Puppy, Large-Breed Puppy & Kitten Nutrition

AAFCO Growth vs. All Life Stages • The 70 lb Large-Breed Puppy Rule • Adult & Senior Transitions

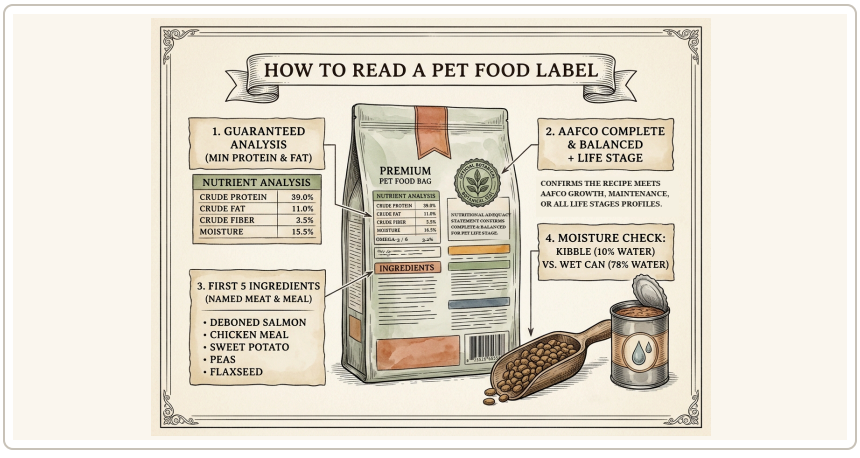


The Quick Version: 'Complete and balanced' on a pet food bag is only true **for the specific life stage printed in the AAFCO statement on the back** — never go by the cute puppy or kitten photo on the front! Growing puppies and kittens need **Growth (or All Life Stages)** nutrition, and puppies that will weigh **70 lb or more as adults** have a special AAFCO calcium rule on the label that every big-dog owner should know.

APPLIES TO	GROWING PETS NEED	LARGE-BREED CUTOFF	AAFCO SENIOR RULE	WHEN TO SWITCH
Puppies, Kittens, Adults & Seniors	**AAFCO 'Growth' or 'All Life Stages'**	**70+ lb Expected Adult Weight**	**No Official 'Senior' AAFCO Stage**	**Follow the Maker's Bag Chart!**

1. How to Match the AAFCO Statement to Your Pet's Age & Size

OLDER BAGS & NEWER 2023 'PET NUTRITION FACTS' BAGS WORD THE STAGES SLIGHTLY DIFFERENTLY — LEARN BOTH!



Growth (Puppies / Kittens)
For growing puppies & kittens (and pregnant/nursing moms)
Higher Energy/Nutrients

Large-Breed Puppy (70+ lb)
AAFCO sets a controlled calcium limit for dogs ≥70 lb as adults
Check 70 lb Line!

All Life Stages
Formulated to meet AAFCO growth AND adult maintenance profiles
Check 70 lb Exception

Adult Maintenance
For fully grown adult dogs & cats — NOT built for growing babies!
Grown Adults Only

'Senior' Labeled Foods
AAFCO has no separate senior profile — read the AAFCO line (Adult/All)
Adult Maintenance

2. Two Ways That Work — Pick What Fits Your Home

SHORT & SWEET: BOTH OPTIONS WORK GREAT

Big-Dog Puppies: The 70 lb AAFCO Calcium Line You Must Check

AAFCO sets a lower maximum calcium limit for growth foods fed to puppies that will mature at **70 lb or more**:

LOOK AT THE END OF THE AAFCO SENTENCE ON EVERY 'PUPPY' OR 'ALL LIFE STAGES' BAG

Kittens & Nursing Moms: High-Protein, High-Moisture Growth

Kittens double their weight rapidly in the first months and have tiny stomachs:

PAIR KITTEN WET FOOD WITH KITTEN DRY FOOD

Look for an AAFCO statement covering **growth** or **kittens**. Offering both wet kitten

When to Switch From Puppy/Kitten to Adult — And How 'Senior' Bags Work

Every breed matures on a different timeline (toy breeds finish growing much earlier than giant breeds):

CHECK THE MAKER'S FEEDING CHART ON THE BACK OF YOUR BAG

3. Puppy, Large-Breed Puppy, Kitten & Senior Lines We Stock

FLIP ANY BAG OVER WITH OUR CREW — WE'LL READ THE AAFCO LIFE-STAGE SENTENCE TOGETHER!

Puppy & Large-Breed Puppy Fromm, NutriSource, Farmina N&D, Nulo, Orijen & Acana	Dedicated Small/Medium Puppy and **Large-Breed Puppy** formulas (with the AAFCO 'including growth of large size dogs 70 lb+' statement verified on the bag).
Kitten Dry, Wet & Freeze-Dried Tiki Cat Baby, Weruva Kitten, Fromm Kitten, Nulo & NutriSource	High-protein, moisture-rich kitten mousses, shreds, and small-bite kitten kibbles built specifically for feline growth and gestation/lactation.
Adult & Senior Life Stages All Flagship Brands + Senior Wet & Dry	Calorie-appropriate adult maintenance and senior recipes, plus soft pâtés, bone broths, and hip/joint mobility chews for older dogs and cats.

Portion Sizing & Growth Tips:

- **Start With the Bag Chart** — Use the maker's weight & age chart on the back of the bag as your starting daily portion
- **Divide Into 2–3+ Meals** — Young puppies and kittens digest smaller, more frequent meals better than one big bowl
- **Adjust as They Grow** — Re-check the bag's weight row every few weeks as your puppy or kitten gains weight
- **Limping or Sick Puppy?** — Sudden lameness, vomiting, blood, or refusing food in a puppy/kitten goes straight to the vet

Don't Add Extra Calcium to a Complete Large-Breed Puppy Food: Because AAFCO already sets strict calcium-to-phosphorus limits for large-breed puppy growth, adding extra calcium powders or bone meal on top of a complete diet throws off that balance. Let the complete large-breed formula do its job!

4. Tips, Tricks & Big No-Nos from Our Pet Nutrition Team

REAL-WORLD HABITS THAT KEEP THEM THRIVING

Read the Sentence, Not the Front Photo
A bag with a cute puppy picture on the front might still exclude puppies over 70 lb — always read the AAFCO sentence on the back!

Introduce Textures Early to Kittens
Serving pâté, shreds in broth, and dry kibble during kittenhood helps prevent extreme texture pickiness later in life.

Puppy-Safe Chew & Toy Sizing
Young puppies have fragile baby teeth — choose puppy-specific rubber toys and size-matched chews from our Puppy section.

Gradual Life-Stage Switches
When it's time to graduate from puppy/kitten food to adult food, follow the new bag's gradual transition instructions.

5. Grab-and-Go Setup Checklist

ASK US ON THE FLOOR — WE'LL HELP YOU MATCH EVERYTHING!

1. VERIFY YOUR LIFE-STAGE STATEMENT

- [ ] Puppy / Kitten: AAFCO 'Growth' or 'All Life Stages' Confirmed on Back of Bag
- [ ] Big Puppies (≥70 lb Adult): Confirm Statement Includes Large-Size Dogs!
- [ ] Adults & Seniors: AAFCO 'Maintenance' or 'All Life Stages' Confirmed

2. HYDRATION, WET FOOD & TRAINING

- [ ] Puppy or Kitten Wet Cans / Pouches (Great for Hydration & Stuffing Toys)
- [ ] Soft, Pea-Sized Puppy/Kitten Training Treats (Count Toward Daily Calories!)
- [ ] Measuring Cup Marked for Your Pet's Current Age & Weight Row

3. BOWLS & PUPPY/KITTEN ESSENTIALS

- [ ] Shallow Whisker-Friendly Kitten Dish OR Non-Skid Puppy Bowl
- [ ] Slow-Feeder Bowl or Lick Mat (If Your Puppy Gulps Meals Fast)
- [ ] Puppy-Sized Chew Toys (Check Package Weight & Age Line)

A Quick Note from Our Team — Keep Learning & Ask Us Anytime!

The quick version: there's more than one right way to feed a healthy, thriving dog or cat! Flip the bag over with our crew anytime — we're happy to check the Guaranteed Analysis, AAFCO life-stage statement, and first five ingredients with you for **from baby to senior** — use these two pages as your

MY PUPPY / KITTEN GROWTH LOG

Pet Name & Age: _____

Current Brand & Protein: _____