

## Dog Power Perks

### Manufacturer Direct Pricing

Dog Power 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 dog 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 so you won't ever need to rush to buy more than you need to avoid an expiration date.

### Dog Power Success Story

If your dog 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 dog's picture featured in our newsletter and on our web site. Visit [www.moundspet.com](http://www.moundspet.com) or ask a sales associate for more details.

### 100% Satisfaction Guarantee

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

**Actual  
Kibble**



## Dog Power is available Exclusively at all Mounds Pet Food Warehouse Locations

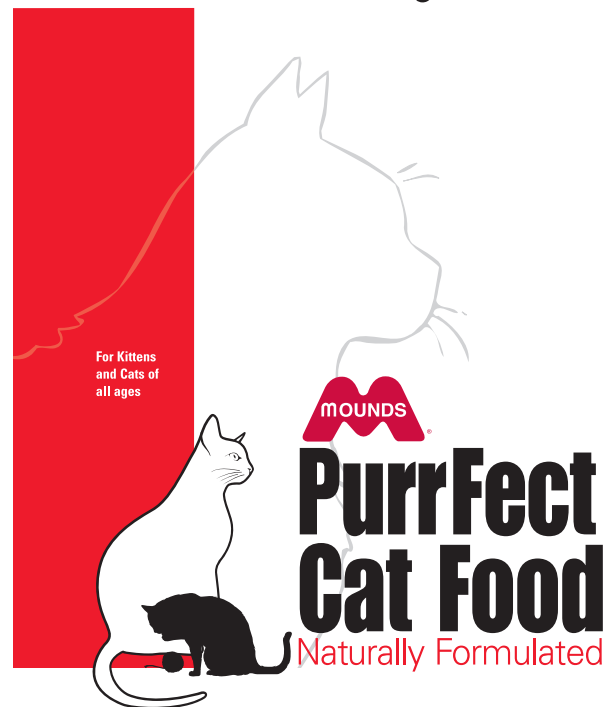
Madison East                      Middleton  
2110 S. Stoughton Rd      8311 University Ave  
(608) 221-0210                      (608) 831-3000

Fitchburg                              Janesville  
5350 King James Way      1725 Lodge Dr  
(608) 271-1800                      (608) 758-9998

Sun Prairie  
2422 Montana Ave  
(608) 825-9800

[www.moundspet.com](http://www.moundspet.com)

## Also Try...



Balanced  
**Omega  
3&6**

# Dog Power

## Lamb Meal & Rice

Premium Nutrition  
Naturally Preserved  
Antioxidant Protection  
100% Satisfaction Guarantee

35 lbs. • 18.14 kg Net Weight

## Mounds Dog Power

# Lamb Meal & Rice

Naturally Formulated for the Health of Your Dog.

## Mounds Premium Nutrition

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

### Key Ingredients

### Key Benefits

Lamb Meal & Rice

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

Balanced Omega 3 & 6 Fatty Acids

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

Glucosamine and Chondroitin

Mounds Lamb Meal & Rice contains supplemental amounts of glucosamine and chondroitin to promote joint health and mobility.

Anti-Oxidants

Mounds Lamb Meal & Rice contains Vitamin E, Vitamin C and Selenium that work to minimize "free radicals" to help your pets stay healthier and live longer.

## Switching Your Dog To Dog Power

For easiest adjustment, mix increasing amounts of Mounds Dog Power Lamb Meal & Rice dog food with decreasing amounts of your dogs current food over a 5 day period, until you are only feeding Dog Power. Adjust as needed for your dogs age and activity level.

## Reproduction & Puppies

Mounds Lamb Meal & Rice Dog Food contains the nutrients essential for females in gestation and lactation. Food consumption will increase during this key growth period. Mounds Lamb Meal & Rice is appropriate for growing puppies. Offer Mounds Lamb Meal & Rice Dog Food moistened as soon as puppies begin to nibble at solid food. Feed puppies all the Mounds Lamb Meal & Rice Dog Food they will consume. After 6 months, feed at intervals throughout the day, increasing the amount fed and decreasing to 1 morning and 1 evening feeding.

## Lamb Meal & Rice

Formulated for All Life Stages

## Ingredients:

Lamb meal, white rice, brown rice, barley, oatmeal, beet pulp, fish meal (a source of fish oil), flax seed, natural flavors, sunflower oil, dried egg product, chicken fat (preserved with mixed tocopherols and citric acid), brewers yeast, potassium chloride, salt, proteinated minerals (zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, cobalt proteinate, selenium proteinate), yeast culture (saccharomyces cerevisiae, enterococcus faecium, lactobacillus acidophilus, aspergillus niger, trichoderma longibrachiatum, bacillus subtilis), choline chloride, vitamins (vitamin A acetate, vitamin D3 supplement, vitamin E supplement, niacin, pantothenic acid, thiamine mononitrate, pyridoxine hydrochloride, riboflavin supplement, menadione sodium bisulfite complex (source of vitamin K activity), folic acid, biotin, vitamin B12 supplement), taurine, glucosamine hydrochloride, ascorbic acid (vitamin C), chondroitin sulfate, yucca schidigera extract, calcium iodate, rosemary extract.

## Feeding Guidelines

Feed 1/2 to 3/4 cup per 10 pounds of body weight;

Feed 60 to 90 grams per 5 kg of body weight

Weight (lbs./kg)	Amount to Feed (cups/grams)	Weight (lbs./kg)	Amount to Feed (cups/grams)
10 lbs/4.5 kg	1 cup/90g	60 lbs/27kg	3 1/4 cups/300g
20 lbs/9kg	1 1/2 cups/140g	70 lbs/32kg	3 3/4 cups/350g
30 lbs/13.5kg	2 cups/190g	80 lbs/36kg	4 cups/370g
40 lbs/18.5kg	2 1/2 cups/230g	90 lbs/40kg	4 1/2 cups/420g
50 lbs/22.5kg	3 cups/280g	100 lbs/45kg	4 3/4 cups/440g

Calorie content (calculated); 3,300 kcal per kg, 340 kcal per cup.

These guideline amounts are a starting point for weight maintenance of moderately active adult dogs. Vary the amount fed to suit the age, activity level and temperament of your dog. Feed to maintain ideal body condition. Do not let your dog 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 fed per feeding. One 8 ounce measuring cup contains 3.3 ounces or 95 grams of Mounds Lamb Meal & Rice dog food.

## Guaranteed Analysis

Nutrient	US	Metric
Crude Protein (min)	22.0%	220 g/kg
Crude Fat (min)	13%	130 g/kg
Crude Fiber (max)	6%	60 g/kg
Moisture (max)	10%	100 g/kg
Selenium (min)	0.5 mg/kg	0.5 mg/kg
Vitamin E (min)	175 IU/kg	175 IU/kg
*Omega-6 Fatty Acids (min)	2.0%	20 g/kg
*Omega-3 Fatty Acids (min)	0.40%	4 g/kg
*Glucosamine (min)	550 ppm	550 mg/kg
*Chondroitin (min)	150 ppm	150 mg/kg
*Ascorbic Acid (Vitamin C)(min)	100 mg/kg	100 mg/kg
*Lactobacillus Acidophilus (min)	50 million CFU/lb	50 million CFU/lb
*Enterococcus Faecium (min)	35 million CFU/lb	35 million CFU/lb
*Saccharomyces Cerevisiae (min)	900 million cells/lb	900 million cells/lb

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

## Mounds Other Great Formulas Include:

### Growth-Extra

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

Ingredients:

Chicken Meal, Corn, Chicken Fat (preserved with mixed tocopherols and citric acid), Wheat Flour, Corn Gluten Meal, Rice, Beet Pulp, Fish Meal, Flaxseed, Dried Whey, Brewers Dried Yeast, Dried Egg Product, Salt, Potassium chloride, Choline Chloride, Vitamin A, D3, E, B12 Supplements, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Menadione Sodium Bisulfate (Source of Vitamin K Activity), Biotin, Zinc Oxide, Iron Carbonate, Manganous Oxide, Copper Oxide, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Sodium Selenite

### Maintenance

For adult dogs one to six years old

Ingredients:

Chicken Meal, Corn, Wheat Flour, Oat Flour, Chicken Fat (preserved with mixed tocopherols and citric acid), Rice, Beet Pulp, Corn Gluten Meal, Liver, Flaxseed, Dried Whey, Brewers Dried Yeast, Potassium chloride, Salt, Choline Chloride, Vitamin A, D3, E, B12 Supplements, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Menadione Sodium Bisulfate (Source of Vitamin K Activity), Biotin, Zinc Oxide, Iron Carbonate Manganous Oxide, Copper Oxide, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Sodium Selenite.

### Senior-Weight Management

For less active dogs and dogs over six years old

Ingredients:

Chicken Meal, Rice, Pearled Barley, Oat Flour, Corn, Wheat Flour, Beet Pulp, Chicken Fat (preserved with mixed tocopherols and citric acid), Liver, Flaxseed, Potassium Chloride, Calcium Sulfate, Salt, Monocalcium Phosphate, Choline Chloride, Vitamin A, D3, E, B12 Supplements, Niacin, Pantothenic Acid, Ascorbic Acid, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Menadione Sodium Bisulfate (Source of Vitamin K Activity), Biotin, Zinc Oxide, Iron Carbonate Manganous Oxide, Copper Oxide, Cobalt Carbonate, Calcium Iodate, Sorbic Acid, Sodium Selenite.