INSIDE FLAP • KEEPER HABITS

4 Keys to Long-Term Health

Small Daily Habits That Prevent 95% of Vet Visits

Match Treats to the Main Meal

During a single-protein trial, use the kibble itself as training rewards or pick a 100% single-ingredient freeze-dried treat of the exact same animal.

Transition Gradually

Even when switching to a gentler limited-ingredient recipe, follow the transition directions on the new bag so the gut microbiome adjusts smoothly.

Keep a Simple Food Log

Write down the exact brand, protein, and date you started on the back of this sheet so you know which proteins your pet has already tried.

Ask Us to Check Your History

Before picking a novel protein, ask at the register — we'll pull up your past purchases so you pick a protein that is genuinely new for your pet!

Important Vet Note: Hill's points out that environmental allergies (fleas, dust mites, pollen) are more common than food allergies. If your pet has open or spreading skin sores, severe ear redness, vomiting, diarrhea with blood, or is on a veterinary prescription hydrolysed/allergy diet, always consult your veterinarian first!

BACK COVER • TAKE THIS TO THE AISLE

Grab-and-Go Setup Checklist

1. PICK ONE SINGLE-SOURCE PROTEIN

- ☐ Limited-Ingredient or Novel-Protein Dry Bag (Check Entire Ingredient List!)
- ☐ Matching Single-Protein Wet Cans or Pouches (Optional Topper/Meal)
- ☐ Verify Zero Hidden Chicken/Poultry Meal or Fat (If Avoiding Poultry)

2. MATCH TREATS & CHEWS 100%

- ☐ Single-Ingredient Freeze-Dried Meat Treats (Same Animal as Meal!)
- ☐ Check All Chews, Dental Treats & Pill Wraps for Off-Plan Proteins
- ☐ Alert Everyone in the Household: Zero Table Scraps for 12 Weeks!

3. SKIN, COAT & TRANSITION SUPPORT

- ☐ Follow the New Bag's Gradual Transition Directions
- ☐ Single-Species Fish Oil (e.g., Wild Salmon Oil, if Fish Is Part of Plan)
- ☐ Medicated or Sensitive-Skin Oatmeal Shampoo for Topical Comfort

MY PET'S PROTEIN TRIAL LOG & FEEDING LOG

Pet Name & Weight: _____

Current Food & Protein: _____

Treats / Chews & Notes: _____

Critter Cabana & Cascade Pet Supply

Questions about labels, picky eaters, or switching foods? Stop by or call our team anytime — we're here for the full 12-week food trial & beyond!

CRITTER CABANA & CASCADE PET SUPPLY • CARE GUIDE

Limited-Ingredient & Novel-Protein Diets

Single-Source Proteins • Novel Meats • The 12-Week Food Trial & Rotational Feeding



The Quick Version: 'My dog or cat is itchy or has a sensitive tummy — what food should we try?' is one of the most common questions on our floor! While environmental triggers (fleas, pollen, dust) are common, switching to a **single animal protein your pet has never eaten before ('novel protein')** with matching single-ingredient treats for **about 12 weeks** is the cleanest way to test whether a food ingredient is the culprit.

QUICK VITAL STATS AT-A-GLANCE

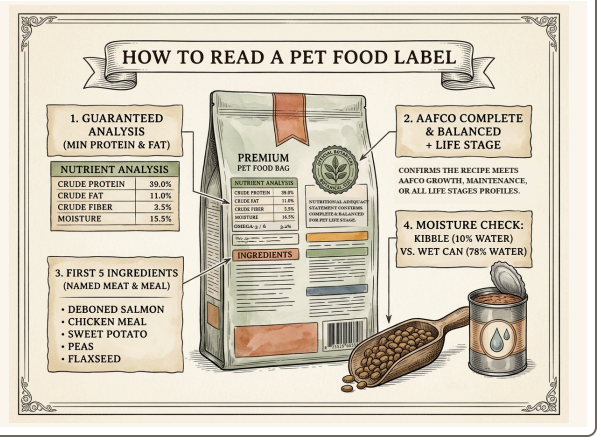
APPLIES TO **Dogs & Cats (Sensitive Skin/GI)**	SINGLE PROTEIN **1 Animal Meat + Simple Carb**
NOVEL PROTEIN **A Meat Never Eaten Before**	FOOD TRIAL TIME **About 12 Weeks (Hill's Guide)**
TREAT RULE **100% Matching Protein Treats!**	

OPEN FOR LABEL RULES, BRANDS, FEEDING TIPS & CHECKLIST →

STEP 1 • LABEL & NUTRITION BASICS

Limited-Ingredient vs. Novel-Protein vs. Rotational Feeding

Always Read the Back Ingredient Panel — One Hidden Chicken Meal or Off-Plan Treat Spoils a Trial!



Limited Ingredient (L.I.D.)
No official AAFCO definition — read the bag! Usually 1 meat + 1–2 carbs
Check Entire List

Novel Protein
A meat your pet has never eaten (e.g., Kangaroo, Venison, Duck, Rabbit)
New to Your Pet

Trial Length
Hill's notes food trials 'typically take about 12 weeks' with zero cheats
~12 Weeks Strict

Matching Treats
One chicken jerky undoes a duck-only diet — match treats to the meal!
Zero Off-Plan Items

Protein Rotation
For non-trial pets: rotating proteins (Beef → Salmon → Lamb) adds variety
Pause During Trial

Frequent Buyer Program: Just give your phone number at the register at any of our 6 stores — buy 10 to 12 bags of most food brands and your next bag of the same size is free!

STEP 2 • STOCKED STORE OPTIONS

Two Ways That Work

Pick Option A or Option B Based on Your Home Setup

Step 1: Audit Every Protein Your Pet Eats Now (Including Treats!)

What is 'novel' depends 100% on your pet's own history — duck is only novel to a dog that hasn't eaten duck:

CHECK YOUR PURCHASE HISTORY AT THE REGISTER
Can't remember every bag your dog or cat has tried over the last two years? Just ask our crew — we can look up your past food purchases right in our register system!

READ THE FINE PRINT ON CURRENT KIBBLE, CANS & CHEWS
Many 'Salmon' or 'Lamb' foods still use chicken fat, chicken meal, or egg further down the ingredient panel. Flip the bag over and check the whole list together.

Step 2: Pick Between Limited-Ingredient (L.I.D.) & True Novel Protein

We shelve our sensitive-diet dog foods in two clear sections so they are easy to compare:

LIMITED-INGREDIENT DIETS (FAMILIAR MEATS, SHORT INGREDIENT LIST)
Pairs a single animal protein (such as Salmon, Lamb, Duck, or Turkey) with simple carbohydrates like sweet potato, pumpkin, oats, or brown rice — skipping multi-meat blends.

NOVEL-PROTEIN DIETS (VENISON, KANGAROO, BISON, RABBIT, QUAIL, GOAT)
Uses less common meats your pet has likely never encountered, such as **Zignature** (Kangaroo, Venison, Goat, Guinea Fowl, Trout), **PureVita Venison**, or **Natural Balance Venison/Bison**.

Step 3: The 12-Week Food Trial vs. Everyday Rotational Feeding

Know which strategy you're running right now — because they have opposite rules!

DURING A 12-WEEK FOOD TRIAL: STRICTLY ONE PROTEIN ONLY
As Hill's notes, food trials typically take **about 12 weeks**, and your pet cannot have even one off-plan treat, flavored medication, or table scrap during those 12 weeks.

EVERYDAY PROTEIN ROTATION (AFTER OR OUTSIDE A TRIAL)
Both **The Honest Kitchen** and **Stella & Chewy's** support rotating between different proteins (chicken, beef, lamb, fish) within a line to keep mealtime exciting — just pause rotation during a strict food trial!

STEP 3 • DIET & NUTRITION

Single-Protein & Limited-Ingredient Lines We Stock

Available in Dry Kibble, Canned Wet, Freeze-Dried & Dehydrated Across Our Stores!

FirstMate & PureVita (KLN) Dog & Cat (Dry & Canned)	**FirstMate** ('The Best Nutrition is Simple') pairs a single meat protein with a single carb source; **PureVita** offers 'Limited ingredients, single-source proteins' with NutriSource's Good 4 Life gut support.
Zignature, Acana Singles & Nulo Limited+ Dog Dry, Canned & Freeze-Dried	**Zignature's** original line is 'formulated without grain or chicken' (Kangaroo, Venison, Trout & Salmon, Goat); **Acana Singles** and **Nulo Freestyle Limited+** deliver high animal protein from a single meat.
Koha, Natural Balance L.I.D. & The Honest Kitchen Wet Cans, Dry & Dehydrated	**Koha** specializes in 'moisture-rich, minimal ingredient' single-protein wet foods for dogs and cats; **Natural Balance L.I.D.** and **The Honest Kitchen Limited Ingredient** offer simple, gentle formulas.

Single-Ingredient Treats & When to See Your Vet:

- **Single-Ingredient Treats:** Freeze-dried single-protein treats (vital organs/meat from the exact same animal as your meal!)
- **Watch Flavored Chews:** Check dental chews, pill pockets, and peanut butter jars so hidden poultry doesn't sneak in
- **No 'Hypoallergenic' Claims:** We never call an OTC food 'hypoallergenic' or promise it cures allergies — only your vet diagnoses allergies
- **When to See the Vet First:** Open or spreading sores, ear infections, vomiting, blood in stool, or not eating go straight to your vet

Smooth Transition Rule: Follow the gradual mixing chart printed on your new food bag — never switch cold turkey! Keep kibble sealed inside its original barrier bag.