

You can count on the quality and safety of BLUE Natural Veterinary Diet NP

Blue Buffalo® conducts ongoing clinical research and product testing to provide pets with the best possible nutrition.

All formulas are thoroughly tested to ensure **safety and compliance**.

BLUE develops and manages our product formulations **in house** with a full team of PhD animal nutritionists, technical services veterinarians and animal scientists.

PhD Animal Nutritionists

Responsible for:

- Developing formulas
- Analyzing nutrients to ensure efficacy
- Research and development to continue delivering enhanced products

Certified Food & Bakery Scientists

Responsible for:

- Ensuring all nutrients remain intact during manufacturing and product shelf life
- Developing and managing the palatability and appearance of formulas

Technical Services Veterinarians

Responsible for:

- Internal and external technical support
- In-clinic veterinary support

DVM / PhD

Responsible for:

- Product innovation and development
- Technical and scientific training

For greater flexibility, BLUE's manufacturing is a blend of owned and partner manufacturing



- Allows for production of the same diet at multiple locations for redundancy.
- BLUE's expertise of specialized manufacturing and access to new technologies is increased.
- Partnerships support continuous innovation and development of new products.
- The speed to market is increased with immediate facility or equipment availability to launch new products.
- Ongoing manufacturing developments are supported for quality and safety.
- BLUE sources the ingredients used in its formulas to ensure product quality and safety.
- All manufacturing facilities follow BLUE's quality, safety and testing protocols.

¹ Leistra, H.G. et al. Evaluation of selected-protein-source diets for management of dogs with adverse reactions to food. *J Amer Vet Med Assoc.*, vol. 219, No. 10, 2001, pp 1411-1415.

² Fritsch, Dale A, et al. Effect of two therapeutic foods in dogs with chronic nonseasonal pruritic dermatitis. *Intern J Appl Res Vet Med.*, vol. 8, No. 3, 2010, pp. 146-154.

³ Allenspach, K. et al. Chronic enteropathies in dogs: Evaluation of risk factors for negative outcome. *J Vet Intern Med* 2007; 21: pp 700-208.

⁴ Jergens, AE, et al. A clinical index for disease activity in cats with chronic enteropathy. *J Vet Intern Med.*, 2010 Sep-Oct;24(5):1027-33.

⁵ Blue Buffalo, Data on file (2017).



Learn more about BLUE Natural Veterinary Diet formulas
Call 888-323-BLUE or visit BlueBuffalo.com/vet



NATURAL
— *Veterinary Diet* —

**The Natural Alternative
in Nutritional Therapy[®]**



NP Novel Protein Alligator



Natural Food for Pets
Enhanced with added vitamins,
minerals and trace nutrients



Alligator

A single, intact animal protein source rarely associated with food intolerance



Omega-3 Fatty Acids

Flaxseed and fish oil provide fatty acids that support healthy skin and coat



Key Antioxidants

Antioxidant-rich ingredients including pumpkin and kelp, along with vitamins E and C, help support a healthy immune system



Grain-Free

Made without the grains some pet parents choose to avoid



Delicious Taste

A wholesome, natural diet that has both beneficial nutrition and a taste pets will love

BLUE Natural Veterinary Diet NP

A Therapeutic Diet Indicated for Adverse Food Reactions

Management of adverse food reactions in dogs and cats

High-quality novel protein from alligator – rarely associated with food intolerance – as the first ingredient

- High levels of omega-3 fatty acids from fish oil and flaxseed
- Rich in fermentable fiber from ingredients such as dried chicory root, pumpkin, and pea fiber
- Antioxidant-rich formulas featuring vitamin E and C, and pumpkin
- Does not contain common food allergens such as chicken, soy, or wheat

Research has shown that diets containing novel protein sources benefit animals with inflammatory skin and/or GI diseases

- Studies have shown that 95% of dogs with confirmed dietary sensitivity were successfully managed long-term with limited-allergen diets with selected protein sources.¹
- Dogs with food-responsive IBD responded to an elimination diet of intact protein and response occurred in 10 to 14 days.³
- In a retrospective study, 100% of cats responded to dietary change using a different intact protein with or without additional pharmacologic therapy.⁴
- Nutritional intervention using a therapeutic diet containing a novel protein, fish oil, and elevated antioxidants improved clinical signs in dogs with chronic seasonal pruritic dermatitis.²

BLUE Natural Veterinary Diet NP Novel Protein Alligator is recommended to manage adverse food reactions and other inflammatory conditions such as:

Dermatologic

- Chronic Otitis Externa
- Cutaneous Adverse Food Reactions (CAFR)
- Eosinophilic Granulomatous Disease (cats)
- Chronic Non-Seasonal Pruritic Dermatitis

Gastrointestinal

- Diet-Responsive Chronic Enteropathy
- Chronic Gastroenteropathy
- Intestinal Dysbiosis
- Colitis

Other Inflammatory Conditions

- Atopic Dermatitis
- Pruritic Dermatitis

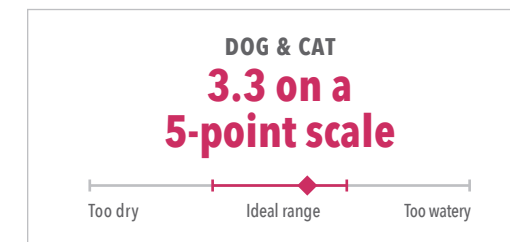
BLUE Natural Veterinary Diet NP is formulated to meet the nutritional levels established by AAFCO for all life stages (for both dog and cat).

Average Nutrient Analysis of BLUE NP (DMB):

	DOG	CAT
Protein (%)	25.00	33.10
Fat (%)	16.85	17.76
Crude Fiber (%)	4.35	3.28
Omega-3 Fatty Acids (%)	2.28	2.37
Omega-6 Fatty Acids (%)	2.39	2.69
Vitamin E (IU/kg)	652	644
Vitamin C (mg/kg)	190	188

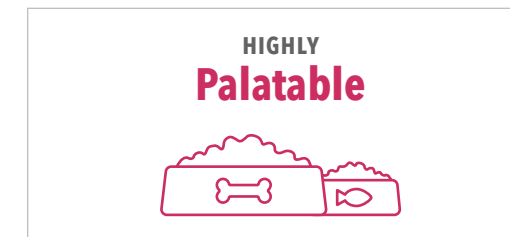
Ideal Stool Scores⁵

BLUE Natural Veterinary Diet NP has been clinically proven to produce ideal fecal consistency scores in dogs and cats.



Highly Palatable⁵

Palatability studies show BLUE Natural Veterinary Diet NP to be highly palatable.



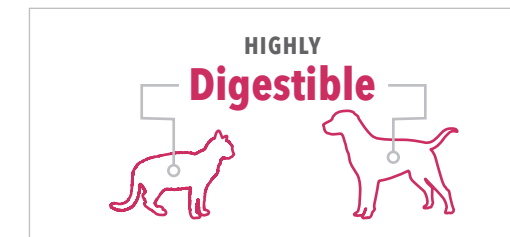
ELISA-TEK™ Antigen Testing

To ensure that BLUE NVD NP meets our strict standards for evidence of contaminating proteins prior to release of the finished product.



Highly Digestible⁵

Digestibility studies demonstrate BLUE Natural Veterinary Diet NP to be highly digestible.



RECOMMENDED DAILY FEEDING CHART

5 to 9 lbs.	1/4 to 1/2 cup
10 to 14 lbs.	1/2 to 1 cup



RECOMMENDED DAILY FEEDING CHART

Up to 15 lbs.	1/2 to 1 1/4 cups
16 to 25 lbs.	1 1/4 to 1 3/4 cups
26 to 40 lbs.	1 3/4 to 2 1/2 cups
41 to 60 lbs.	2 1/2 to 3 1/2 cups
61 to 80 lbs.	3 1/2 to 4 1/4 cups
81 to 100 lbs.	4 1/4 to 5 1/4 cups
Over 100 lbs.	Feed 5 1/4 cups plus 1/2 cup for each additional 20 lbs.