

TrailBlazer Pet Supply's Consumer Promise:

Choosing your pet's food is one of the most important decisions most of us make for our pet's health and well-being. The numerous recalls in recent years illustrates how important it is to empower pet owners with the information and education they need to make the best choice for their pet.

The more we research the pet industry the more we learn about the lack of regulatory resources. Coupling the lack of regulation with the rapidly growing number of choices, we feel it is our job as your community pet store to help determine which brands are better and safer. This is why we are taking the unprecedented step in improving pet safety by introducing our new consumer promise.

By understanding what ingredients help our pets thrive we have since learned that it is the makeup and quality of the ingredients that count. We have found that some ingredients often found in pet foods are inferior or unnecessary while others, although not inherently unsafe or nutritionally inferior, come from questionable sources (which in our opinion causes us just as much concern).

In order to offer greater assurance of safety and consistency in the food we sell, TrailBlazer Pet Supply is taking that extra step for our customers by excluding from our shelves what we feel are suspect or unhealthy ingredients found in dog and cat food as well as in our treats.

These ingredients include:

- **Preservatives:** sodium benzoate, sodium nitrite, BHA, BHT, TBHQ, Carrageenan
- **Sweeteners and artificial sweeteners:** fructose, high fructose corn syrup, aspartame, sucralose, acesulfame potassium (acesulfame-K), xylitol
- **Artificial colors:** FD&C Blue Nos. 1 and 2, FD&C Green No. 3, FD&C Red Nos. 3 and 40, FD&C Yellow Nos. 5 and 6, Orange B, Citrus Red No. 2
- **Flavor enhancers:** monosodium glutamate (MSG) & animal digests
- **Unspecified** animal by-products or animal by-product meals and "animal fats"

As we move forward providing our customers with more assurance on the products we carry, we may find that new research emerges that sheds doubt on certain products sold in our store. We never want to take away a popular item, but we want every food we carry to promote the health of the animals that eat it, not to undermine it. We hope that with our additional safety standards you will feel confident in choosing the right products for your pet's health and that is our new consumer promise!

Sincerely,

TrailBlazer Pet Supply

Banned Ingredient Descriptions

Ingredient	Health Hazards
Coloring agents: blue 1, blue 2, yellow 5, and yellow 6	Most artificial colors are made from coal tar, which is a carcinogen
Potassium bromate (aka brominated flour)	Associated with kidney and nervous system disorders, gastrointestinal discomfort
BHA and BHT	BHA may be a human carcinogen, a cancer-causing agent. BHT can cause organ system toxicity
Flavor Enhancers MSG, animal digests	<p>MSG has shown to overstimulates our nervous system — exciting our nerves and causing an inflammatory response. With time, these repetitive inflammatory responses cause our nerves to start producing more and more nerve cells that are sensitive to this kind of stimulation.</p> <p>Animal Digests: Unspecified parts of unspecified animals, cooked down into a goopy broth and used as a spray on or added directly to the food. No quality control is used and this can include “4-D animals” (dead, diseased, disabled, or dying prior to slaughter), goats, pigs, horses, rats, misc. Roadkill, including animals euthanized at shelters.</p>

<p>Unspecified meat products & by-product meals</p>	<p>Pet grade meat by-products consist of organs and parts either not desired, or condemned, for human consumption. This can include bones, blood, intestines, lungs, ligaments, heads, feet, and feathers. – This can also include the dreaded 4 D’s – (Dead, dying, diseased or dying prior to slaughter). The animal parts used can be obtained from any source, so there is no control over quality or contamination. Any kind of animal can be included: goats, pigs, horses, rats, misc. roadkill, animals euthanized at shelters and so on. It can also include pus, cancerous tissue, and decomposed (spoiled) tissue.</p>
<p>Unspecified animal fats</p>	<p>The problem with ambiguous terms like 'animal fats' or 'animal oils' is that they could refer to literally any fat of any quality from any animal. This allows the manufacturer to alter the recipe between batches depending on what fats are cheaper at the time. Animal fat is a “generic” fat source that is most often made up of rendered animal fat, restaurant grease, or other oils too rancid or deemed inedible for humans.</p>
<p>Artificial sweeteners; Xylitol & Corn Syrup</p>	<p>Xylitol is quickly absorbed into the bloodstream, resulting in a potent release of insulin from the pancreas. This rapid release of insulin causes a rapid and profound decrease in the level of blood sugar (hypoglycemia), an effect that occurs within 10-60 minutes of eating the xylitol. Untreated, this hypoglycemia can be life-threatening.</p> <p>High Fructose Corn Syrup contribute unwanted calories that are linked to health problems, such as weight gain,</p>

	<p>type 2 diabetes, metabolic syndrome and high triglyceride levels.</p> <p>Also listed as Cane molasses , corn syrup in any form, sugar, sorbitol, sucrose, fructose, glucose, ammoniated glycyrrhizin, propylene glycol.) : Useless, unnecessary and adds empty calories. Bad ingredients used by companies to make food more palatable to the animals if the ingredients themselves aren't enough to make the dog or cat actually want to eat it. Used to cover up rotten and rancid foods, and is known to cause hypoglycemia, obesity, nervousness, cataracts, tooth decay, arthritis and allergies.</p>
Corn, Wheat, Soy	<p>Little to no nutritional value, does not supply our carnivorous dogs and cats with the valuable nutrients they need, low digestibility, mainly cheap fillers.</p>
Carrageenan	<p>Carrageenan is a common food additive that is extracted from a red seaweed. Carrageenan, which has no nutritional value, has been used as a thickener and emulsifier. It has been linked to digestive problems such as IBS & IBD, colitis, ulcers and even diabetes (insulin resistance).</p>