

POWER PASTE™



RAW

power paste

A deeply nutritious and irresistible daily addition to your dog's diet.

-  Fresh, grass-fed organ meats
-  Dehydrated collagen & blood
-  Wild Atlantic sardine
-  Lightly steamed vegetables
-  Organic wild berries & seeds
-  Organic mushrooms
-  Sustainably harvested seaweed



400g

EXPERTLY FORMULATED | SCIENTIFICALLY BACKED | VETERINARY APPROVED

DESIGNED BY DR CONOR BRADY

INTRODUCING POWER PASTE, THE TASTIEST WAY TO POWER UP YOUR DOGS HEALTH!

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A NOTE FROM CONOR

This was a purely selfish endeavor on my part. I'm a canine nutritionist by trade so you can't help but become a bit Particular about what he eats.



Sadly, despite the claims on the labels, the majority of “complete” pet foods fail to meet minimal nutritional standards. This is a fact particularly true of kibble which is entirely absent in so many of the fresh, deeply nutritious Ingredients that your little meat-eater has evolved to need over time.

This is why, studies show, the more real food dogs get the better. Not only is real food better digested, producing less poo and a nicer coat, but fresh-fed dogs suffer less inflammation, less ear disease and less skin and gut issues.

Enter Power Paste, a complementary feed that contains all the bits i wish i had to hand when feeding duds but also serving as vital topper for kibble feeders.

Nobody cares more about your pets health than you. With large guide dog schools reporting stunning saving in vet bills, backed by published surveys showing fresh-fed dogs seem to need the vet less, it's time we took back some control of what's going in that bowl each day.

Dr. Conor Brady



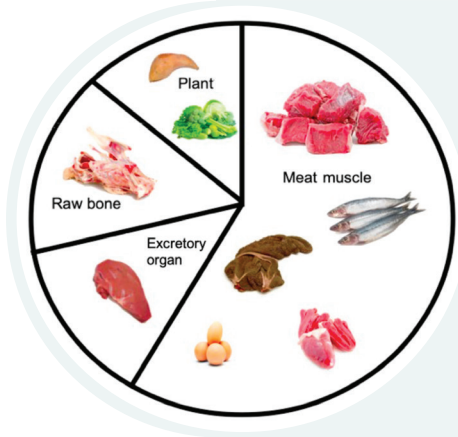
WHAT IS THE IDEAL DOG DIET?

My book, Feeding Dogs, is proudly the top-rated manual on canine nutrition today. In the first section I detail how dogs have evolved to need largely meat-based diets.

Studies reveal when left to their own devices they follow a highly carnivorous way of life. Only a small part of their daily food intake is made up of plant

material. Examination of their biology whole heartedly backs this up. From the hinged jaw set with large, jagged teeth to the short, fast and very acidic digestive system, few are in disagreement that this animal is all about the meat.

If I was asked what the ideal diet for the dog was, I would say something like 7:1:1:1. That is - lots of fresh meat (including chicken, beef, lamb, turkey, fish etc, perhaps 70%), a little excretory organ meat (that is liver, kidney, spleen,pancreas, etc, 10%), some fresh cartilage and bone (approximately 10%) and some plant material (5-10%).



I believe, very much backed by the science, that the recent move away from their fresh, biologically appropriate diets (high meat protein / low carb) to high carb / low protein, ultra processed food stuffs is responsible for many of the issues plaguing dogs today, including obesity, pancreatitis, kidney disease, cancer and shorter life spans.

Studies show dogs are healthier when fed meat-based diets.

NUTRITIONAL ISSUES WITH PET FOOD

In 2017, Davies et al. (2017) sampled 177 different dry and canned pet foods sold in the UK. Incredibly, 62% of the kibble and a staggering 94% of canned products failed 1 to reach the AAFCO's minimum guidelines. Veterinary brands fared no better with 61% (15/21) prescription diets failed to satisfy AAFCO's nutritional standards. This is why, 60% of "healthy" pets consuming these products are actually dangerously deficient in vital nutrients².



Fresh food, with its increased array of more bioavailable nutrients, fresh fats, enzymes, antioxidants and probiotics, is simply too wonderfully complex to replicate in a factory. This is why dogs fed "complete" diets are seen to immediately benefit when offered the simplest of ingredients, from meat to fish oil to blue berries³⁻⁶.

There is surely some ways to avoid the worst products out there and your local pet shop is best placed to advise you here. We recommend, in terms of kibble, that at a minimum you feed a grain-free with as much actual meat and as little heat, chemicals and processing steps as possible. That's a great base for Power Paste™.

NOTE

This is not to say only dry raw / lightly cooked "completes" are perfect either, many are suspected to suffer many of the same issues.

THE BENEFITS OF POWER PASTE TO YOUR DOG

Power Paste™ is a high protein, nutrient dense mix of the finest fresh organ meats, steamed veg and a variety of power additions.

Asides taste trials showing us the patently obvious – dogs choose meat over carbs every single time, fresh meat is a vital ingredient for your pet. First, as it's so highly digestible, they not only absorb more nutrients from it but produce less waste on it^{7,8}. And then there's the waistline – you don't lose weight on bread rolls. It's all about the protein. Studies show more protein results in better weight loss and reduced leg injuries in dogs¹¹⁻¹³. Furthermore, as approximately 30% of the protein your dog and cat consumes goes into maintaining their skin and coat, researchers note softer and fuller coats on meatbased diets^{14,15}.



All the evidence points towards major gains when adding real food to the bowl. In fact, feeding dogs a biologically appropriate diet to dogs is shown to reduce inflammation as well as skin, ear and gut disease¹⁸⁻²¹ which are the top reasons for visiting the vet today. Zero studies indicate the opposite.

Other benefits of Power Paste include:

- Nutraceuticals known to improve cognitive performance in dogs^{4,6}
- Antioxidants that reduce oxidative damage in dogs³
- Plant bioactive compounds may reduce cancer growth in dogs^{5,9,10}
- A source of omega 3, glucosamine, chondroitin and collagen for joint health¹⁶
- Brown seaweed to reduce tartar formation in dogs¹⁷

WHY ORGAN MEATS ARE SO IMPORTANT TO DOGS

As scavenging carnivores, dogs will eat “anything with a face” and, unlike like their feline friends, they are whole-animal eaters, head to tail. They need each and every bit of that meal but the most highly prized and nutrient-dense pieces are surely the organs – the liver, kidneys, heart, tripe, spleen, pancreas, eyes and yes, even brains! Yum.

Organ meats offer the dog a cacophony of vital, health-bestowing compounds. The heart is full of taurine and co-enzyme Q10 which is a crucial building block for your dogs own pulmonary system. The liver is a storage organ, containing lots of bioavailable vitamins such as A, B_{2,12}, D but also iron and copper and an array of fabulous fats and hormones but it can also store toxins so best quality liver is important. The pancreas contains a range of digestive enzymes that help the dog digest their meal. The crucial fat DHA, an essential fatty acid for the dog (meaning it must be consumed) but which studies show is often entirely absent in dry food²², makes up 15% of the weight of the brain.



ORGAN MEATS ARE TO DOGS WHAT GREEN VEG IS TO HUMANS. THEY EVOLVED TO *NEED* THEM.

Then there is the accumulation of plant bioactive compounds in prey animals. We know eyes contain vitamin A, but they also contain the lutein and zeaxanthin, crucial for optic health. These compounds have the same effect on us as they do them, and carnivores obtain them by preferentially consuming organs first, depending on their need at the time²³.

OTHER POWER ADDITIONS IN POWER PASTE



Wild Atlantic Sardine

Best source of omega 3. Also provide glucosamine and chondroitin and a rare source of brains and eyes for your pet!



Blood

Blood contains a cacophony of nutrients in readily available form. Has opiate like effects in meat eaters.



Collagen

Type 1 collagen is deeply nutritious. Studies show it's pivotal in stronger joints and bones, better skin, nails and hair as well eye and brain health.



Hair

Like plant fibre for humans, studies show the indigestible parts of prey, including hair, hide and feather, lay a crucial role in carnivore digestion.



Dark greens and carrots

Kale and broccoli are a great source of fibre and nutrients like B-complex and folate, vital to energy production and brain health. Carrots contain antioxidative compounds such as carotene and luteolin. Studies show the additions of dark greens and orange vegetables reduces cancer in dogs⁵.



Blueberries

Multiple studies show blueberries are very good for you and your dog. We use handpicked wild blueberries from Scandinavian forests as studies show they are far higher in the good stuff such as resveratrol and anthocyanin.



Organic seeds

Normally sourced from bird and rodent stomachs, we use a mix of pre-soaked and ground organic flax seed for various PUFA's and pumpkin seeds as they are not only high in vitamin E and zinc but contain cucurbitacin, a potential worm preventative.



From the Hedgerow...

Rosehips are favourite of dogs when browsing, possibly as they are high in vitamin C. Cleavers, the sticky grass in hedgerows is also a highly sought item. Studies abound that cleaver boost not just liver and kidney function in many animals studies, but also lymphatic drainage, crucial in detox.



Organic Reishi Mushroom

Organic reishi mushrooms are wonderful. They offer an impressive immune boost and will help with energy production and fatigue as well as help in the fight against cancer.



Seaweed

In terms of a green superfood there is simply nothing better than locally sourced, Atlantic seaweed. As well as a whole host of harder to source vitamin & minerals including iodine, seaweeds are notoriously full of anti-inflammatory compounds, such as fucoidans and fucoxanthin, proven effective in the fight against cancer¹⁰. And the one we use even helps to remove the tartar!!

ADVERTISEMENT: CHECK OUT THIS NEW NATURAL SOLUTION TO YEAST ISSUES IN DOGS!

Propythium Moisturising Oil:

“A unique, natural solution for topical fungal conditions in dogs, cats & horses”

First discovered by researchers investigating how roots protected themselves in the soil, Pythium oligandrum is a microscopic algae that works via mycoparasitism. It uses other fungi for sustenance and survival. It attacks those organisms, extracting nutrients such as nitrogen, carbon, and nutrients for reproduction, and killing the organism in the process. It then creates zoospores that actively seek out more of that fungi and it's spores.



Beyond mycoparasitism, Pythium further secretes enzymes that aid its consumption of fungi but also curb bacterial growth so they are not disturbed in the process.

Once resources deplete, Pythium oligandrum encapsulates and soon drops away, allowing normal microflora to return.

Propythium comes in moisturising oil, effervescent tablets and ear cleaner.

Ingredients:

Olea Europaea Oil, Silica, Pythium oligandrum, Tocopherol, Eucalyptus Globulus Oil.

For more information please go to www.dogsfirst.ie/propythium

HOW TO USE POWER PASTE

We know the majority of premium pet foods sold in Ireland and the UK, including prescription diets, do not meet the minimal nutritional requirements of dogs. This means kibble needs to be supplemented with nutritious. This is why I created Power Paste. **I recommend you replace at least 20% of the kibble in that bowl with it.**

1. Power up your kibble!

For supplementing dry food, remember you're taking out a dry food ration containing 10% water and replacing it a fresh food ration containing approx. 70% water. This means the maths is roughly 1 part dry to 1.5 parts Power Paste.



For example, if your dog gets 200g of dry food for his morning feed and you take out 20% you will be removing 40g of nuts from his bowl. We recommend you replace it with 60g of Power Paste™ (and now his meal will look bigger, much to his delight!)

If you have a smaller dog they may take longer to go through the pack. Feel free to part defrost your tray of Power Paste™ in the fridge (do not defrost at room temperature, anything above 5°C encourages the growth of nasties), remove half into a tub for scooping and you are safe to re-freeze the rest.

2. DIY raw dog food recipe “Chicken & Beef”

Here is an example of a wonderful, quick, balanced, money-no-worries Chicken & Beef recipe that you can quickly and easily put together from the supermarket.

It makes 3.8kg, suitable for a medium sized (12kg / 25lb) dog for 13 days (eating 300g per day). Prices as per Tescos, Jan 2024.

- 1kg of 5 or 10% fat grass-fed beef mince (or chunks or any beef really)
Cost €7.40/£6.30 per kilo
- 2kg of chicken thighs (has 30% bone, work out perfect with the rest added)
Cost €3.50/£3 per kilo
- 2 trays of Power Paste Cost €7/£5.95 per tray



Total cost

€7.40+€7+€14=€28.40 for 3.8kg or €7.47 / £6.20 per kilo for the very finest, easiest-to-source-and-prepare raw dog food meals of which there is absolutely no comparative complete available, in terms of quality.



From here, your cost per kilo can only go down. For example, leftovers are easily 10-20% of Dudley's diet per day. Or, instead of uber-pricey beef mince, why not buy a beef heart and tripe from your favourite raw dog food supplier, costing around €3.50/£3kg this slashes the cost of at least that ingredient, a vital saving when feeding a bigger dog.

3. DIY home cooked “Turkey” recipe

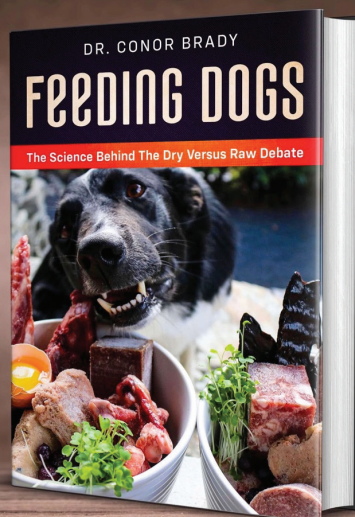
Buy a whole frozen turkey (€4.50/kg in Tesco's), allow to defrost, chop into 6 or chunks, put in a pot, cover with water, simmer for 6-8hrs, remove bones, simmer off excess water (maybe throw in a handful of oats near the end to soak up the last of that moisture) and then add 1 part Power Paste to 4 parts turkey meat stew by weight.

Tip

Don't want to dismember a turkey? Go online and buy turkey necks from your favourite raw dog food supplier, just as good. If they have turkey hearts (usually have both), add them in near the end of the simmer process. No need to stew them. This will cost around the same per kilo as the whole turkey approach, factoring in possible delivery charges (if not finding local).

Have you read the top-rated* manual on dog nutrition yet?!

*As per Book Authority / Amazon reviews, 4.9/5



“Finally! A well-written, well-referenced, thorough examination of the raw dog food debate. A fantastic gift for your favourite vet.”

Dr. Karen Becker, DVM

4. Making treats and DRY FOOD with Power Paste™

If pet food is the wild west in terms of label claims, quality, safety and regulations in general, pet treats would be Tombstone, Arizona. They can and will say anything. Sadly, in terms of pet harm, pet treats far outstrip pet food, pound for pound. Best you make your own. Twice as nice at half the price. Eg:

- One kilo of your favourite fatty meat mince (fatty meats make better treats)
- One tray of Power Paste
- Add a 500g of carb flour as a binder (eg. oat or coconut, no wheat gluten)
- Pinch of good salt (not refined crap)



And that's it! You can add eggs you like or a few herbs, whatever. Mash the ingredients up, flatten out on to some non-stick trays, sprinkle with some good quality salt (nutritious and tasty!) and bake low and slow in your oven (eg 100oC for an hour). Fancier still, folk buy dehydrators online for €40, they are a superior way of preserving the good stuff.

Want to turn the above into magic dry food that is better than most on the market?! OK, here's the science.....waaaait for it.....Add egg shells.

Whaaat?! Surely, there's more to it?

Nope, add 2 teaspoons of ground eggshells to that mix and it's missing nothing.

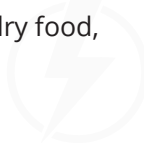
For more information and list of stockists, see

 www.dogsfirst.ie/power-paste/

POWER PASTE FAQ

How Much Power Paste Do They Need?

Power Paste should make up at least 20% of their diet per day but not much more than 50%, depending on the dog (Note: when supplementing dry food, note the maths in the next section).



How do you store Power Paste?

Whether it is the cooked or raw option you choose, Power Paste lives in your fridge and once fully thawed (takes 2 days to thaw in the fridge, best) last 4 days.

Can Power Paste™ be added to all types of pet food?

Yes – cereal-based, grain-free, dehydrated, cooked trays, cans, all can be improved.

Does it matter if I choose the cooked or raw version food?

No, it doesn't. We would say fresh is best but lightly cooked is a very close second. The cooked version might be something they're more familiar with so you might start with that and progress on when ready.

Nutritional analysis per 100g

Macros: Protein 14.1%, Fat 4.2%, Ash 1.6%, Carbs 7.2%, Fiber 1.8%, Water 71.1%

Minerals: Calcium 1.3g, Phosphorus, 1.7g Potassium 3g, Sodium 1.7g, Magnesium 0.4g, Iron 0.2g, Copper 6.6mg, Manganese 3.4mg, Zinc 15.8mg, Iodine 13mg, Selenium 0.3mg

Vitamins: Vit A 17796IU, Vit C 116.5mg, Vit D 244 IU, Vit E 16.4 IU, Thiamine (B1) 1.4mg, Riboflavin (B2) 4.7mg, Niacin (B3) 19.8mg, Pantothenic acid (B5) 6.8mg, Pyridoxine (B6) 2mg, Folic Acid (B9), 0.8mg, Vit Cobalamin (B12) 0.04mg, Choline 0.5g, Vit K1 0.5mg, Biotin 0.05mg

Fats: EPA 0.21g, DHA 0.42

Amino Acids: Tryptophan 0.9g, Threonine 2.2g, Isoleucine 2.5g, Leucine 4.3g, Lysine 4.1g, Methionine 1.6g, Methionine – Cystine 2.2g, Phenylalanine 2.4g, Phenylalanine – Tyrosine 4.3g, Valine 2.8g, Arginine 4.1g, Histidine 1.9g, Taurine 70mcg, Purines 0.3g

CHECK OUT MY NEW MASTERCLASS ON FEEDING DOGS

www.drconorbrady.com

“Upon hearing of the obvious benefits to real food, folk eager to make the change will naturally gravitate to either their vet or Google to find the best way forward. Unfortunately, there they will encounter all sorts of experts spouting some pretty confused, scary nonsense.



Allow me to set the record straight. My popular masterclass on feeding dogs covers virtually every topic, decision and question you might have at this point. I go through the science supporting the dog's need of real food. I teach you not only how to make their food and treats, be they puppies or seniors, but also how to pick the best premade (in the shop you are likely standing in right now!) and cover questions regarding balance, bones and bugs (for the vets!). With many years under my belt at the coal face, I offer you not only accurate, reliable, up-to-date information but some much needed simplicity, because the truth is feeding dogs is as easy as feeding yourself...just more meat”

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