. Nom Nom has published multiple peer-reviewed studies to support products and services and add to pet health public knowledge.

OUR GENTLY COOKED RECIPES

Our recipes are formulated and scientifically evaluated for nutritional balance by board-certified veterinary nutritionists and PhD-led veterinary science and R&D teams, who think about the nutritional needs of dogs and how they can be met at any given life stage.

We use only real, high-quality ingredients, prepared and packed in our own Nashville kitchen, along with a proprietary nutrient blend that includes Vitamin D, Vitamin E, Vitamin B1, Vitamin B2, Vitamin B12, Iron, Iodine, Zinc, Selenium, Copper, Manganese, Choline and Taurine.



BEEF MASH

Vet-developed and featuring our proprietary nutrient blend, this recipe features chunks of premium, protein-rich beef to support the energy levels of active dogs.

Beef is high in protein to support energy levels

Potatoes are a healthy source of carbohydrates

Eggs are a complete source of protein and rich in fatty acids

Carrots contain beta-carotene to support eye & skin health

Peas are packed with minerals like iron, potassium and zinc



NUTRIENT PROFILE

Calorie Content (calculated)

1194 kcal ME/kg, 201 kcal ME/cup

Moisture (g/Mcal)	573.4
Protein (g/Mcal)	82.8
Crude Fat (g/Mcal)	53.7
EPA+DHA (mg/Mcal)	0.2
NFE (g/Mcal)	57.5
Crude Fiber (g/Mcal)	1.7
Total Dietary Fiber (g/Mcal)	6.7
Calcium (g/Mcal)	3.3
Phosphorus (g/Mcal)	2.8
Potassium (g/Mcal)	2.1
Sodium (g/Mcal)	2.0
Magnesium (g/Mcal)	0.2
Copper (mg/Mcal)	4.7
Zinc (mg/Mcal)	48.5
Vitamin D3 (IU/Mcal)	420.0
Taurine (mg/Mcal)	1.0

DIGESTION TEST RESULTS

Total DM Digestibility	88.3%
Protein Digestibility	92.2%
Fat Digestibility	97.6%
Carbohydrate Digestibility	89.0%
Metabolizable Energy (Calorie)	93.2%

INGREDIENTS

Ground Beef, Russet Potatoes, Eggs, Carrots, Peas, Water Sufficient for Processing, Dicalcium Phosphate, Potassium Chloride, Salt, Citric Acid, Natural Flavor, Vinegar, Calcium Carbonate, Taurine, Fish Oil, Sunflower Oil, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Vitamin E Supplement, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (Source of Vitamin D3), Pantothenic Acid (Calcium-D-Pantothenate).

Nom Nom Beef Mash is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

PORK POTLUCK

Vet-developed and featuring our proprietary nutrient blend, this recipe presents a digestible alternative to common proteins such as chicken or beef.

Pork is a highly digestible alternative to common proteins

Potatoes are a healthy source of carbohydrates

Green Beans are low-calorie and high in fiber

Squash is a great source of essential vitamins

Kale is rich in antioxidants that support immunity

Mushrooms are a good source of selenium



NUTRIENT PROFILE

Calorie Content (calculated)

1187 kcal ME/kg, 231 kcal ME/cup

Moisture (g/Mcal)	576.5
Protein (g/Mcal)	81.1
Crude Fat (g/Mcal)	51.8
EPA+DHA (mg/Mcal)	0.3
NFE (g/Mcal)	67.7
Crude Fiber (g/Mcal)	3.0
Total Dietary Fiber (g/Mcal)	6.3
Calcium (g/Mcal)	3.4
Phosphorus (g/Mcal)	2.8
Potassium (g/Mcal)	3.8
Sodium (g/Mcal)	2.1
Magnesium (g/Mcal)	0.2
Copper (mg/Mcal)	4.9
Zinc (mg/Mcal)	47.7
Vitamin D3 (IU/Mcal)	394.1
Taurine (mg/Mcal)	1.0

DIGESTION TEST RESULTS

Total DM Digestibility	86.2%
Protein Digestibility	90.6%
Fat Digestibility	97.2%
Carbohydrate Digestibility	85.8%
Metabolizable Energy (Calorie)	91.2%

INGREDIENTS

Ground Pork, Russet Potatoes, Squash, Green Beans, Kale, Cremini Mushrooms, Potassium Chloride, Dicalcium Phosphate, Salt, Natural Flavor, Vinegar, Citric Acid, Calcium Carbonate, Fish Oil, Taurine, Choline Bitartrate, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Vitamin E Supplement, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (Source of Vitamin D3), Pantothenic Acid (Calcium-D-Pantothenate).

Nom Nom Pork Potluck is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

CHICKEN CUISINE

Vet-developed and featuring our proprietary nutrient blend, this recipe features chunks of premium, lean chicken and is popular with picky eaters.

Chicken is a lean protein rich in omega-6 fatty acids

Sweet Potatoes are a fiber-rich carbohydrate source

Squash is a great source of essential vitamins

Spinach contains calcium to support bone health



NUTRIENT PROFILE

Calorie Content (calculated)
1161 kcal ME/kg, 258 kcal ME/cup

Moisture (g/Mcal)	585.4
Protein (g/Mcal)	83.2
Crude Fat (g/Mcal)	50.3
EPA+DHA (mg/Mcal)	0.5
NFE (g/Mcal)	61.7
Crude Fiber (g/Mcal)	0.7
Total Dietary Fiber (g/Mcal)	1.3
Calcium (g/Mcal)	3.6
Phosphorus (g/Mcal)	3.0
Potassium (g/Mcal)	2.8
Sodium (g/Mcal)	1.7
Magnesium (g/Mcal)	0.2
Copper (mg/Mcal)	4.8
Zinc (mg/Mcal)	40.5
Vitamin D3 (IU/Mcal)	309.9
Taurine (mg/Mcal)	0.6

DIGESTION TEST RESULTS

Total DM Digestibility	88.5%
Protein Digestibility	93.6%
Fat Digestibility	96.6%
Carbohydrate Digestibility	90.9%
Metabolizable Energy (Calorie)	93.3%

INGREDIENTS

Diced Chicken, Sweet Potatoes, Water Sufficient for Processing, Squash, Spinach, Natural Flavor, Sunflower Oil, Canola Oil, Dicalcium Phosphate, Vinegar, Citric Acid, Salt, Calcium Carbonate, Fish Oil, Taurine, Choline Bitartrate, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Vitamin E Supplement, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (Source of Vitamin D3), Pantothenic Acid (Calcium-D-Pantothenate).

Nom Nom Chicken Cuisine is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

TURKEY FARE

Vet-developed and featuring our proprietary nutrient blend, this grain-inclusive recipe is made with highly digestible turkey to support dogs with sensitive stomachs. It can also help maintain an ideal weight.

Turkey is a lean and highly digestible protein

Brown Rice is a fiber-rich carbohydrate

Eggs are a complete source of protein and rich in fatty acids

Carrots contain beta-carotene to support eye & coat health

Spinach contains calcium to support bone health



NUTRIENT PROFILE

Calorie Content (calculated)
1298 kcal ME/kg, 244 kcal ME/cup

Moisture (g/Mcal)	505.0
Protein (g/Mcal)	78.8
Crude Fat (g/Mcal)	49.8
EPA+DHA (mg/Mcal)	0.3
NFE (g/Mcal)	70.94
Crude Fiber (g/Mcal)	1.7
Total Dietary Fiber (g/Mcal)	7.1
Calcium (g/Mcal)	3.4
Phosphorus (g/Mcal)	2.8
Potassium (g/Mcal)	1.5
Sodium (g/Mcal)	2.2
Magnesium (g/Mcal)	0.3
Copper (mg/Mcal)	3.5
Zinc (mg/Mcal)	39.2
Vitamin D3 (IU/Mcal)	313.9
Taurine (mg/Mcal)	0.5

DIGESTION TEST RESULTS

Total DM Digestibility	89.0%
Protein Digestibility	92.0%
Fat Digestibility	96.2%
Carbohydrate Digestibility	92.6%
Metabolizable Energy (Calorie)	92.9%

INGREDIENTS

Ground Turkey, Brown Rice, Egg, Carrots, Spinach, Water Sufficient for Processing, Dicalcium Phosphate, Citric Acid, Salt, Vinegar, Calcium Carbonate, Potassium Chloride, Vitamin E Supplement, Natural Flavors, Fish Oil, Taurine, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (Source of Vitamin D3), Pantothenic Acid (Calcium-D-Pantothenate).

Nom Nom Turkey Fare is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

LAMB PILAF

Vet-developed and featuring our proprietary nutrient blend, this grain-inclusive recipe provides a digestible alternative to common proteins such as chicken or beef.

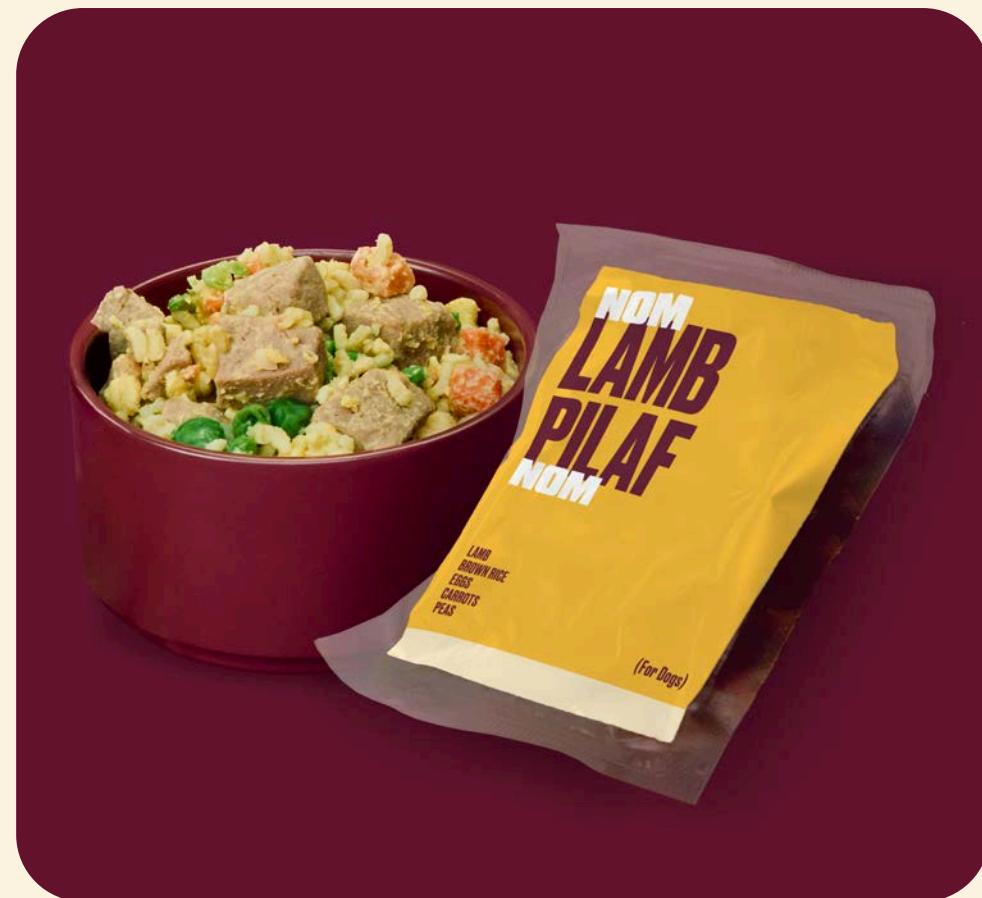
Lamb is a highly digestible alternative to common proteins

Brown Rice is a healthy source of carbohydrates

Eggs are a complete source of protein and rich in fatty acids

Carrots contain beta-carotene to support eye & coat health

Peas are packed with minerals like iron, potassium and zinc



NUTRIENT PROFILE

Calorie Content (calculated)

1313 kcal ME/kg, 276 kcal ME/cup

Moisture (g/Mcal)	522.9
Protein (g/Mcal)	59.9
Crude Fat (g/Mcal)	59.1
EPA+DHA (mg/Mcal)	0.1
NFE (g/Mcal)	77.0
Crude Fiber (g/Mcal)	3.7
Total Dietary Fiber (g/Mcal)	10.2
Calcium (g/Mcal)	3.4
Phosphorus (g/Mcal)	2.7
Potassium (g/Mcal)	1.7
Sodium (g/Mcal)	1.9
Magnesium (g/Mcal)	0.2
Copper (mg/Mcal)	3.9
Zinc (mg/Mcal)	32.6
Vitamin D3 (IU/Mcal)	308.3
Taurine (mg/Mcal)	0.8

DIGESTION TEST RESULTS

Total DM Digestibility	89.1%
Protein Digestibility	91.5%
Fat Digestibility	96.3%
Carbohydrate Digestibility	92.0%
Metabolizable Energy (Calorie)	93.0%

INGREDIENTS

Ground Lamb, Brown Rice, Egg, Carrots, Peas, Water Sufficient for Processing, Dicalcium Phosphate, Natural Flavor, Citric Acid, Vinegar, Salt, Calcium Carbonate, Potassium Chloride, Choline Bitartrate, Potassium Carbonate, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Canola Oil, Vitamin E Supplement, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (Source of Vitamin D3), Calcium Pantothenate (Vitamin B5).

Nom Nom Lamb Pilaf is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

TURKEY & CHICKEN COOKOUT

Vet-developed and featuring our proprietary nutrient blend, as well as a duo of lean proteins, this is a picky-eater-approved recipe that supports skin and coat health.

Sweet Potatoes are a fiber-rich carbohydrate source

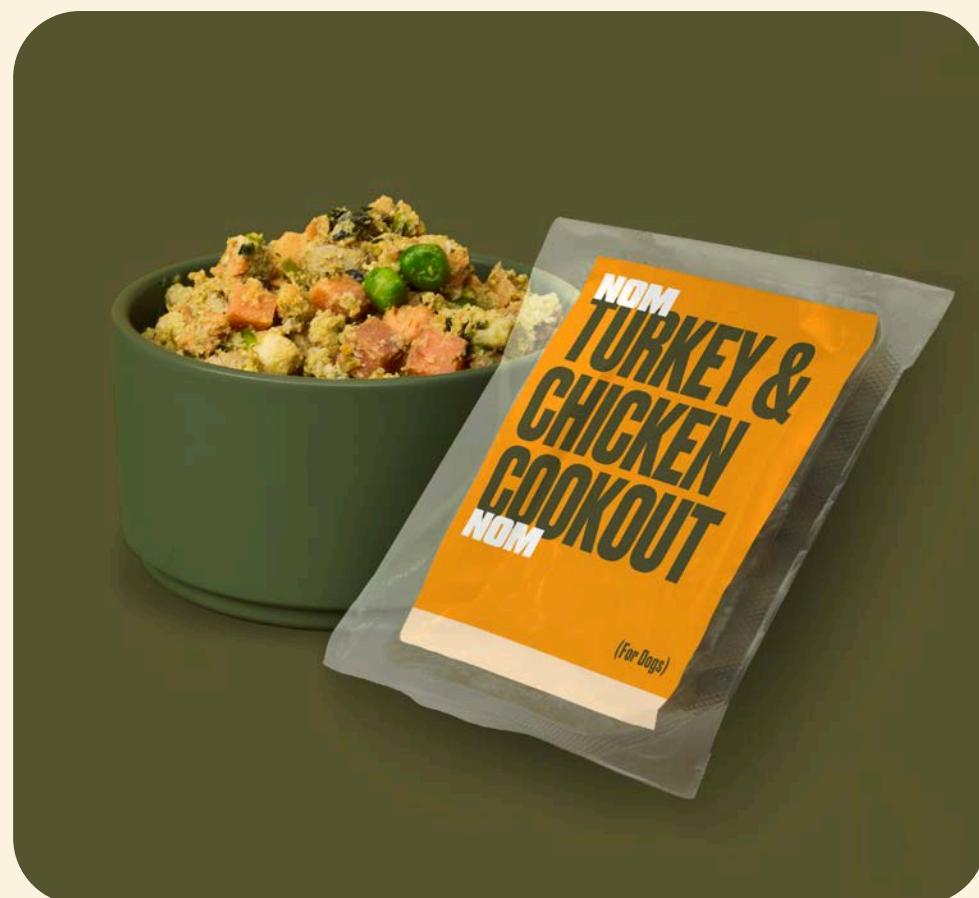
Turkey is a lean and highly digestible protein

Chicken is a lean protein rich in omega-6 fatty acids

Kale is rich in antioxidants that support immunity

Eggs are a complete source of protein and rich in fatty acids

Peas are packed with minerals like iron, potassium and zinc



NUTRIENT PROFILE

Calorie Content (calculated)

1180 kcal ME/kg, 217 kcal ME/cup

Moisture (g/Mcal)	608.5
Protein (g/Mcal)	73.5
Crude Fat (g/Mcal)	60.1
EPA+DHA (mg/Mcal)	1.1
NFE (g/Mcal)	65.7
Crude Fiber (g/Mcal)	6.1
Total Dietary Fiber (g/Mcal)	8.0
Calcium (g/Mcal)	3.6
Phosphorus (g/Mcal)	2.9
Potassium (g/Mcal)	2.3
Sodium (g/Mcal)	2.7
Magnesium (g/Mcal)	0.2
Copper (mg/Mcal)	4.4
Zinc (mg/Mcal)	38.5
Vitamin D3 (IU/Mcal)	284.1
Taurine (mg/Mcal)	0.8

DIGESTION TEST RESULTS

Total DM Digestibility	87.2%
Protein Digestibility	90.9%
Fat Digestibility	96.6%
Carbohydrate Digestibility	82.4%
Metabolizable Energy (Calorie)	92.1%

INGREDIENTS

Sweet Potato, Ground Turkey, Diced Chicken, Kale, Peas, Egg, Canola Oil, Dicalcium Phosphate, Vinegar, Fish Oil, Sunflower Oil, Water Sufficient for Processing, Citric Acid, Salt, Natural Flavors, Calcium Carbonate, Taurine, Choline Bitartrate, Dimagnesium Phosphate, Zinc Gluconate, Iron Amino Acid Chelate, Vitamin E Supplement, Potassium Iodide, Vitamin B12 Supplement, Copper Gluconate, Manganese Gluconate, Selenium Amino Acid Chelate, Niacin (Vitamin B3), Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Folic Acid, Vitamin A Supplement, Cholecalciferol (source of Vitamin D3), Calcium Pantothenate (Vitamin B5).

Nom Nom Turkey & Chicken Cookout is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lb. or more as an adult).

RECIPE RESEARCH & RESOURCES

Nom Nom is committed to ongoing research into the digestibility and benefits of our food, as well as overall wellness and microbiome health in dogs.

Tanprasertsuk J, et al. [Apparent total tract nutrient digestibility and metabolizable energy estimation in commercial fresh and extruded dry kibble dog foods.](#)

Translational Animal Science, 2021.

Tanprasertsuk J, et al. [Heterogeneity of gut microbial responses in healthy household dogs transitioning from an extruded to a mildly cooked diet.](#) PeerJ, 2021.

[Read more research and development articles from Nom Nom.](#)



NOM NOM FEEDING GUIDE

Take into account the dog's ideal weight and activity level, then use the chart below to find the right serving amount. These daily recommendations are only a guide.

FOR ADULT DOGS

assumes low/normal activity

Recipe By Daily Portion (cups / grams)

Adult Dog Weight (lbs)	Beef Mash	Chicken Cuisine	Lamb Pilaf	Pork Potluck	Turkey Fare	Turkey & Chicken Cookout
5	¾ / 133	½ / 136	½ / 121	¾ / 133	¾ / 122	½ / 134
10	1¼ / 223	1 / 229	1 / 203	1¼ / 224	1 / 205	1¼ / 226
15	1¾ / 302	1 ½ / 311	1¼ / 275	1½ / 304	1½ / 278	1½ / 306
20	2¼ / 375	1¾ / 386	1½ / 341	2 / 377	1¾ / 345	2 / 379
30	3 / 508	2½ / 523	2 / 462	2½ / 512	2½ / 467	3 / 514
40	3¾ / 630	3 / 648	2¾ / 573	3¼ / 635	3 / 580	3½ / 638
50	4½ / 745	3½ / 767	3¼ / 678	4 / 750	3¾ / 686	4 / 754
60	5 / 855	4 / 879	3¾ / 777	4½ / 860	4¼ / 786	4¾ / 865
80	6¼ / 1060	5 / 1091	4½ / 964	5½ / 1068	5¼ / 975	5¾ / 1073

FOR PUPPIES

averaged across recipes

Age (mo) & Daily Portion (cups / grams)

Target Adult Weight (lbs)	3	4	6	8	10
10	1½ / 291	1½ / 304	1½ / 278	1¼ / 220	1 / 216
20	2½ / 477	2½ / 507	2¾ / 513	2¼ / 415	2 / 367
40	4 / 784	4¼ / 846	4½ / 865	3¾ / 748	3¼ / 621
60	4¾ / 932	5¼ / 1012	6 / 1174	5½ / 1088	4¾ / 924

Rather we do the math? For subscription orders, we pre-portion the dog's meal packs according to their unique nutritional needs and deliver them at a set schedule so they never run out.

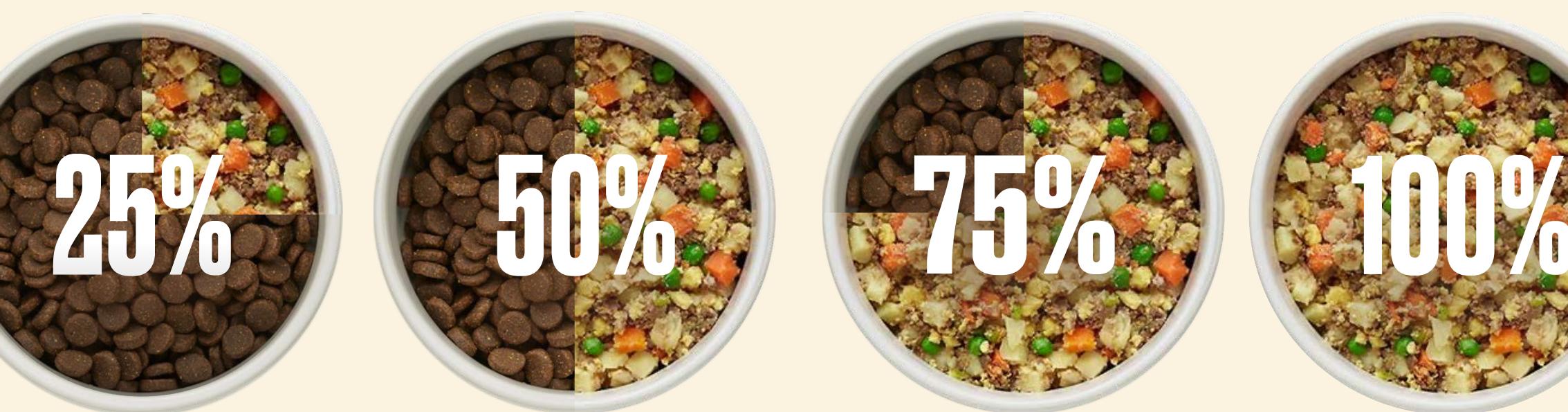
HOW TO TRANSITION TO NOM NOM

If transitioning to a 100% Nom Nom diet, start by adding a little bit of our vet-developed food to the dog's current food.

Gradually increase the ratio of Nom Nom's food while reducing the dog's current food over the course of a week. This will allow their stomach to gradually adjust to the new diet.

Days

1 – 2 → 3 – 4 → 5 – 6 → 7+



HOW TO SERVE



Full Meals

Feed 100% Nom Nom recipes for a complete and balanced meal.



Half Meals

Mix our vet-developed food with the dog's current food.



Toppers

Add a taste of Nom Nom's recipes to the dog's current diet.

OUR VET-DEVELOPED PROBIOTICS

Experts confirm that a balanced microbiome has a lot to do with overall wellness. That's why we've gone beyond the bowl with vet-developed probiotics, which were designed to support everything from nutrient absorption to immune system function and digestion.



FULL SPECTRUM PROBIOTIC SUPPORT

Supports healthy digestion, metabolism, nutrient absorption and immune system function in dogs. Contains 20 billion CFUs and 7 full spectrum probiotic strains per serving. 30-day supply.



ACTIVE INGREDIENTS PER SCOOP (2G)

Proprietary Probiotic	20 Billion CFUs
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Proprietary Probiotic Blend of: [*Lactobacillus reuteri*, *Pediococcus acidilactici*, *Enterococcus faecium*, *Lactobacillus acidophilus*, *Bifidobacterium animalis*, *Lactobacillus fermentum*, *Lactobacillus rhamnosus*]

Inulin	50 mg
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INACTIVE INGREDIENTS

Maltodextrin

CAUTIONS

If animal's condition worsens or does not improve, we recommend to stop product administration and undergo further veterinary evaluation and consultation.

DIRECTIONS FOR USE

Administer orally, one level scoop daily.

FOR USE IN DOGS ONLY

Recommended to support digestive health. Appropriate for all breeds, puppies (older than 8 weeks) to adults.

WARNINGS

Not for human consumption. Keep out of the reach of children and animals. In case of accidental overdose, contact a veterinary professional immediately.

STORAGE & HANDLING

Protect from light, high temperatures and moisture. Reseal after each use. Refrigerate for maximum potency.

GI-TARGETED PROBIOTIC SUPPORT

For a balanced microbiome and healthy digestion in dogs. Contains 20 billion CFUs and 5 probiotic strains per serving targeted specifically to manage GI issues. 30-day supply.



ACTIVE INGREDIENTS PER SCOOP (2G)

Proprietary Probiotic	20 Billion CFUs
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Proprietary Probiotic Blend of: *[Saccharomyces boulardii, Enterococcus faecium, Bifidobacterium animalis, Lactobacillus reuteri, Pediococcus acidilactici]*

Inulin	50 mg
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INACTIVE INGREDIENTS

Maltodextrin

CAUTIONS

If animal's condition worsens or does not improve, we recommend to stop product administration and undergo further veterinary evaluation and consultation.

DIRECTIONS FOR USE

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Not for human consumption. Keep out of the reach of children and animals. In case of accidental overdose, contact a veterinary professional immediately.

STORAGE & HANDLING

Protect from light, high temperatures and moisture. Reseal after each use. Refrigerate for maximum potency.

PROBIOTIC RESEARCH & RESOURCES

Nom Nom's probiotics were expertly formulated by a veterinary nutritionist and microbiologist. They help promote a healthy microflora to support stool quality and overall digestive health, and contain prebiotic fiber for added bacterial development.

Probiotics are made with top-quality ingredients at FDA registered facilities under GMP guidelines. Each batch is independently tested for product integrity.

Tanprasertsuk J, et al. The microbiota of healthy dogs demonstrates individualized responses to synbiotic supplementation in a randomized controlled trial. Animal Microbiome, 2021.

Jha A., et al. Characterization of gut microbiomes of household pets in the United States using a direct-to-consumer approach. PLOS ONE, 2020.



OUR WHOLESOME TREATS

Go the extra mile for dogs with top-quality treats from Nom Nom. Made with premium protein, nutritious fruit and little (or nothing) else, they're perfect for positive reinforcement, training sessions or everyday enrichment.



BEEF JERKY

Made with 100% premium beef and nothing more, they're an all-natural, protein-rich snack. Available in 4 oz. packages.

- Made from 100% beef
- No artificial colors, flavors, fillers or funky stuff
- Gently dehydrated for the chewy texture dogs love
- Easy to break into pieces for training, or to use as a meal topper



CALORIE CONTENT

1 Treat	18 g
Calories Per Treat [†]	80 kcal
Calories From:	
Protein	43 kcal
Fat	37 kcal
Carbohydrate	0 kcal

FEEDING INSTRUCTIONS

Offer as a healthy reward or wholesome snack. Recommended for adult dogs only. Always have fresh drinking water available and monitor your dog to ensure the treat is adequately chewed.

Not nutritionally balanced to replace your dog's diet. We recommend that treats be limited to no more than 10% of your dog's daily caloric intake.

GUARANTEED ANALYSIS

Protein (min.)	55%
Fat (min.)	18%
Total Carbohydrates [†] (max.)	0%
Dietary Fiber (max.)	7%
Moisture (max.)	10%

INGREDIENTS

Beef.

[†]calculated value

Nom Nom Beef Jerky is intended for intermittent or supplemental feeding only.

SWEET POTATO CHEWS

Made from a single wholesome ingredient, this treat is low in fat and a good source of fiber. Available in 6 oz. packages.

- Made from 100% sweet potato
- No artificial colors, flavors, fillers or funky stuff
- Low in fat + a good source of fiber
- A rawhide alternative



CALORIE CONTENT

1 Treat	23 g
Calories Per Treat [†]	60 kcal
Calories From:	
Protein	6 kcal
Fat	3 kcal
Carbohydrate	51 kcal

FEEDING INSTRUCTIONS

Offer as a healthy reward or wholesome snack. Recommended for adult dogs only. Always have fresh drinking water available and monitor your dog to ensure the treat is adequately chewed.

Not nutritionally balanced to replace your dog's diet. We recommend that treats be limited to no more than 10% of your dog's daily caloric intake.

GUARANTEED ANALYSIS

Protein (min.)	3%
Fat (min.)	0.5%
Fat (max.)	3.5%
Total Carbohydrates [†] (max.)	72%
Dietary Fiber (max.)	20%
Moisture (max.)	25%

INGREDIENTS

Sweet Potatoes.

[†]calculated value

Nom Nom Sweet Potato Chews are intended for intermittent or supplemental feeding only.

WAFERS: CHICKEN & CRANBERRY FLAVOR

Featuring tender chicken and healthy cranberries. Available in 7 oz. packages.

- Made with quality meat and fruit
- No artificial colors, flavors, fillers or funky stuff
- A good source of fiber
- Break into pieces for training or use as a topper

CALORIE CONTENT

1 Treat	8 g
Calories Per Treat [†]	26 kcal
Calories From:	
Protein	12 kcal
Fat	11 kcal
Carbohydrate	3 kcal

GUARANTEED ANALYSIS

Protein (min.)	40%
Fat (min.)	7%
Total Carbohydrates [†] (max.)	16%
Dietary Fiber (max.)	8%
Moisture (max.)	31%



FEEDING INSTRUCTIONS

Offer as a healthy reward or wholesome snack. Recommended for adult dogs only. Always have fresh drinking water available and monitor your dog to ensure the treat is adequately chewed.

Not nutritionally balanced to replace your dog's diet. We recommend that treats be limited to no more than 10% of your dog's daily caloric intake.

INGREDIENTS

Chicken, Cranberry, Vegetable Glycerin, Chickpeas, Salt.

[†]calculated value

Nom Nom Chicken & Cranberry Flavor Wafers are intended for intermittent or supplemental feeding only.

WAFERS: BEEF & BLUEBERRY FLAVOR

Featuring tender beef and nutritious blueberries. Available in 7 oz. packages.

- Made with quality meat and fruit
- No artificial colors, flavors, fillers or funky stuff
- A good source of fiber
- Break into pieces for training or use as a topper

CALORIE CONTENT

1 Treat	9 g
Calories Per Treat [†]	34 kcal
Calories From:	
Protein	11 kcal
Fat	18 kcal
Carbohydrate	5 kcal

GUARANTEED ANALYSIS

Protein (min.)	30%
Fat (min.)	15%
Total Carbohydrates [†] (max.)	20%
Dietary Fiber (max.)	10%
Moisture (max.)	23%



FEEDING INSTRUCTIONS

Offer as a healthy reward or wholesome snack. Recommended for adult dogs only. Always have fresh drinking water available and monitor your dog to ensure the treat is adequately chewed.

Not nutritionally balanced to replace your dog's diet. We recommend that treats be limited to no more than 10% of your dog's daily caloric intake.

INGREDIENTS

Beef, Chickpeas, Cane Molasses, Blueberries, Salt, Rosemary.

[†]calculated value

Nom Nom Beef & Blueberry Flavor Wafers are intended for intermittent or supplemental feeding only.

DOG PEOPLE STICK TOGETHER

Got more questions? We're here to provide all the information you need to make informed decisions about our food and pet nutrition in general. Please reach out to our Pet Support team at <https://support.nomnomnow.com>

