

Burns Real Food for Dogs
*can even replace some
Veterinary-only foods.*



BURNS DRY COMPLETE RANGE

- Original** Chicken and Brown Rice
Lamb and Brown Rice
Fish and Brown Rice
- Choice** Chicken and Maize
Lamb and Maize
Fish and Maize
- Sensitive** Pork and Potato
Duck and Brown Rice
- Weight Control** High Oats
- Burns Moist Complete**
- Penlan Range** Chicken, Brown Rice and Vegetables
Lamb, Brown Rice and Vegetables
Free Range Egg, Brown Rice and Vegetables

Can be fed alone or with Burns dry Hypo-allergenic Mixer.

Advice

*If your dog displays signs
of coprophagia or pica it is
even more important to worm
him or her regularly with
a veterinary wormer.*

Pet Nutrition Helpline 0800 083 66 96

Our experienced and knowledgeable nutritionists are available to give you sound practical pet health and nutrition advice. Whilst speaking to our team why not ask them to send you a free copy of John Burns' Guide to Natural Health Care or ask at your pet shop?

or download a copy now at
www.burnspet.co.uk/petcare

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POO EATING (Coprophagia/ Pica)



**Does your dog eat...
Poo? Soil? Grass?
Sticks? Stones? Rubbish?**



WHAT CAUSES POO EATING?

The craving for unusual items is known as abnormal appetite or 'pica'. In dogs the most common example of abnormal appetite is *Coprophagia* which is the habit of eating poo (faeces). Other examples include eating wood, stones and soil.

Why do dogs eat poo?

A common misconception about coprophagia or pica is that it is caused by something lacking in the diet. **This is not true.** In most cases an abnormal appetite (eating of poo, grass, wood or soil) is a sign of a low grade non-specific health disorder, probably of the digestive system.

Why do dogs eat grass?

Grass eating can be a sign that the digestive system is under strain. Occasionally dogs eat grass to stimulate vomiting but even if they do not vomit it can indicate a digestive upset caused by an unsuitable diet or possibly a food intolerance. Overfeeding may also result in grass eating.

Dietary factors which result in poo eating (coprophagia)

- 1 A poor quality diet or one which is not easily digested can alter the number and type of bacteria found normally in the gut. These bacteria produce endotoxins which can affect health.
- 2 Overfeeding – this reduces the digestibility of the food.
- 3 A food allergy or food intolerance can cause inflammatory or immune system reactions in the digestive system.
- 4 Too much protein and fat in the diet can cause a build up of toxic waste in the body. Protein and fat produce more harmful waste products than carbohydrate during normal metabolism.
- 5 Unsuitable ingredients in the dog food e.g. chemicals such as preservatives, colourants and emulsifiers can affect the health of your dog.

Pet Health & Nutrition Advice

Burns Pet Nutrition has a team of five experienced nutritionists, supported by John Burns, who can offer you support regarding the correct diet and feeding amounts for your dog. **John Burns' Guide to Natural Health Care** explains how proper diet can correct many common health problems.

This is available FREE from your Burns supplier or direct from Burns on

FREEPHONE 0800 083 66 96

Or you can download a copy at www.burnspet.co.uk/petcare

How can Burns diets help?

When a high quality natural diet is fed correctly (i.e. not overfed) this can provide the means whereby the body can rid itself of these toxins. This offers a long-term solution to these and other health problems, unlike drugs which temporarily suppress symptoms. The Burns adult maintenance diets are hypo-allergenic, free from colours, chemical preservatives and contain high levels of complex carbohydrates.

Which Burns diet is best for my dog?

It is possible that a dog with an abnormal appetite will have an allergy/intolerance to certain food ingredients. For example some dogs may do very well on a chicken based diet – but other dogs may have an intolerance to chicken and may manage better on a different diet such as duck, fish or lamb. If one variety of Burns does not help your dog – don't give up! We have several diets with different ingredients and we can usually find one to suit most dogs.

How much food should I give?

When dealing with a health problem it is vital that food intake should not exceed the dog's daily needs. Even slight overfeeding will reduce the likelihood of a successful outcome.

Older dogs, neutered dogs and dogs with health problems may need less than suggested on the bag.

Can I still feed treats?

In most cases, it is important to have as little variety in the diet as possible; i.e. no treats, other pet food brands, no fruit, not even home made foods (except possibly vegetables).

A USEFUL TIP...

• Occasionally coprophagia and pica may be aggravated by a behavioural condition. This is not to say that diet is not the underlying cause but some behavioural management techniques may also be useful.



Fiona Campbell (Head Nutritionist)
Part of John Burns Nutrition team