

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



SENSITIVE SKIN



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.

SUCCESS STORIES

"My whippet suffered from a lot of allergies, he had flaky skin and little lumps all over his body. He is 6 now and in a perfect lean condition, people are always asking what we feed him because he is shiny and in good condition, not bad for a dog who used to be scabby and half bald. Thank you Burns for making my dog's life enjoyable again!"

Mrs Jen Mackay

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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- Itching?
- Broken or red skin?
- Bald patches
- Licking/chewing the feet and legs?
- Body odour?
- Allergy/intolerance?



WHAT CAUSES ITCHY SKIN?

Many dogs suffer from skin and coat problems which take the form of persistent moulting, scratching, chewing or licking the feet or legs, bald patches or skin eruptions.

Excess moulting, balding and itchy skin can all have a common cause, namely, the accumulation of toxic waste in the system resulting from unsuitable diet. This means either too much food, the wrong type of food or even a combination of the two. Shedding of hair and skin eruptions show that the body is attempting to expel this burden of these toxins.

TOXINS: What are they? Where do they come from?

- 1 Unsuitable ingredients in the dog food, for example, chemicals such as preservatives, colourants and emulsifiers can affect the health of your dog. Even if they are not overtly poisonous they are treated by the body as contaminants to be removed.**
- 2 A food allergy or food intolerance can cause inflammatory or immune system reactions resulting in damage to cells and creating undesirable chemicals in the system e.g. free radicals.**
- 3 Too much protein and fat in the diet protein and fat produce more harmful waste products than carbohydrate during normal metabolism.**
- 4 A poor quality diet or one which is not easily digested can affect the number and type of bacteria found in the gut. These bacteria can produce endotoxins which can affect health.**

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?

In theory, all Burns foods should be suitable for any dog. In practice, it is likely that a dog with itchy, sensitive skin 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. So some pet owners may find any Burns food suitable; for others it may need a more methodical approach to find which particular Burns food suits.

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).

USEFUL TIPS....

- Have your dog's anal glands checked and emptied, even if there is no sign of a problem there. This is a fast track way of removing toxic wastes which contribute to abnormal skin function.
- **If possible increase exercise as this can help to use up excess calories, discharge waste products and improve circulation.**



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