

**O**besity is one of the greatest health concerns facing our pets today. It can cause unnecessary suffering and shortened lifespan.

**CANINE ZONE™**



**Dr. Jane Bicks  
Veterinarian**

Weight  
Loss  
Food for  
Dogs



**Dr. Barry Sears  
The Zone Diet**

**Millions worldwide improved their health & lost weight on Dr. Sears' Zone Diet.  
Now you can get your dog IN THE ZONE.**

*What is the Zone Diet and how can it help my dog lose weight?*

The Zone Diet was created by Dr. Barry Sears. It's not some mystical place. It is a state of nutrient balance that can be achieved through the dietary intake of 30% protein, 30% fat and 40% carbohydrates. The proteins must be premium quality, the fats a unique blend from different sources and the carbohydrates a combination of special grains. This precise balance of specific nutrients keeps blood insulin at a constant level, so the body can use fat as energy rather than store it.

When your dog's body is in the Zone, it works more efficiently allowing it to process the carefully selected nutrients more effectively. The result is shedding unwanted extra pounds while retaining lean muscle, a shiny coat and robust good health.

*Who is Dr. Barry Sears?*

Dr. Sears is a research scientist, author and the creator of the world renowned Zone Diet. After earning his Ph.D. at Indiana University and doing post-doctoral work at the University of Virginia, he was a researcher at Boston University and Massachusetts Institute of Technology (MIT) before forming his own biotechnology company. His research led him to the Zone in the late 1980s, which he continued to refine for many years. In 1995, he wrote [The Zone](#), which became a number-one New York Times best-seller and led to a revolution in nutritional thinking. Dr. Sears authored several other books, including [Mastering the Zone](#); [Zone Perfect Meals in Minutes](#); [Zone Food Blocks](#) and [The Omega Rx Zone](#). His books have sold millions of copies worldwide. Dr. Sears currently holds 12 U.S. Patents in the medical field and he is continuing to develop a myriad of other projects.

*Who is Dr. Jane Bicks?*

Dr. Bicks is HealthyPetNet's extraordinary product formulator. She is a highly respected and nationally recognized holistic veterinarian who has been honored many times by her own veterinary profession. She is the author of three national books on pet care and nutrition including [Revolution in Cat Nutrition](#), [Dr. Jane's Thirty Days to a Healthier, Happier Dog](#) and [Dr. Jane's Natural Guide to a Healthier, Happier Dog](#). Dr. Bicks has been involved with many Advisory Boards including the Cornell Feline Health Center and Canine Companions for Independence. She served as the President of the Veterinary Medical Association of New York City and was appointed by Mayor Rudolph Giuliani to help start the largest animal shelter in the United States. Many network television shows and radio stations have called on Dr. Bicks for her expertise on animal care. Currently, she can be seen on the Animal Planet's Petsburg series where she is a frequent guest host who discusses solutions to common pet problems.

*Why did Dr. Bicks and Dr. Sears create Canine Zone™?*

Obesity is one of the greatest health concerns facing our pets. It can cause unnecessary suffering and shortened lifespan. Unfortunately, many diet or low fat foods on the market today are focused on weight loss only and often compromise a pet's vitality, skin and coat, and overall health. This led Dr. Bicks to look for a new, more holistic way in which to approach weight loss. Well aware of the Zone Diet's extraordinary success and its solid scientific basis, she contacted Dr. Sears for help in applying his Zone principles to create a new and revolutionary food that will help dogs lose unwanted extra pounds while retaining lean muscle, a shiny coat and robust good health.

# CANINE ZONE™ ... Healthy Weight Loss Food for Dogs

**Give your dog a weight loss food that actually works and will keep your dog in robust good health with a shiny coat and the energy to live life to its fullest.**

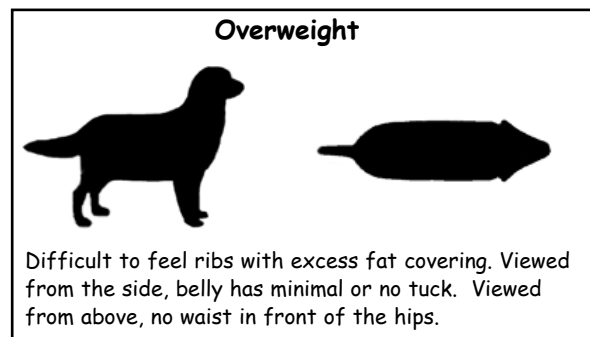
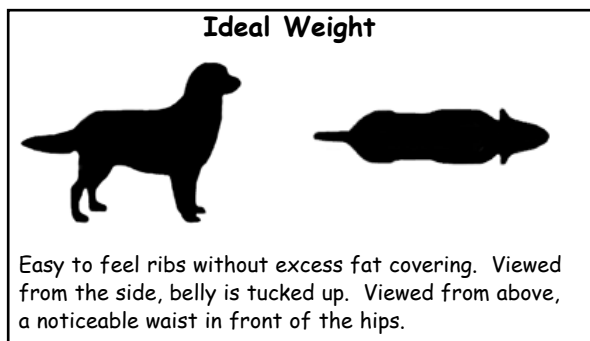
## Obesity ... A Leading Nutritional Disease

Obesity among dogs and cats is one of the leading nutritional diseases. Many veterinarians believe it is the greatest health issue facing America's pets. The following health concerns may occur as a result of

- Joint or Locomotion Difficulties
- Heart and Respiratory Disease
- Diabetes
- Liver Disease
- Heat Intolerance
- Skin Problems
- Gastrointestinal Disorder

### *How do I know if my dog is overweight?*

Use the following as a guide to determine if your dog is overweight:



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## Canine Zone™ ... In A Class By Itself

Canine Zone™ contains a wide array of the finest ingredients specially selected for their quality, effectiveness and the ability to work synergistically with each other to give your pet extraordinary nutrition while shedding pounds.

Many other weight loss foods leave dogs with a loss of vitality, poor skin and coat and unmanageable stools. Canine Zone™ will help your dog:

- Maintain lean muscle tissue
- Attain a shiny, healthy coat
- Build & maintain a strong defense system
- Provide the energy and overall good health
- to enjoy life to its fullest!

Here are highlights of just a few of the premium ingredients in Canine Zone™:

- A specially selected blend of premium proteins in high quantities.
- A unique combination of fish oil, ground flax seed & canola oil rich in Omega 3 and 6 fatty acids.
- A carefully selected combination of grains, which digest slowly in the intestines.
- L-carnitine, a natural fat metabolizer widely used in weight loss products for people and pets.
- Natural antioxidants from fruits, vegetables, RiceX™ stabilized rice bran and added vitamin E.
- Prebiotics and probiotics, which work together to stimulate the growth of "friendly" bacteria."

### **CANINE ZONE WEIGHT LOSS FOOD FOR ADULT DOGS ONE YEAR & OLDER**

#401106 6.6 lb. bag

Retail: \$15.50 Preferred Customer: \$12.95

#401117 17.6 lb. bag

Retail: \$34.50 Preferred Customer: \$29.95

#401135 35.3 lb. bag

Retail: \$64.95 Preferred Customer: \$56.95