



www.gabbisboutique.com
270.827.1567
Second and Main Streets
Downtown Henderson, KY



The Perfect Place For Precious Paws

Inside this issue:

Cracking the Dog Food Code: Rule 1 1

Email . . . Please? 1

gabbi Gets A New Little Bubby! 2

Wellness Arrives At gabbi's Boutique 2

Easter Pictures To Support Humane Society 2

More Secret Savings 2

Don't forget to support your



gabbi Says

Volume II, Issue 3

March 1, 2008

Cracking the Dog Food Code: Rule 1

Cracking the dog food code is tricky. Researching the meaning of every word in the list of ingredients is not a bad idea . . . and it might even be mandatory. Even the most plainly-worded ingredients have to be examined for their use and placement.

Take "chicken" for example. "Chicken" is an excellent source of protein with an approximate digestibility value of 92%. Looks good so far, doesn't it.

First, the rules: "All ingredients are required to be listed in order of predominance by weight. The weights of ingredients are determined as they are added in the formulation, including their inherent water content. This latter fact is important when evaluating relative quantity claims, especially when ingredients of different moisture contents are compared." (Interpreting Pet Food Labels by David A. Dzanis, DVM, Ph.D., DACVN, Information For

Consumers, Food and Drug Administration Center for Veterinary Medicine)

Here's the rub: "chicken" is literally the wet-state flesh. In other words, the ingredient called "chicken" is actually between 70% and 80% water.

What does that mean in a food that has a 10% to 12% maximum moisture? That

REAL CHICKEN IS THE #1 INGREDIENT

means to you have to remove 80% to 90% of the water-weight of "chicken" to make a true "apples-to-apples" comparison to the other listed ingredients.

Now it is time for the sales-and-marketing folks to get involved. They want you to know their food "is enriched with vitamins, fiber and high-quality chicken." In fact, the first ingredient on the ingredient list is "Chicken"

followed by "Corn Meal, Ground Whole Grain Sorghum, Chicken By-Product Meal, and Chicken Fat."

Now to break this part of the code: after the moisture weight of "chicken" is removed, the owner learns their precious paws are eating food that is mostly made up of corn meal, ground whole grain sorghum and chicken by-product meal.

(Ironically, this manufacturer loudly claims their food contains no fillers despite the list of ingredients clearly showing the food's main ingredients - after moisture content or "water-weight" has been equalized - are by-products and grains with little true nutritional value.)

Another great source: www.dogfoodanalysis.com

Email . . . Please?

If you are receiving this newsletter by snail mail, please consider letting gabbi send her newsletter to you by email instead.

The cost of using the US Postal Service to deliver gabbi's newsletter keeps rising, and the expense of printing and mailing gabbi

Says is becoming prohibitive.

If you will help gabbi lower her costs, she is more than happy to return the favor.

In every emailed newsletter, there is a special coupon in the space where you would otherwise find the

postal address, return address and stamp on the top of page two. (Of course, you know that already if you received this by email.)

So gabbi can keep sending you her newsletter (and her savings), please send your email address to gabbi@gabbisboutique.com.

The Perfect Place for Precious Paws
137 Second Street
Henderson, KY 42420



**gabbi's Secret Savings
Saves You Money
For Spring!**

All of our Precious Paws can't wait for Spring so they can join us outside for long walks in the sunshine.

Of course, gabbi knows your Precious Paws wants to look good!

Save money and look great with your Precious Paws by visiting the Secret Savings at gabbiboutique.com

gabbi Gets A New Little Bubby!

Please come by gabbi's Boutique and meet gabbi's new little brother, Marli.



Marli won the hearts of everyone in gabbi's family at the

Marli steals a nap in gabbi's basket.

ripe young age of 6 weeks and five days, and he has been in charge ever since!

A solid black peek-a-poo, Marli's favorite activities seem to mirror those of his big brother, Taylor:

eating and sleeping.

When not pursuing his passions, Marli likes to terrorize his older siblings, gabbi and Taylor. And like Taylor, Marli is determined to always be at the center of Mom's attention.

Wellness Arrives At gabbi's Boutique

gabbi is very excited to announce that she now carries the very best of a well-known and respected name in pet food: Wellness.

Wellness CORE is based on the raw feeding philosophy of providing nutrient-rich,

high-quality meat to a dog's diet. Each grain-free kibble is packed with meat from deboned turkey and chicken, turkey meal, chicken meal, white-fish meal and chicken liver



along with a proprietary blend of fruits, vegetables, oils, botanicals that nurture your dog to the core.

Stop by gabbi's for some special introductory savings on CORE.



KoKo and Mom listen intently while gabbi explains the marketing plan for March.

Easter Pictures To Support Humane Society

Come to gabbi's Boutique on Saturday, March 15 to have an Easter picture made of your Precious Paws and to support your Humane Society of Henderson County.

From noon to 4:00, Kevin Morgan will be taking

Easter pictures of all pets that stop in, and 100% of the money paid for the pictures will go to the HSHC.



Come celebrate the season

and your Precious Paws while supporting a very important agency for all animal lovers.

March 15 promises to be a fun day at gabbi's Boutique to support an important cause.