CONGRATULATIONS
ON YOUR NEW puppy
The addition of a puppy to the family means plenty of kisses, play toys and cuddles. It also means making sure your pup is healthy and happy for years to come. Good nutrition enhances your pet’s quality and quantity of life and should be discussed regularly with your veterinarian to meet your pup’s specific needs.¹
Your pup has individual nutritional needs beyond what his or her regular diet may provide, based on age, activity level, and health status. The key to your pup’s optimal health is a diet rich in a variety of complex nutrients.

Standard Process Veterinary Formulas™, made with whole food and other ingredients, provide your pup with nutrients that are found in nature but aren’t always found in the average pet diet.*

These formulas supply vitamins, minerals, trace minerals, and phytonutrients in forms as close as possible to how nature intended, providing nutritional support at the cellular level.*

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
This starter pack is designed to help get you and your pup off on the right paw. We’ve made it easy for you to add these supplements to your pup’s everyday routine.

Your Pup Club Starter Pack features two of the following products based on your veterinarian’s recommendation for your pup’s individual needs. It also includes a free gift!
**CANINE WHOLE BODY SUPPORT**
- Is made from whole foods, organ and tissue extracts, botanicals, and other ingredients that may help fill nutrition gaps
- Provides general multisystem support for daily maintenance of all body systems, with emphasis on a healthy endocrine system
- Is an excellent nutritional foundation for use with all other system-support formulas*

**CANINE IMMUNE SYSTEM SUPPORT**
- Provides nutritional and biochemical support for healthy immune cells and tissues
- Supports optimal immune system function*

**CANINE ENTERIC SUPPORT**
- Provides general digestive system support with a variety of functional foods, both plant and animal, that “feed” the various components of the digestive system
- Supports the ability of intestinal cells to function, regenerate, and respond to daily metabolic and immune challenges*

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EVERY AGE & EVERY stage

More than 80% of all raw plant ingredients used in our products come from our certified organic farm in Palmyra, Wisconsin, and are the same ingredients used in our human supplements.
When your pup is no longer a pup, our complete line of Standard Process Veterinary Formulas™ support dogs every paw-step of the way. With the help of your veterinarian, you can add formulas at every stage of your pet’s life to support a lifetime of good health.*

Make Standard Process Veterinary Formulas™ and proper nutrition a key part of your pup’s long, healthy life.*

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WHOLE FOOD-BASED SUPPLEMENTS SINCE 1929
For nearly a century, Standard Process has made nutritional supplements sourced from whole foods and other ingredients for people. The same state-of-the-art manufacturing processes and quality ingredients used to produce our human supplements are used for the veterinary products.

WE BELIEVE IN LIFELONG WELLNESS FOR ALL
Standard Process Veterinary Formulas™ were created specifically for animals. Using these products, a veterinarian can recommend safe, high-quality nutritional support for your dogs, cats and horses.

Inspiring people. Inspiring nutrition. Inspiring change.

www.standardprocess.com/veterinary-formulas

1 These Guidelines were first published in Journal of Small Animal Practice 2011;52(7):385-396, published by John Wiley and Sons Ltd. and are published with permission.

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