



# CatCentric

*Better lives through better care!*

## What's really the best food for your cat?

### **Cats are obligate carnivores and need real meat (and other animal parts).**

Nutrition is the building block upon which every living creature's health is built, and this applies doubly so to obligate carnivores whose dietary needs are so sharply defined. Like birds of prey, snakes and sharks, cats are designed inside and out to catch and eat whole prey. Every aspect of feline physiology demonstrates that obtaining what a cat needs to achieve optimum health – not just survive but truly thrive – depends upon fulfilling its fresh, prey-based dietary requirements.



### Raw Diet Benefits

- ✓ Improved digestion
- ✓ Increased energy
- ✓ Better urinary tract and kidney health
- ✓ Better oral health
- ✓ Optimal body condition and weight
- ✓ Healthy coat, less shedding, fewer hairballs
- ✓ Greatly reduced stool odor and volume

### **Cats have no dietary need for carbohydrates.**

Since the cat's natural diet contains negligible amounts of carbohydrates, cats process carbs ineffectively and lack some of the enzymatic pathways needed to convert them into energy. Without pathways for energy conversion, carbs are turned into glucose and stored as fat. Digesting carbs stresses the cat's digestive system, causing inflammation and reducing protein absorption. Feline satiety is signaled by animal protein; without sufficient amounts of it, cats will consistently overeat. Excess carbs in the diet, especially grains, leads to obesity, diabetes and serious digestive problems such as IBD and intestinal cancer.

### **Obligate carnivores metabolize animal protein and fat for energy.**

Cats are metabolically adapted for preferential use of animal protein and fat as energy sources and process animal tissues effectively and thoroughly, obtaining maximal nutrition with minimal effort. They have a hard-wired requirement for animal protein to fuel basic bodily functions and if the diet does not contain enough, they will sabotage the muscles in their own bodies to get what they need to meet that requirement.

### **Cats need a high water content in their food.**

Cats evolved as desert creatures that had their water needs met through their prey, and they have a comparatively low thirst drive and are unable to drink enough water to meet their 62% dietary requirement. Cats fed primarily dry kibble are chronically dehydrated and at risk for developing urinary and kidney problems (among other issues).

### **Feed your cat a biologically appropriate, natural diet.**

This is the only diet that fits your cat's true nutritional requirements. Even cats fed premium canned products exhibit unmistakable signs of improved vitality and health when transitioned to a balanced raw diet. Feeding raw might involve a bit more time, but your cat will have a healthier, happier, and longer life – well worth the extra effort.

[www.CatCentric.org](http://www.CatCentric.org)