



# cleanprotein™

the kibble cats love™

## Dr. Elsey's cleanprotein™ for All Cats

Protein is an important nutritional profile in your cat's diet, with animal proteins having the highest biological values (BV) as compared to grains, fruits and vegetables. Dr. Elsey's cleanprotein™ helps support a healthy, active lifestyle for all cats.

## Making the Healthy Choice - The Proof Is in the Protein

As cats age, they absorb and metabolize protein less efficiently — therefore, it's extremely important to feed high quality protein. High protein can help maintain lean body mass and support a healthy immune system.

## High Protein Supports Body Condition - With Added Vitamins, Minerals & Other Trace Nutrients

High levels of protein help satisfy your cat's appetite to maintain a healthy body weight. Protein is metabolized slower than other nutrients so the result is an appetite that is satisfied longer.

## High Biological Value Protein

The primary ingredients in Dr. Elsey's cleanprotein™ are among the highest biological value proteins available. Cat foods that use plant-based carbs such as grains, legumes or starches, lead to rapid metabolism, which increases your cat's hunger. Inspired by the protein levels found in natural prey, Dr. Elsey's cleanprotein™ helps your cat maintain an ideal weight and body mass.

cleanprotein™



First Ingredient:  
**SALMON**

VS.

First Ingredient:  
**CORN**



## Guaranteed Analysis

Crude Protein (min)	<b>54.0%</b>
Crude Fat (min)	<b>20.0%</b>
Crude Fiber (max)	<b>4.0%</b>
Moisture (max)	<b>12.0%</b>
Eicosapentaenoic Acid (EPA) (min)	<b>0.25%</b>
Docosahexaenoic Acid (DHA) (min)	<b>0.25%</b>
Vitamin E (min)	<b>150 IU/kg</b>
Taurine (min)	<b>0.15%</b>
Omega-3 Fatty Acids* (min)	<b>1.60%</b>

\*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles.

## Ingredients

Salmon, Salmon Hydrolysate, Pork Plasma, Hydrolyzed Pork, Gelatine, Chicken Fat (Preserved with Mixed Tocopherols), Ground Flaxseed, Natural Flavor, Calcium Carbonate, Potassium Chloride, Choline Chloride, Fructooligosaccharides, Vitamins (Niacin, Vitamin A Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Folic Acid, Pyridoxine Hydrochloride, Riboflavin, Vitamin D Supplement, Biotin, Vitamin B12 Supplement), Minerals (Zinc Proteinates, Zinc Sulfate, Iron Proteinates, Ferrous Sulfate, Copper Proteinates, Copper Sulfate, Manganese Proteinates, Manganese Sulfate, Calcium Iodate, Sodium Selenite), Taurine, Magnesium Oxide, Mixed Tocopherols (Preservative), Salt, Vitamin E Supplement, Rosemary Extract.

Grain-Free | No Fillers or Artificial Preservatives | With Omega-3 Fatty Acids

## Recommended Daily Feeding

Please use the information below as an initial recommendation only and adjust as needed based on age, size and activity level.

<b>3-5 lb</b>	1/4 - 3/8 cup	36-51 gm
<b>6-11 lb</b>	3/8 - 5/8 cup	57-86 gm
<b>12 lb &amp; up</b>	3/4 - 1 cup	91-114 gm

Offer up to four times the recommended daily feeding during gestation and lactation.

Offer up to two times the recommended daily feeding for kittens.

Making the transition from your cat's current food should be gradual to prevent any digestive upsets. Allow 7-10 days to make the transition by adding a little more Dr. Elsey's cleanprotein™ each day and decreasing your current cat food.

Dr. Elsey's cleanprotein™ Salmon Recipe is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for All Life Stages.

**Calorie Content (calculated) - Metabolizable Energy:** 3,947 kcal/kg, 451 kcal/cup.



**MANUFACTURED IN THE USA**  
**With Globally Sourced Ingredients**

Distributed by Precious Cat, Inc.  
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[www.drelseys.com](http://www.drelseys.com)

## MONEY BACK GUARANTEE

If for any reason you or your cat are not completely satisfied with this product, call us for refund instructions.

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