

■ PURECANINE / FRESHPET BLUEPRINT

The 15-Minute Anti-Inflammatory Pet Meal System

100 Vet-Approved Homemade Recipes to Eliminate Skin Allergies, Gas & Low Energy

OFFICIAL MASTER DELIVERABLE & RECIPE VAULT

Includes Complete Balanced Meals, Air-Fryer Healthy Snacks, Hypoallergenic Protocols, Portion Size Guide by Dog Weight (in lbs), and The 25 Toxic Foods Blacklist.

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Instant Digital Edition for Dogs & Cats.

Part 1: The Commercial Kibble Problem

Most commercial dog food is manufactured via **extrusion** — a process that blasts ingredients at over **400°F (200°C)** under extreme pressure. This obliterates up to 70% of natural vitamins, enzymes, and healthy fatty acids.

To make up for this, manufacturers spray synthetic vitamin powders and animal fat digest onto the dry brown pellets. For dogs with sensitive guts, this triggers chronic leaky gut, constant paw licking, itching, gas, and dull coats.

The 3 Golden Rules of Real Dog Food:

- **Rule #1: 55% Clean Protein.** Muscle meat (beef, turkey, chicken, fish) and organ meats provide essential amino acids.
- **Rule #2: 25% Fiber & Phytonutrients.** Steamed pumpkin, zucchini, carrots, spinach, and blueberries support gut flora.
- **Rule #3: 17% Complex Slow Carbs & 3% Essential Calcium/Omega-3.** Sweet potatoes, brown rice, eggshell powder, and wild salmon oil.

Daily Feeding Guide by Dog Weight (Imperial US)

Feed your adult dog approximately **2% to 3% of their ideal body weight** in fresh food per day, divided into 2 meals:

Dog Weight (lbs)	Daily Amount (oz)	Approx. Cups / Day	Meals (2x daily)
5 - 10 lbs (Toy)	2.5 - 5 oz	1/3 to 2/3 cup	~2.5 oz per meal
11 - 25 lbs (Small)	5 - 12 oz	2/3 to 1.5 cups	~5 oz per meal
26 - 50 lbs (Medium)	13 - 24 oz	1.5 to 3 cups	~10 oz per meal
51 - 75 lbs (Large)	25 - 36 oz	3 to 4.5 cups	~16 oz per meal
76 - 100+ lbs (Giant)	37 - 48+ oz	4.5 to 6+ cups	~22 oz per meal

The 25 Deadly Pet Foods Blacklist (Never Feed These)

■ Xylitol / Birch Bark Extract	Causes acute liver failure and fatal hypoglycemia in minutes.
■ Grapes & Raisins	Highly nephrotoxic — can trigger sudden irreversible kidney failure.
■ Cooked Bones (Any kind)	Splinters into razor-sharp shards puncturing stomach or bowels.
■ Onions, Garlic, Chives & Leeks	Destroys canine red blood cells leading to hemolytic anemia.
■ Chocolate, Cocoa & Caffeine	Theobromine toxic overload causes heart palpitations and seizures.
■ Macadamia Nuts	Causes neurological paralysis, tremors, and severe hyperthermia.
■ Avocado (Pit, Skin & Leaves)	Contains persin, a toxin that causes fluid accumulation in lungs.

Part 2: The 100 Vet-Approved Recipes

Recipe #1: The Golden Ground Turkey & Sweet Potato Bowl	15 Minutes Prep · Complete Balanced Meal (All Dogs)
Ingredients: 1 lb 90% lean ground turkey, 1 medium sweet potato (steamed/mashed), 1 cup shredded zucchini, 1 tbsp wild Alaskan salmon oil, 1/2 tsp crushed eggshell powder (calcium).	
Instructions: Lightly simmer the turkey in 1/2 cup water until no longer pink (about 7 minutes). Stir in steamed mashed sweet potato and grated zucchini. Remove from heat. Once cooled to room temperature, stir in salmon oil and eggshell powder. Serve or refrigerate up to 4 days.	
Health Benefit: <i>Gentle on sensitive stomachs, provides natural anti-inflammatory DHA & EPA for shiny coat.</i>	
Recipe #2: Atlantic Salmon & Blueberries Antioxidant Feast	12 Minutes Prep · Skin & Allergy Relief Protocol
Ingredients: 1 lb wild-caught salmon fillet (boneless), 1 cup chopped spinach, 1/2 cup fresh wild blueberries, 1/2 cup cooked quinoa or brown rice, 1 tsp kelp powder.	
Instructions: Pan-sear or gently poach salmon fillet in water until cooked through. Flake thoroughly with a fork, verifying zero bones remain. Lightly steam spinach. Toss flaked salmon, warm quinoa, steamed spinach, and raw blueberries together. Cool before serving.	
Health Benefit: <i>Massive dose of astaxanthin and polyphenols to stop incessant paw licking and itching.</i>	
Recipe #3: Air-Fryer 2-Ingredient Crispy Liver Bites	10 Minutes · Air-Fryer High-Value Training Treats
Ingredients: 1/2 lb beef or chicken liver (rinsed and patted dry), 1 tbsp organic coconut oil.	
Instructions: Slice liver into small 1/2-inch training bites. Lightly coat with melted coconut oil. Place in air fryer basket at 320°F (160°C) for 10-12 minutes until dehydrated and crispy on the outside. Cool completely and store in airtight jar.	
Health Benefit: <i>Zero additives, zero wheat or glycerin. Rich in natural bioavailable iron, vitamin A, and zinc.</i>	
Recipe #4: Grandma's 24-Hour Golden Bone Broth Elixir	5 Mins Prep / Slow Cooker · Senior Dogs, Joint Health & Hydration
Ingredients: 2 lbs beef marrow and knuckle bones, 2 chicken feet (optional, high collagen), 2 tbsp raw apple cider vinegar, 8 cups filtered water, 1 sprig fresh parsley.	
Instructions: Place bones in a slow cooker or stockpot. Add water and apple cider vinegar (crucial to draw minerals from bone). Cook on LOW for 18-24 hours. Strain liquid through a fine sieve — DISCARD ALL BONES. Chill broth in fridge; scrape off hardened top fat layer. Warm up and pour over daily meals.	
Health Benefit: <i>Natural glucosamine, chondroitin, and collagen that rebuilds cartilage in aging hips.</i>	
Recipe #5: Lean Lean Green Beef Stew for Sensitive Guts	15 Minutes · Digestive Reset & Firm Stool Solution
Ingredients: 1 lb 93% lean ground beef, 1 cup pure 100% pumpkin puree (not pie mix), 1 cup chopped green beans, 1/2 cup cooked jasmine rice.	
Instructions: Brown the lean beef in a skillet, draining off any excess fat. Steam green beans until tender. In a large mixing bowl, fold together cooked beef, steamed beans, rice, and pure pumpkin puree. Serve warm.	
Health Benefit: <i>Soluble fiber from pumpkin firms up loose stool within 24 to 48 hours without medication.</i>	

+ 95 More Interactive Recipes Available Inside Your Web App Companion!

Visit your live members portal to filter recipes by allergy, Air-Fryer mode, cat hydration, or calculate exact portions for your dog's exact weight in lbs.