



HOW TO MAKE THE LEAP TO PURE

Welcome to your Pure journey. Here's where your pet begins their transition to a delicious, healthy, human-grade diet.

Fur-st things fur-st, we've included your pet's daily feeding amount above. Spread this amount across their daily meals.

TO PREPARE



Mix food with warm water



Stir well



Serve!

TIP - Feel free to add more water or rehydrate for longer to find your pet's pre-fur-red consistency.

TRANSITION GUIDE

We recommend allowing approximately 7 days for your pooch to adjust to their new diet & start feeling the pet-tential of Pure



**DAY
01 - 02**

**MIX 1 SCOOP OF PURE
WITH 1 SCOOP OF WARM WATER
ADD TO YOUR PET'S CURRENT DIET**

**DAY
03 - 06**

**GRADUALLY INCREASE THE AMOUNT
OF PURE WHILST DECREASING
YOUR PET'S CURRENT FOOD**



**DAY
07**

**FEED 100% OF YOUR PET'S DAILY
PURE FEEDING AMOUNT**

If you spot that your pet's stool is not quite "solid", or they need a little more purr-suasion to adjust to their new diet - simply slow down the transition.



If you need any further information, check out our Help Centre at purepetfood.com or get in touch with the Pure pack by picking up the dog 'n' bone and dialling 01422 379 007