

## How often should I give rawhide to my dog?

How often you allow your pet to enjoy its rawhide treat depends upon how aggressively it likes to chew. A good rule of thumb is to let your pet chew a rawhide toy an hour a day.

If your dog enjoys chewing rawhide frequently, make sure it always has two or three rawhides to keep it busy. By providing your pet with a variety of chewing activities, you make the experience more interesting. If your dog is a less aggressive chewer, providing one or two rawhides may be enough. Be sure to remove any rawhide treats that are left unchewed for several days. Provide fresh treats, or experiment with different varieties, in order to find a chew that your pet will love.



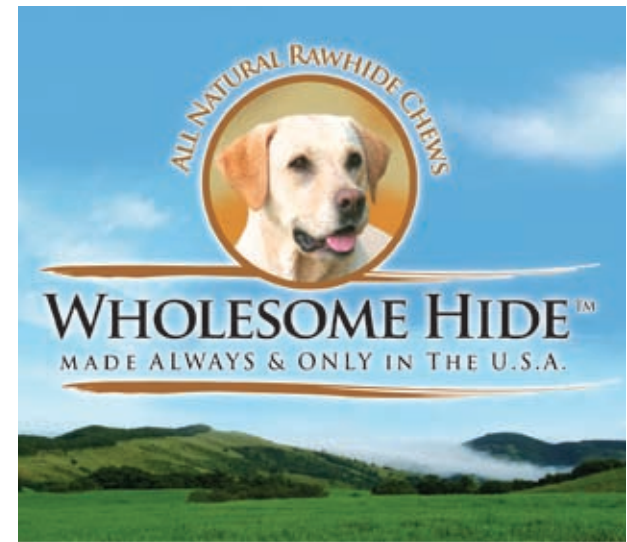
## A special note about puppies

Puppies chew a lot! And chew on just about everything. Chewing is a completely normal activity and is needed to help them cut their new teeth and develop strong jaws. It's best not to punish puppies for chewing—they're doing what they're supposed to be doing! A better approach is to take away the wrong object and give it something good to chew on. Rawhide treats are perfect. Make sure you always supervise your puppy's rawhide chewing activities to make sure it doesn't bite off more than it can chew. Puppies should not be given excessive amounts of rawhide as growing digestive systems may not be able to handle large quantities of rawhide.

## Is rawhide safe for my dog?

Rawhide is one of the most natural things a dog can chew on. After all, canines have been chewing it for thousands of years! But not all rawhide is the same. Rawhide chews made in the U.S.A. with high quality U.S.A. beef hide are cleaner, thicker and more durable. That means your dog can spend more time "wetting it down" and tearing off smaller pieces than with other rawhide treats. Dogs chewing thinner, chemically processed rawhide treats can break off larger pieces of dry rawhide which can occasionally cause problems if swallowed.

Your pet should always be supervised when using any toy and rawhide chews should be removed and put away when your dog is finished with them.



# All About Rawhide Treats

If you have questions or would like more information about rawhide or Wholesome Hide products, please go to [www.wholesomehide.com](http://www.wholesomehide.com) or call 888-USA-1110 (888-872-1110)

Rawhide Dog Chews  
Made in the USA  
from USA beef hide



[www.wholesomehide.com](http://www.wholesomehide.com)



Rawhide  
Dog Chews  
Made in the  
USA from  
USA beef hide

[www.wholesomehide.com](http://www.wholesomehide.com)

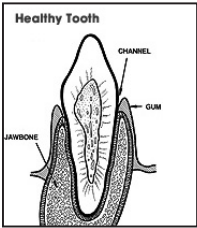
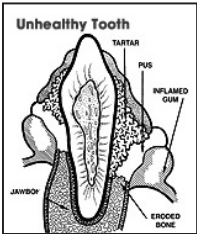
## Why rawhide?

It's only natural for your dog to enjoy chewing rawhide. After all, for centuries, wild canines chewed on the hides of their hoofed prey. Not only does it just "feel right" to a dog, chewing hide provides cleaning action for teeth, exercise for gums, soothing for older dogs, and is a source of sport for puppies.

### It's better for dogs' teeth

Rawhide bones, chips, rolls and twists help improve dental health by scraping away plaque, controlling tartar buildup, and maintaining gum health. These

actions reduce the incidence of bad breath, keep teeth whiter, and prevent gum disease which, if left untreated, can seriously affect the health of your dog. Your dog's teeth should be examined by a veterinarian once a year and cleaned as needed. Many veterinarians recommend daily brushing to prevent plaque buildup. You can use beefhide chews daily to supplement brushing.



### It relaxes your pet

For older, less active dogs, rawhide bones and chews are among the best treats you can provide. It gives them a non-destructive outlet to release pent-up energy by letting them do what they love to do—chew.



## Exactly what IS rawhide?

Rawhide is the inner layer of the hide of any hoofed animal. The tough outer layer is used for leather shoes, garments and upholstery, while the softer, inner layer is cut and formed into different shapes for dog chews. Rawhide is high in protein, low in fat, and has fewer calories per ounce than a typical dog biscuit. That means you can satisfy your pet with a healthy treat that won't add to its weight.

### U.S.A. Beefhide

U.S.A. beefhide is premium rawhide made from corn-fed cows raised within the U.S. for human consumption. This beefhide is typically thicker, longer lasting and is treated naturally. Unlike most imported hides, U.S.A. beefhide is fresher and produced under highly controlled conditions giving you peace of mind when offering rawhide treats to your pet.



## How are rawhide treats made?

In the U.S., fresh hides are transported to processing plants in refrigerated trucks. The hide is then cleaned by tumbling it in huge drums (like giant washing machines) using water, and in some cases, hydrogen peroxide, which serves to kill bacteria. It is then rinsed in water for a minimum of one hour. The hides are then cut and formed into many shapes and dried over several days in climate-controlled drying rooms. In less developed countries, with a scarcity of modern roads and refrigerated trucks, preservatives are often used to keep the skins intact while they are being transported from distant rural areas to processing plants. It is difficult to know what chemicals or processes may be used in treating these hides as reporting and inspection requirements vary greatly from country to country.

## What rawhide products are available?

Rawhide can be formed into an amazing number of products. From little chips or "flips" to giant rolls and bones, there's a rawhide treat available that will be sure to please your pet. Here are a few popular choices.

• **Flat knot bones** These last longer than sticks or chips. Thicker bones keep dogs chewing longer.



• **Rawhide rolls** Dogs enjoy playing fetch with these. Super-thick rolls last a long time. Some even contain pork skin rolled within them.



• **Twists** Small dogs do well with these stick shaped treats.



• **Chips** These are chewy treats and can be given as rewards. Chips are usually eaten quicker than flat knot bones.



• **Chunkee rawhide treats** These provide a quick crunchy treat and are great for senior pets because they are easier to chew and don't contribute to weight gain. They may contain glucosamine and chondroitin that are recommended by some veterinarians to help maintain healthy hips in dogs.

