

Complimentary Guide

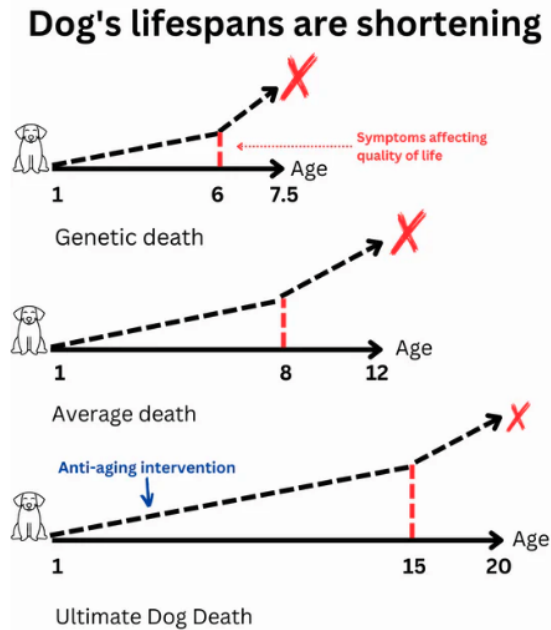
How to Choose the Right Supplements for YOUR Dog



BACK 40 DOGS

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As a devoted dog parent, you want to do everything in your power to ensure your furry family member stays as healthy and happy for as long as possible. Like all living things, life can take its toll, and studies show dogs are no different with the average life spans decreasing dramatically over the last several decades.



Even with a balanced diet and plenty of exercise, adding a supplement or topper can help address specific health issues or prevent costly trips to the Vet. Like we say, every dollar of prevention is better than hundreds in prescriptions!

In this free guide, we'll dive deeper into some common health issues that can affect dogs and the potential supplements that can help improve their quality of life and longevity.

Fair warning, as the owner of a family owned and operated dog nutrition company I will let you know about some of our products our team of experts have strategically selected and provide for invested dog owners like you at BACK 40 Dogs. I will also give you other options and want you to feel absolutely zero pressure to purchase from us. I simply want to give you the best start I can to optimizing your dog's health. Sound cool? Let's get started!

Joint Health

Watching your dog struggle with joint pain and stiffness is heart-wrenching. I know, I've been there. You see your once active companion struggling to get up from their bed, take a walk, or play with their favorite toy.

Omega-3 fatty acids are tremendously beneficial for not only joint health but a host of other things as well. Known for their anti-inflammatory properties, they can help reduce pain and stiffness from common things such as [arthritis](#).

Our [Wild Alaskan Fish Oil](#) is sustainably sourced from the pristine waters of Alaska and is extremely nutrient dense with omegas to keep joints lubricated for maximum mobility.

Other common joint support products are Glucosamine and chondroitin...popular supplements that can help improve joint health by reducing inflammation and promoting growth of cartilage.



Avoid supplements that are “baked” at high temperatures as this often reduces the effectiveness and bioavailability of the original ingredient you were trying to supply to your dog.

Green lipped mussels are another source of joint support sourced from the sea and offer anti-inflammatory and joint repair benefits as well (Can you keep a secret? We will be coming out with a product with this in it soon!)

Oh, and don't forget turmeric! Yep, this bright orange colored secret ingredient is known for its anti-inflammatory properties to help with overall mobility and comfort. Some people mix a paste and feed it to their dogs while some products have it in it. (Another secret, ours will have it in it).

Even if your dog isn't currently showing signs of joint pain, even more reason to get ahead of the curve before issues start to develop.

Digestive Health

We all know how uncomfortable digestive issues can be. Dogs can suffer from a variety of digestive issues, including constipation, diarrhea, and vomiting. As an invested dog owner, it can be traumatic to watch your furry friend suffer from these issues and not know how to help...

Especially when they *you know what* all over your house...let's hope you don't have carpet 🍌

With over 70% of your dog's immune system based in their gut, it plays a larger role in their overall health than many would think.

Probiotics are a popular supplement for improving digestive health, as they can help restore the balance of healthy bacteria in the gut. Be aware, many products claiming to have probiotics use probiotics that are in fact *inactive* by the time they reach your dog's bowl. Not all probiotic supplements are created equal.



[Natural sources of fiber](#) such as pumpkin or apple slices are simple and effective ways to support a normal digestive function and help with things like constipation or diarrhea.

Rather than using a canned pumpkin puree and wasting so much product after you open it, I might recommend our 100% dried pumpkin powder. Our [Pumpkin Power](#) fiber supplement has helped thousands of dogs to achieve optimal digestive health and is a fan favorite as a tasty topper.

Real food sources of fiber can also include hair from prey, (like wolves used to eat) but if you aren't into sourcing and feeding rabbit ears or bird wings stick to the pumpkin powder and apple slices.

Adding a source of digestive enzymes can be extremely helpful to your dog's overall digestive health as they help to break down and absorb nutrients. A natural source of these digestive enzymes can be found from [dried kelp](#).

Many of our clients even report their dogs having much smaller and less stinky stool after feeding kelp and I would agree with my own personal dogs as well.

**Our [Kelp and Pumpkin](#) paired together offer the optimal gut and digestive duo.*

Skin and Coat Health

Your dog's skin and coat are a reflection of their overall health. A shiny coat and healthy skin are signs of a happy and healthy dog. However, factors such as environmental conditions, allergies, and nutrient deficiencies can affect the appearance and health of your dog's skin and coat. It is not uncommon to even see your dog's mood change when they are experiencing extreme discomfort from skin issues.



(This is my dog, @cowboy_the_cattle_dog on IG. He is fed The Ultimate Supplement Stack from Back 40 Dogs every day)

Omega-3 and Omega-6 fatty acids are important for skin and coat health, as they can help reduce inflammation and improve skin barrier function.

Wild Alaskan Fish or Salmon Oil is extremely beneficial for your dog and can help hydrate their coat and skin from within. It is important to note that many companies label their products as 100% salmon oil when in reality the product is diluted and coloring is added...make sure you trust the source you are purchasing from.

Our [Wild Alaskan Fish Oil](#) is sustainably sourced from the cold and pristine waters of Alaska and is a nutrient rich source of omegas for our client's dogs.

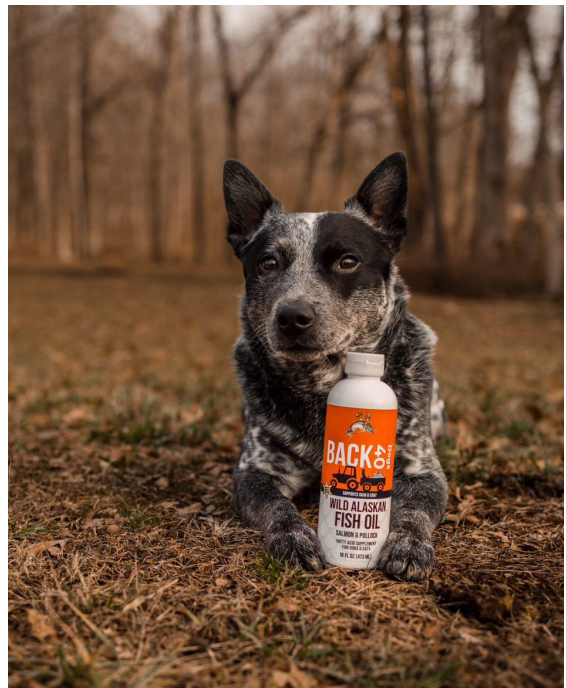
You can read more about the foundations of fish oil [here](#).

Biotin is another popular supplement for promoting healthy skin and coat and strengthening hair and nails. Real foods you might consider adding to your dog's diet with biotin and omegas are things like organ meat, eggs from free range chickens, and small fatty fish like sardines.

Coconut oil contains fatty acids that have been known to serve dogs coats well too. In fact, you can even apply it topically to their pads if they are dry and cracked.

Lastly, [Kelp](#) is a supplement that can also be extremely beneficial for skin and coat health, as it contains essential minerals as well as fatty acids that can support a healthy immune system and promote hair growth.

Again, our products are designed to work together well and compliment each other. Our [Kelp and Fish Oil](#) act as the ultimate skin and coat formula to hydrate your dog from within for that luscious and shining coat we all desire for our best friends.



Dental Health

Dental health is extremely important and underrated and you should care if you don't want to be spoon feeding your dog soft food in their elder years.

"It's estimated that by the age of two 80% of dogs and 70% of cats have some form of periodontal disease," explains Dr. Larry Kornegay, president of the American Veterinary Medical Association.

What!?

"Periodontal infections have been linked to diabetes, heart attacks, strokes, kidney disease and other life threatening disorders."

Yikes...

Bad breath is often one of the first signs of dental disease, which affects a staggering 78% of dogs and 68% of cats over the age of three.

I won't bore you with more statistics here today, and since this is a report on supplements I won't include other ways to promote dental health but you can read [here](#) later. Just know a simple thing like sprinkling a bit of our [kelp supplement](#) on top of your dog's food each day can reduce the plaque and tartar build up on their teeth drastically!



(Before and after sent in from one of our clients after consistently feeding our kelp supplement)

That's right, there have been clinical trials on kelp and how it fights off unwanted plaque and tartar and promotes dental health for canines.

It really is a multifunctional superfood!

Other than that, strategic toys and chews can help to clean their teeth as well.

Allergies and Immune Deficiencies

Modern day dogs commonly suffer from allergies or immune deficiencies, which can cause a variety of symptoms such as itching, sneezing, and respiratory issues. In order to best try and help your dog alleviate some of these allergy symptoms which can be extremely uncomfortable, we suggest going to the core where 75-80% of immune deficiencies start - the gut microbiome.



As we mentioned earlier with gut and digestion, probiotics can be beneficial for immune health as they can support a healthy gut microbiome.

Similarly, the digestive enzymes present in [kelp](#) do the same. In fact, check out this testimonial from one of our customers who's dog suffered from extreme immune deficiencies.

“My black lab Max has had health issues most of his life. We tried everything and have spent upwards of \$10k at Vets over the last 8 years on this guy and nothing...I mean nothing worked. Some things worked for a while but they wore off quickly. We found Back 40 Dogs kelp after it was recommended to us and after just 2 weeks of feeding it Max’s hair has grown back on his chest, his feet aren’t red anymore from chewing, and his energy level has at least doubled. The stuff works! Forever grateful.”

Receiving messages like this from our loyal clients warms my heart. It’s why we spend so much time strategically selecting products that are #BredtoWork! Just like your dog was...

One reason kelp plays such a great role here is because it is a vital natural source of an essential mineral, iodine, which is important for a [healthy thyroid function](#) and overall immune support.

You can feed too much iodine so it is important you feed appropriate amounts for your dog’s weight, but the proper amounts can aid your dog’s health tremendously.

Omega-3 fatty acids are a popular supplement here as well due to their anti-inflammatory properties that can help reduce allergy symptoms.

Like we touched on earlier, it’s important to note that not all Omegas are created equal. The most common source is from fish. Know where and how your fish were caught (or raised), what type of fish are used, and don’t be fooled by marketing ploys to make you think you are buying 100% salmon oil when in reality it’s diluted.

Our [Wild Alaskan Fish Oil](#) is sustainably caught and harvested from the cold and pristine waters of Alaska and we can even tell you the harbors where they unload our fish.



(That's me and Cowboy doing a photo shoot for the release of our Wild Alaskan Fish Oil. We had fun)

One last thing to note here...

Due to certain genetic characteristics, many breeds are more prone to immune deficiencies. It is important to know if your dog has any food or environmental allergies to learn how to avoid or remove those things from their diet.

Conclusion

By incorporating supplements into your dog's diet, you can help address specific health issues and improve their overall quality of life.

If your dog is young it is a unique opportunity to get ahead of the curve and build healthy habits and immune systems before anything serious develops and you're pulling out your checkbook at the Vet for thousands of dollars....



If you have an extremely active dog or working dog, adding joint supplements now can prevent the onset of joint pain and stiffness down the road.

If your dog is older it is your opportunity to provide them with the highest quality of life possible as they live out their golden years.

No matter the age, strategically feeding your dog high quality food will play a massive role in their longevity. Of course paired with exercise, mental stimulation, and other environmental stressors - which we can talk about later too.

An ounce of prevention is worth a pound of cure.

If you know your breed is prone to certain things - such as labradors having thyroid issues, dobermans having heart problems, or breeds like german shepherds and large breeds having hip dysplasia, don't wait around to be a statistic!

Take action today!

Can I count on you?

I know I can. The fact that you're still reading this report shows you are a rock star of a dog owner.

Don't hesitate to reach out with any questions as our team is here to help you optimize your dog's health.

Our dogs aren't here for a long time...

They're here for a good time.

But we aim to make that as long as possible 😊

Cheers and happy supplement hunting,

-Jack, Cowboy and the Back 40 Family



P.S. If you do decide to join our family of invested dog owners we'd love to have you. Talk soon!

Testimonials:

"I have both my dogs on the pumpkin, kelp and fish oil. Even my vet has commented on how great their coats and skin look and how great my cattle dogs teeth look since using the kelp! My Border Collie cross has had a huge improvement in her mobility and wakes up less stiff and has more energy than ever before. These products really have been one of the best things I've ever done for my pups!"

"ALMOST MAGICALLY RESTORATIVE...Our 5 year old GSD needed help with early hip issues. Every time he laid down, he'd get up achy, stiff, and in pain. He is young, but GSD are prone to hip issues so we wanted to be proactive. A little a day of BACK 40 Dogs has completely turned his quality of life around. If you're looking for something to help with hip and joint issues, this is an outstanding product to try."

"PICKY EATER APPROVED...our australian cattle dog is a picky eater. I have dried other supplements for her skin and coat but she wouldn't touch them. She licks her bowl clean with BACK 40 Dogs and I can confidently say her coat is the best it's ever been. Thanks for such great products!"