

# PET PRODUCT NEWS

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**Pet Product News**  
**Attn: New Products Editor**  
**P.O. Box 6050**  
**Mission Viejo, CA 92690-6050**

*(select one of the following)*

- New Product Announcement**
- Product Spotlight**

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PRODUCT NAME Prowl Dehydrated Raw Cat Food

PRODUCT DESCRIPTION (approx. 100 words; use separate sheet if needed)

Prowl is our brand new recipe especially for cats! It is a grain-free diet, made with 100% Human Grade ingredients, including hormone-free chicken, eggs, potatoes, yams, flaxseed, zucchini, spinach, honey, cranberries (for urinary tract health) and rosemary.

This recipe has been formulated to meet the AAFCO cat food nutrient profiles for adult maintenance and can be fed as a stand alone diet, or as a nutritionally balanced base for home made raw or cooked cat food.

Just like all The Honest Kitchen's diets, Prowl must be hydrated with warm water before serving. One tablespoon of Prowl will make about ½ oz of fresh food when hydrated. Hydrated food is a great choice for cats since it provides them with plenty of fluid which is vital for their delicate urinary and excretory systems.

The cat food launch is part of the latest phase in expansion for the Honest Kitchen, and complements the company's three canine diets plus supplements and treats. A 6 oz packet of Prowl, which will make about ¾ lb of fresh food, will retail for \$7.50.

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