



Nutritional Helpline 0800 083 66 96

Remember you are not alone; we have the knowledge and experience which will enable us to give sound, practical advice and we are always glad to hear from you.

Ask for your free copy of John Burns' Guide to Natural Health Care from your pet shop or direct from Burns Pet Nutrition.



© 2006 John Burns, BVMS. Lic.Ac. MRCVS.

Burns Pet Nutrition Ltd

Ferry Rd, Kidwelly SA17 5EJ

Tel 01554 890482 fax 01554 891476

Freephone 0800 018 18 90

Nutritional Helpline 0800 083 66 96

Email info@burns-pet-nutrition.co.uk

www.burns-pet-nutrition.co.uk

www.rabbit-food.co.uk

In Ireland Tel (061) 330534 | Scotland 0800 169 4535



NATURAL WHOLESOME COMPLETE

BURNS

Developed by a Veterinary Surgeon

The Holistic Approach to Health & Nutrition



- The Holistic Approach
- Hypo-Allergenic
- Naturally Preserved
- FreePhone Nutritional Advice
- Developed by Veterinary Surgeon John Burns BVMS MRCVS



The Holistic Approach

For a number of years I recommended my veterinary practice clients to avoid feeding proprietary pet foods but instead to feed a home-made diet of brown rice, vegetables and chicken, fish or meat sold for human consumption.

Although a number of people were able to follow this recommendation and achieved remarkable results, many found that preparing food at home for the dog was simply too daunting a task.

For this reason I developed Burns Real Food, based upon the home-made diet which I used to recommend. There are no secret or magic ingredients; there are no added pharmacologically active supplements or ingredients.

As the name implies, Burns Real Food is just that; a simple food which is intended to allow the body to function as it should. Burns is not intended to intervene in order to alter the normal metabolism of the body. The aim is to stand back and let the body get on with what it does best; to maintain and repair itself and to prevent deterioration of the organ systems.

This is in contrast to medicinal products which are intended to have a direct therapeutic action.

The main protein sources in Burns are chicken, lamb, fish, venison and duck which are nutritious and highly digestible.

Sunflower oil and chicken oil provide essential fatty acids and seaweed provides an organic source of minerals. The recipes are fixed so the ingredients do not alter when cheaper ingredients are available. This is of enormous importance as many health problems are caused by undiagnosed intolerance to food ingredients.

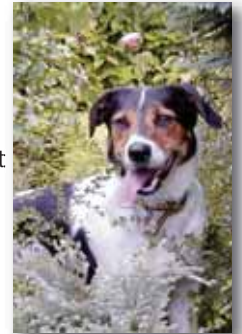


Feeding for Health

There are two strands to the Holistic Approach to health and nutrition. The first of these is the selection of suitable food.

However, it is almost as important to ensure that the quantity of food is right. Overfeeding will undo much of the benefit of feeding the correct type of food.

The best, and only reliable method of assessing whether a food is going to be beneficial to health is by a feeding trial which should be carried out as outlined below.



Health Management Programme

1. Gradually change to the trial food. Slow introduction allows a smooth change of intestinal bacteria, thus minimising the risk of intestinal upset.
2. Following the introductory period the trial food should be the only food given
3. Quantity of food must be carefully controlled to meet but not exceed the pet's requirements.
4. Regular suitable exercise helps to use up excess calories, discharge waste products, improve circulation and provides mental stimulation.
5. Ask your veterinary-surgeon to empty a dog's anal glands. This aids in the elimination of wastes from the system.

This approach has to be tailored to the needs of the individual because there are so many individuals whose differing needs have to be accommodated. It is not enough to try the diet and hope for the best.



NATURAL WHOLESOME COMPLETE



NATURAL WHOLESOME COMPLETE

Real Food for Rabbits

It is vital that rabbits are fed on a high fibre diet. Dental problems, digestive upset, obesity and even fly strike can all be attributed to a lack of fibre in the diet.

Commercial dried rabbit diets (pellets, flaked foods and cereals) were originally developed to promote weight gain for meat production. Even today they tend to be too low in fibre and too high in protein and carbohydrates.

Rabbits should be fed on a variety of hay, herbs, vegetables and wild plants (make sure they are not poisonous).

If the diet is varied then there is normally no need for dried cereals, pellets, flaked food or any vitamin or mineral supplements.



Burns Green Oat Hay
Protein 10%, Oil 3.5%, Fibre 29%, Ash 7%



Burns Meadow Mix - 100g
Contains: dandelion, chicory, plantain, mint, milfoil, chamomile, marigold, nettle, birch tree leaf, willow bark.
Protein 13%, Oil 4%, Fibre 19%, Ash 9%



Burns Herbal Blend - 100g
Contains: green oat, parsley, melissa (lemon balm), mint, nettle, dandelion, chamomile.
Protein 15%, Oil 3%, Fibre 22%, Ash 11%



Natural Chew Sticks
Willow & Hazel
100% natural, no colours, 14 to a pack



The Benefits of Feeding Burns Real Food

Burns Real Food offers many benefits over most complete diets:



- It is more palatable than many dried foods so can be enjoyed even by fussy dogs and cats
- Feeding Burns Real Food really is economical - the approximate feeding cost for a small dog (10kg) is 23p, a medium dog (20kg) 46p and a large dog (30kg) 69p. Feeding cost for a cat is around 16p daily
- Because Burns Real Food is a low residue food there's less to clean up - which is good for the environment.
- Burns use chicken meat, free range duck, ocean fish, UK Pork, New Zealand Lamb and Venison as sources of quality protein. We do not use meat from battery hens.

Adverse reactions to ingredients in the diet may well be one of the commonest yet least recognised causes of ill-health in pets and humans.

In theory, any dietary ingredient can cause an intolerance. In practice, protein (e.g. beef, milk) or carbohydrate (e.g. wheat, lactose) sources are the most likely causes although it is possible that chemical additives such as food colourings and preservatives could cause a reaction.

Burns products (other than high-energy foods) are low in fat and protein and high in complex carbohydrate. There are no chemical additives. This minimises the amount of waste matter which the body has to eliminate. When metabolised, carbohydrate produces less harmful toxic waste than protein and fat.



For All Puppies



BURNS MINI BITES For Puppies and Toy Breed Adults

It is now well established that high intakes of protein and fat during puppyhood can lead to health problems in the adult, for example obesity and skeletal disorders, especially hip dysplasia.

Burns Mini Bites contain controlled levels of protein, fat and minerals to ensure that requirements for energy, muscle and bone development are met but not exceeded

Contains: Brown Rice, Chicken meat meal, White Rice, Oats, Peas, Chicken Oil, Sunflower Oil, Ocean Fish, Seaweed, Minerals & Vitamins

Typical Analysis/100g: Protein 21.0%, Oil 11.0%, Fibre 2.0%, Ash 7.0%, Vit A 10000 iu/kg, Vit D 1500 iu/kg, Vit E 80iu/kg, Moisture 9%, Copper 15mg/kg, Sodium 0.52%, Calcium 1.45%, Phosphorus 1.0%, Magnesium 0.1%.



HIGH ENERGY LAMB For Large Breed Puppies (and underweight dogs)

High Energy Lamb is a complete high energy diet for the large-breed growing dog and for the underweight adult dog.

Contains: Lamb Meat Meal (min 32%), Brown Rice, White Rice, Sunflower Oil, Oats, Peas, Beet Pulp, Seaweed, Vitamins and Minerals

Typical Analysis/100g: Protein 24.0%, Oil 15.0%, Fibre 2.8%, Ash 9.5%, Vit A 20000 iu/kg, Vit D 1500 iu/kg, Vit E 160iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.60%, Calcium 1.5%, Phosphorus 0.94%, Magnesium 0.11%.

Natural Treats



Burns Kelties are a natural wholesome biscuit treat for your dog, based on brown rice with chicken and ocean fish.
Contains: Brown Rice, Oats, Poultry Meat Meal, Potato flour, Fish Meal, Chicken Fat, Sunflower Oil, Seaweed, mixed herbs



Burns Ocean Bites are a 100% natural fish treat for dogs, rich in the organic vitamins and minerals which help maintain your pet's health.
Contains: 100% White Fish Skins



Burns Cracklings are a tasty treat made from 100% natural pork rinds with no added flavours, colours or chemical preservatives



Chewitz are a longer lasting natural chew made from 100% steer pizzle



Aqua Snacks are a novel crunchy biscuit treat made from cod and brown rice.
Contains 95% cod.



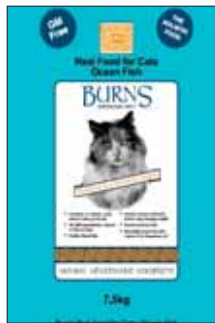
For Cats of All Ages



Chicken & Brown Rice

Contains: Brown Rice (min 46%), Poultry Meat Meal (min 36%), Maize, Poultry Fat, Chicken Liver, Seaweed, Vitamins and Minerals

Typical Analysis/100g: Protein 28.0%, Oil 12.0%, Fibre 2.0%, Ash 7.0%, Vit A 15,000 iu/kg, Vit D3 1200 iu/kg, Vit E 70 iu/kg, Moisture 8%, Copper 18mg/kg, Sodium 0.2%, Calcium 2.08%, Phosphorus 1.06%, Magnesium 0.12%, Taurine 500mg/kg, EFA 2.6%.



Ocean Fish

Contains: Brown Rice, Fish Meal (min 35%), Maize, Fish Oil, Chicken Liver, Seaweed, Vitamins and Minerals

Typical Analysis/100g: Protein 28.0%, Oil 12.0%, Fibre 2.0%, Ash 7.0%, Vit A 15,000 iu/kg, Vit D3 1200 iu/kg, Vit E 70 iu/kg, Moisture 8%, Copper 18mg/kg, Sodium 0.2%, Calcium 1.25%, Phosphorus 0.77%, Magnesium 0.09%, Taurine 600mg/kg, EFA 7.8%.

Feeding Guide Real Food for Cats

Weight of cat	g/day
1.5-2.5 kg	15-30
2.5-4.5 kg	30-50
4.5-6.5 kg	50-70

Feeding amounts can be adjusted to meet the needs of individual cats. Ring Helpline for further information



For the Larger Breed Growing Dog, and Pregnant and Nursing Bitches



CANINE EXTRA

Canine Extra is a high energy diet for the pregnant and nursing bitch, and for the large-breed growing dog.

Contains: Chicken, Brown Rice, White Rice, Oats, Beet Pulp, Peas, Chicken Oil, Sunflower Oil, Seaweed, Minerals & Vitamins.

Typical Analysis/100g: Protein 24.0%, Oil 12.0%, Fibre 2.0%, Ash 7.0%, Vit A 20000 iu/kg, Vit D 1600 iu/kg, Vit E 160 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.55%, Calcium 1.6%, Phosphorus 0.92%, Magnesium 0.1%.

For large breed puppies

From weaning: feed Mini Bites as a first food. Depending on individual needs the puppy can be changed to Canine Extra or High Energy Lamb. Alternatively, the Mini Bites can be supplemented with either of these.

From 6 months of age: Feed one of the Burns adult foods. Depending on individual needs this may be supplemented with a proportion of Canine Extra or High Energy Lamb until growth slows at about 12 months of age.

A Large breed pup raised on other high protein diets should start on Canine Extra or High Energy Lamb.

Feeding Guide - Puppies & Growing Dogs

Weight of dog	g/day	oz/day
1-5 kg	50-100	2-5
5-10 kg	100-200	5-8
10-20 kg	200-300	8-12
20-30 kg	300-400	12-16

Mini Bites -Toy Breed Adults

1-5 kg	25-50	1-2
5-10 kg	50-100	2-5

Feeding amounts can be adjusted to meet the needs of individual dogs. Ring Helpline for further information



For Adult Dogs of All Ages including seniors



- Itchy skin?
- Loose motions?
- Stiffness?
- Bad breath?
- Body odour?

Several Burns products are Dietetic. This means they can be used for the Nutritional Management of pets with certain diet-related health problems. Before doing so we recommend that advice should be obtained from Burns Pet Nutrition.



NATURAL WHOLESOME COMPLETE

For Kittens



Duck & Rice for Kittens

Burns Real Food for Kittens is a complete diet made with duck and rice. It is suitable from weaning to 6 months old. For young kittens we suggest that the food is soaked in warm water and made into a porridge consistency. Kittens have very small stomachs so small frequent meals are recommended. At six months old they can change to Burns Real Food for Cats.

Contains: Duck Meat Meal (min 39%), Brown rice (min 21%), White rice (min 20%), Maize, Duck Fat, Chicken Liver, Seaweed, Vitamins and Minerals

Typical Analysis/100g: Protein 30.0%, Oil 14.0%, Fibre 2.0%, Ash 7.0%, Vit A 15,000 iu/kg, Vit D3 1200 iu/kg, Vit E 70 iu/kg, Moisture 8%, Copper 18mg/kg, Sodium 0.2%, Calcium 2.1%, Phosphorus 1.15%, Magnesium 0.12%, Taurine 500mg/kg, EFA 2.6%

Feeding Guide Real Food for Kittens

Weight of kitten	g/day
under 0.5kg	15-30g
0.50 - 1.0kg	30-45g
1.0 - 2.0kg	45-60g

Feeding amounts can be adjusted to meet the needs of individual kittens. Ring Helpline for further information



NATURAL WHOLESOME COMPLETE



Canine Active

- For active working dogs
A VAT free food developed to meet the higher energy and nutritional requirements of the really active dog.

Contains: White Rice, Chicken, Chicken Oil, Oats, Peas, Linseed, Beet Pulp, Fish Meal, Sunflower Oil, Yucca, Seaweed, Minerals and Vitamins.

Typical Analysis/100g: Protein 24.0%, Oil 20.0%, Fibre 3.5%, Ash 9.0%, Vit A 20000 iu/kg, Vit D 1500 iu/kg, Vit E 160iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.4%, Calcium 1.2%, Phosphorus 0.8%, Magnesium 0.04%.



Chicken & Brown Rice

Contains: Brown Rice (min 63%), Chicken (min 20%), Oats, Peas, Chicken Oil, Sunflower Oil, Seaweed, Minerals & Vitamins.

Typical Analysis/100g: Protein 18.5%, Oil 7.5%, Fibre 2.2%, Ash 7.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.51%, Calcium 1.1%, Phosphorus 0.63%, Magnesium 0.10%.



Hypo-Allergenic Mixer

- Time to start thinking of Mixer as Real Food!

A natural Mixer, wheat free & based on rice. No soya or un-named cereals. Can be used as part of a home cooked recipe, feeding raw food or with Burns dried complete foods (if advised by our nutritionists or your vet)

Contains: White Rice, Brown Rice, Peas, Whole Linseed, Duck Fat, Seaweed, Mixed Herbs.

Typical Analysis/100g: Protein 9.0%, Oil 4.0%, Fibre 2.5%, Ash 4%, Moisture 8%, Sodium 0.02%, Calcium 0.24%, Phosphorus 0.14%, Magnesium 0.08%.



Fish & Brown Rice

Contains: Brown Rice (min 63%), Fish (min 18%), Oats, Peas, Fish Oil, Sunflower Oil, Seaweed, Minerals and Vitamins.

Typical Analysis/100g: Protein 18.5%, Oil 7.5%, Fibre 2.2%, Ash 7.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.51%, Calcium 0.61%, Phosphorus 0.48%, Magnesium 0.09%.



Duck & Brown Rice

Contains: Brown Rice (min 65%), Duck meat meal (min 20%), Oats, Peas, Duck fat, Sunflower Oil, Seaweed, Minerals and Vitamins.

Typical Analysis/100g: Protein 18.5%, Oil 8.0%, Fibre 2.2%, Ash 7.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.52%, Calcium 1.15%, Phosphorus 0.65%, Magnesium 0.10%.

Feeding Guide for Adult Foods

Weight of dog	g/day	oz/day
1-5 kg	25-50	1-2
5-10 kg	50-100	2-5
10-20 kg	100-200	5-8
20-30 kg	200-300	8-12
30-40 kg	300-400	12-16
40-50 kg	400-450	16-18

Feeding amounts can be adjusted to meet the needs of individual dogs. Ring Helpline for further information





Lamb & Brown Rice

Contains: Brown Rice (min 54%), Lamb (min 21%), Oats, Peas, Sunflower Oil, Seaweed, Minerals and Vitamins

Typical Analysis/100g: Protein 18.5%, Oil 7.5%, Fibre 2.0%, Ash 7.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.56%, Calcium 1.39%, Phosphorus 0.83%, Magnesium 0.10%.



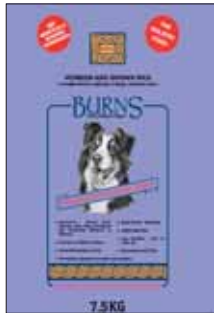
High Oats

Higher in natural fibre.

Also suitable for the diabetic or overweight dog.

Contains: Oats (min 56%), Chicken, Brown Rice, Peas, Chicken Oil, Seaweed, Minerals & Vitamins.

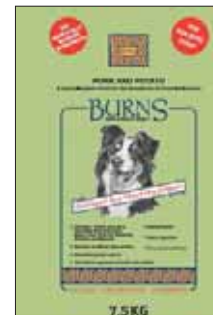
Typical Analysis/100g: Protein 20.0%, Oil 7.5%, Fibre 6.5%, Ash 7.5%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.40%, Calcium 0.93%, Phosphorus 0.64%, Magnesium 0.13%.



Venison & Brown Rice

Contains: Brown Rice (min 50%), Venison (min 27%), Oats, Peas, Sunflower Oil, Seaweed, Minerals and Vitamins

Typical Analysis/100g: Protein 18.5%, Oil 8.0%, Fibre 3.0%, Ash 9.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.59%, Calcium 1.69%, Phosphorus 0.98%, Magnesium 0.11%.



Pork & Potato

A hypo-allergenic diet for the avoidance of food intolerance - no wheat, soya, rice or chicken

Contains: Potato (min 35%), Pork Meat Meal (min 29%), Maize, Peas, Pork Fat, Seaweed, Vitamins and Minerals

Typical Analysis/100g: Protein 18.5%, Oil 8.0%, Fibre 3.0%, Ash 9.0%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.56%, Calcium 1.39%, Phosphorus 0.83%, Magnesium 0.10%, EFA 3.68%.



Organic

Contains: Organic Rice, Organic Oats, Organic Barley, Organic Fish, Fish Oil, Organic Sunflower Oil, Seaweed, Minerals & Vitamins.

Typical Analysis/100g: Protein 18.5%, Oil 7.5%, Fibre 4.0%, Ash 4.5%, Vit A 8000 iu/kg, Vit D 1500 iu/kg, Vit E 50 iu/kg, Moisture 8%, Copper 15mg/kg, Sodium 0.16%, Calcium 0.73%, Phosphorus 0.63%, Magnesium 0.14%.

