

Feeding raw bones



Raw bones are a natural, nutrient-packed part of a balanced raw diet. They mimic what dogs (and some cats) would eat in the wild - providing far more than just a chew toy. Our premium raw bones come from New Zealand-sourced chicken, lamb, venison, and beef, so you can feel confident about what your pet is getting.

Benefits of Feeding Raw Bones

- *Chewing acts like a built-in toothbrush and floss. It scrapes away plaque and tartar, strengthens gums, and reduces the risk of gum disease - without brushing!
- *Bones supply highly bioavailable calcium and phosphorus for strong bones and teeth, plus collagen, glucosamine, and chondroitin for healthy joints. Marrow adds healthy fats, vitamins, and minerals.
- *Chewing satisfies natural instincts, reduces boredom, eases anxiety, and keeps your pet happily occupied.
- *Regular chewing exercises the jaw, neck, and mouth muscles for better overall oral health.
- *Cartilage and connective tissue support gut health and joint mobility.

See reverse for our range of bones
and how to feed safely



How to safely feed raw bones

Safety first! Follow these simple guidelines to keep your pet happy and healthy:

1. **Size matters.** Always choose a bone larger than your pet's mouth. It should be large enough that your pet would not attempt to swallow it. Match the bone to your dog's size and chewing style.
2. **Raw only.** Never feed cooked bones. Cooking makes them brittle, splintery, and dangerous. Our bones are always raw and safe when chewed properly.
3. **Supervise every time.** Remove the bone if they break off small pieces or chew it down to a size they could attempt to swallow.
4. **Thaw safely.** Thaw in the fridge overnight. Never microwave or feed frozen (risk of tooth damage).
5. **Hygiene.** Wash hands, bowls, and surfaces after handling raw bones—just like raw meat for your family. Bones should be discarded after being at ambient temperature for any longer than an hour.
6. **Know your pet.** Puppies, seniors, or dogs with dental issues may need softer options. Watch for constipation (too much bone) and adjust as needed.
7. **Separate dogs when feeding** to avoid guarding issues. Regularly remove the bone from your dog to get them used to you taking it away.

Quick Tips for Success

- Feed after a meal if your dog is a gulper.
- Refrigerate after thawing for up to 3 days.

