

Purrfectly Natural Perks

Manufacturer Direct Pricing

Purrfectly Natural is shipped to us straight from our manufacturer. That's how we can offer our high quality food at such a low price. You don't pay for fancy packaging or a "middle-man." You get a great cat food at a fair price.

Frequent Buyer Program

When you buy 10 bags of our food, you'll get the 11th one free! We use a hassle-free card stamp system, so you don't need to worry about giving up your private information. There is no time limit for redemption or expiration date. You won't have to rush in and buy more than you need.

Success Story

If your cat does well on our food, let us know! If we use your story in our monthly newsletter you'll receive a free gift card as well as have your cat's picture featured in our newsletter and on our web site. Visit www.moundspet.com or ask a sales associate for more details.

100% Satisfaction Guarantee

Purrfectly Natural comes with a complete 100% satisfaction guarantee. If your cat isn't happy, we aren't happy. Your pet's health is most important to us, whether you feed Purrfectly Natural or not.

Actual Kibble



Purrfectly Natural is available exclusively at all Mounds Pet Food Warehouse Locations

Madison East
2110 S. Stoughton Rd
(608) 221-0210

Middleton
8311 University Ave
(608) 831-3000

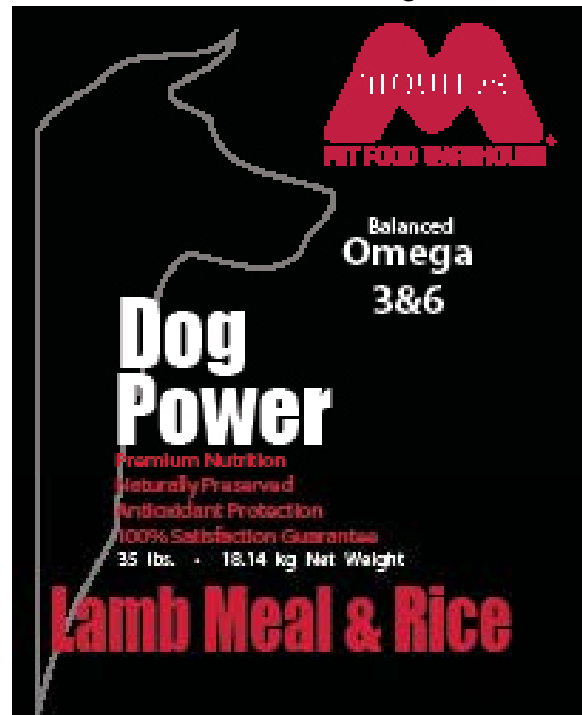
Fitchburg
5350 King James Way
(608) 271-1800

Janesville
1725 Lodge Dr
(608) 758-9998

Sun Prairie
2422 Montana Ave
(608) 825-9800

www.moundspet.com

Also Try...



Balanced
Omega
3&6

Purrfectly
Natural
Cat Food

Naturally Formulated
With Fresh Duck, Chicken
Whole Eggs, Liver & Real Cheese

Mounds

Purrfectly Natural

Naturally Formulated for the Health of Your Cat

Mounds Premium Nutrition

Mounds Purrfectly Natural is a private label premium cat food formulated by professional food nutritionists. Mounds Purrfectly Natural uses the finest quality ingredients with no corn, wheat or soy. Mounds Purrfectly Natural is a complete and balanced food for all stages of a cat's life as established by the Association of American Feed Control Officials (AAFCO) Cat Food Nutrient Profiles for all life stages.

Key Ingredients

Key Benefits

Duck, Chicken Meal

Duck and Chicken are easy to digest ingredients, and combined with essential vitamins and minerals they help your pet attain a good health, supple skin and a beautiful coat.

Balanced Omega 3
Omega 6 Fatty Acids

Mounds Purrfectly Natural Cat Food uses flax seed and high quality and fish meal to provide the proper balance of Omega 3 & 6 fatty acids. These essential fatty acids help build a strong immune system and a healthy skin and coat.

Prebiotics and Probiotics

Mounds Purrfectly Natural contains prebiotics and probiotics natural ingredients that aid in digestive health.

Chicken Cartilage

Mounds Purrfectly Natural contains Chicken Cartilage, a natural source of glucosamine, to promote joint health and mobility.

Switching Your Cat To Purrfectly Natural

For easiest adjustment, mix increasing amounts of Mounds Purrfectly Natural cat food with decreasing amounts of your cat's current food over a 5 day period, until you are only feeding Purrfectly Natural. Adjust as needed for your cats age and activity level.

Reproduction & Kittens

Mounds Purrfectly Natural Cat Food contains the nutrients essential for females in gestation and lactation. Food consumption will increase during this key growth period. Mounds Purrfectly Natural is appropriate for growing kittens. Offer Mounds Purrfectly Natural Cat Food moistened as soon as kittens begin to nibble at solid food. Feed kittens all the Mounds Purrfectly Natural Cat Food they will consume. After 6 months, feed at intervals throughout the day, increasing the amount fed and decreasing to one morning and one evening feeding.

Purrfectly Natural Formulated for All Life Stages

Ingredients:

Duck, Chicken Meal, Pearled Barley, Rice, Salmon Meal, Tomato Pomace, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Chicken, Whole Egg, Chicken Liver, Potato, Salmon Oil (preserved with Mixed Tocopherols), Oat Fiber, Cheese, Flaxseed, Brewers Dried Yeast, DL-Methionine, Alfalfa Meal, Lecithin, Chicken Cartilage, Potassium Chloride, Salt, Chicory Root Extract, Yucca Schidigera Extract, Taurine, Lactobacillus Acidophilus, Bifidobacterium Longum, Lactobacillus Plantarum, Enterococcus Faecium, Vitamin A, D3, E, B12 Supplements, Choline Chloride, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Biotin, Zinc Sulfate, Iron Carbonate, Manganous Oxide, Copper Oxide, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Iron Proteinate, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite.

Feeding Guidelines

Weight (lbs./kg)	Amount to Feed (cups/grams)
Small Cat 5 - 10lbs (2.3kg - 4.5kg)	1/3 - 1/2 cup (36gm - 55gm)
Large Cat 10 - 15 lbs (4.5kg - 6.8kg)	1/2 - 2/3 cup (59gm - 78gm)

Based on standard 8 fluid ounce measuring cup.

These guideline amounts are a starting point for weight maintenance of moderately active adult cats. Vary the amount fed to suit the age, activity level and temperament of your cat. Feed to maintain ideal body condition. Do not let your cat become overweight. These guideline amounts are for the total fed each day. Divide the amount fed by the number of feedings to get the amount per feeding.

Guaranteed Analysis

Nutrient	US
Crude Protein (Min.)	32.0%
Crude Fat (Min.)	18%
Crude Fiber (Max.)	3.5%
Moisture (Max.)	10%
Ash (Max.)	6.5%
Magnesium (Max.)	0.10%
Taurine (Min.)	0.12%
*Omega-6 Fatty Acids (Min.)	2.7%
*Omega-3 Fatty Acids (Min.)	0.40%
*Lactobacillus Acidophilus (Min.)	100 million CFU/lb
*Bifidobacterium Longum (Min.)	100 million CFU/lb
*Lactobacillus Plntarum (Min.)	100 million CFU/lb
*Enterococcus Faecium (Min.)	100 million CFU/lb

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profile.

Mounds also carries a great selection
of Cat Toys, Treats & Accessories!

Mounds Other Great Formulas Include:

PurrFect Cat

Formulated for cats and kittens

Ingredients:

Chicken By-Product Meal, Ground Yellow Corn, Wheat Flour, Chicken Fat (Preserved with Mixed Tocopherols and Citric Acid), Beet Pulp, Oat Groats, Cane Molasses, Chicken Liver, Corn Gluten Meal, Meat Meal, Herring Meal, Corn Distillers Dried Solubles, Wheat Germ Meal, Dried Whey, Brewers Dried Yeast, Salt, Potassium Chloride, DL-Methionine, Taurine, Vitamin A, D3, E, B12 Supplements, Choline Chloride, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Menadione Sodium Bisulfite (Source of Vitamin K Activity), Biotin, Zinc Oxide, Iron Carbonate, Manganous Oxide, Copper Oxide, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Sodium Selenite.

Dog Power

Growth-Extra

Formulated for puppies up to one year,
pregnant and nursing females,
and working dogs

Maintenance

For adult dogs one to six years old

Senior-Weight Management

For less active dogs and
dogs over six years old

Lamb Meal & Rice

Formulated for all life stages

Horse Power

Horse Power 12

Formulated for senior and recreational
ridden horses (1 or 2 times a week)

Horse Power 14

Formulated for foals, nursing mares, working
or active horses (ridden 2+ times a week)