

**Online Ad Sample (Fictional link)**

**Donna J Davis**

**Are Your Dog Treats Toxic | Why Buy Organic Dog Treats | Click for the Best Dog Treat**

**[www.healthydogtreatsmatter.com](http://www.healthydogtreatsmatter.com)**

Know dangerous dog treat ingredients and 3 ways to tell quality treats. Healthy benefits of natural, organic, and human-grade treats. Click to learn more today.

## It's SO Confusing...How to Choose Healthy Dog Treats

Online ads, TV ads, in-store specials. Every ad claims their treats are the best. How do you choose the best treats? Cut through the confusion with this clear, helpful report.

### 7 Health Benefits of Organic Dog Treats



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Get this free report today to learn:

- Why health-conscious pet parents avoid these 5 dangerous ingredients in treats
- The differences between natural, organic, and human-grade treats
- Specific ways organic treats help your dog's health
- How to save time – know what areas on the label quickly reveal its quality
- Is the extra cost for organic dog treats worth it

Save hours of research. Here's what others have said about this report:

*"This report is so helpful. I learned how to read labels. I can now tell quickly if treats are healthy. Thanks for the simple, clear information." –J. Krum, TX*

[Click here for answers to your questions](#)  
**7 Health Benefits of Organic Dog Treats**

Enter your first name and email address to download this free, insightful report.

Name

Email

[Yes, tell me more](#)

*"I thought I was feeding my Daisy healthy treats until I read this. I had no idea they were filled with preservatives. Thanks for the eye-opener! –M. Jones, CA*

**EMAIL SAMPLE**  
**(Fictional product and company)**

Subject Line: **Pam – do you have these questions about Dog Treats**

Hi Pam,

Thanks for requesting “**7 Health Benefits of Organic Dog Treats.**”

If you didn’t receive your report [click here for your copy](#). (It may have landed in your Spam folder.)

Was there anything in the report that surprised you?

Did you read Benefit #3 - about two specific oils that boost brain health in dogs? The phrase “You are what you eat” applies to dogs too!

What is your #1 concern about treats for your dog?

- Avoiding digestive problems like diarrhea or an upset tummy
- Worried about potentially dangerous ingredients and what harm they can cause
- Wanting to help your dog be healthier, but not sure what to believe with all the ads and claims online

Maybe you’ve considered switching to organic treats, but so many are OMG expensive!

What about making homemade dog treats??...and you shake your head and laugh thinking...  
“Ya, and WHEN would I have time to do that?”

We get it.

We have several dogs, two teenagers and a family business. A lot to do every day.

But our dogs are family, and when we saw what was in many popular dog treats, we knew we wanted something different.

We have a solution for you – it will save you time and money. [Click here now](#) to read more.

Robin Reynolds  
Dog Momma to Max, Sadie, and Dixie  
Quality Controller (and President) of Furry Friends Natural Products

P.S. Do you know what people snacks are safe for dogs to eat occasionally? You may be surprised what’s NOT on that list. We’ll keep you guessing until next week.

# **You Love Homemade Treats...So Does Your Dog**

## **Healthy, Homemade, Organic Dog Treats with ZERO Time in Your Kitchen**

“Want a treat?”

Even if your dog is on the opposite end of the house, his supersonic hearing kicks in and he’s at your feet in a flash. You’re amazed at how fast that dog can move when it comes to getting a treat.

Whether you are rewarding him for progress in training, or giving him a little extra love, those eyes staring up at you show his excitement.

But dogs will eat just about anything...as you’ve probably experienced.

It’s pretty disgusting when you see what your dog dug up outside...and ATE!

What is even more disgusting though is what you can’t see – what’s in many popular dog treats today.

Did you read our report on all the synthetic preservatives, additives, or questionable animal parts used in some dog treats?

Maybe you saw the FDA site listing all the recent recalls of dog treats and dog food.

Or is your doggie having some digestive problems and you’re searching for a solution?

You want to find a healthier dog treat. You aren’t alone. The healthy dog treat market is exploding.

It is confusing to know what to believe. Here are three guidelines.

### **3 Keys to Choosing Quality Dog Treats**

- ✓ Read labels. The fewer ingredients the better. If you see synthetic preservatives, artificial ingredients, or words you can’t pronounce, choose another treat.
- ✓ Choose natural, preferably organic, treats
- ✓ Check WHERE the product was made. The FDA warns to avoid all dog treats made in China.

My name is Robin Reynolds and I’m passionate about helping dogs stay healthy. I learned how important quality food is from my own experience.

In 1985 I was diagnosed with breast cancer. It was a tough year.

A wise co-worker recommended that I make some significant changes including:

- Avoiding processed foods
- Choosing organic foods whenever possible
- Eliminating sugar
- Eating more fresh veggies
- Eliminating gluten

I felt healthier and stronger, so my family started eating this way too.

The next year, my 11-year-old Golden Retriever Beau was diagnosed with bone cancer. I made it through my cancer. He didn't. I was heart-broken.

In many cases, the cause of cancer in dogs isn't known. But losing Beau fueled me to do SOMETHING to help.

Changing my diet boosted my health. So...what if I used that same plan to create a better dog treat? Organic meats and veggies. Nothing synthetic or processed.

Continental Kennel Club (CKC) says natural dog treats help dogs' skin and digestive system...

Give them more energy...

Strengthen their immune system.

My dogs are part of my family. They deserve and need healthy, organic, homemade treats.

**And...Puptastic Natural Dog Treats were born.**

My husband, Neil, and I started Furry Friends Natural Products in 1990. We are based in Grayslake, Illinois, about an hour north of Chicago.

In everything we do, we keep you in mind. A loving pet parent who wants to provide safe and tasty dog treats that support your pet's health.

*"As a veterinarian, I highly recommend Puptastic Natural Dog Treats. They are made with 100% organic ingredients from local farms committed to chemical-free practices. No harmful ingredients. Pure product. Owners with integrity. I'm proud to recommend Puptastic Naturals to all my clients." ~P. Rains, DVM, OR*

**Only the Best from Start to Finish**

Puptastic Natural Dog Treats are made with **100% organic, hand-selected ingredients** from local farms throughout the Midwest. These farms follow strict organic and healthy practices for raising animals and produce. Quality is in every bite-size treat.

- ✓ Proteins from eggs, lean poultry, lamb, liver, beef
- ✓ Starch from brown rice and potatoes
- ✓ Fiber and nutrients from carrots, green beans, pumpkin, and sweet potato
- ✓ **Five flavors: chicken, turkey, lamb, liver, and beef**
- ✓ Baked in small batches in our “people-food” quality kitchen
- ✓ Vitamin E maintains product integrity in storage (a natural preservative that’s also essential for cell function, fat metabolism, and dry skin relief)
- ✓ Zero synthetic or chemical preservatives or ingredients

**An absolute win for you – homemade 100% organic dog treats with ZERO time in your kitchen.** We’ve spent 23 years perfecting these treats. We deliver only the best for your pal.

*“My dog has a lot of allergies and had digestive problems with so many dog treats. I was searching for recipes to make his treats myself. Then I found your site. He loves your treats. And I don’t have to make them. We’re a customer for life! Thank you!” --M. Wilson, TX*

### Which Flavor Would Your Dog Prefer?

Your dog deserves these tasty, healthy treats. Normally \$16.99 for 32 oz.

**ORDER HERE**

When you use the code **BEAU**, you’ll save \$2.00. Simply choose chicken, turkey, lamb, liver, or beef flavor. Enter the code **BEAU** at checkout and pay **only \$14.99**.

### WAIT...One More Thing Before You Order...

Let your dog decide his next favorite flavor!

Send me your  
Sampler Pack with  
my order!

**FREE SAMPLER PACK!!**

**All 5 of our flavors in one sampler pack**

Buy any flavor of a 32 oz. box of treats today and we’ll add the Sampler Pack for free!

### Plus...Our 100% GUARANTEE

If your dog doesn’t love these treats, let us know. We’ll refund your money!

You keep the Sampler Pack - RISK-FREE! We want you to be completely satisfied.

Thank you for your trust in Furry Friends Products.

Robin and Neil Reynolds  
Pet Parents to Max, Sadie, and Dixie  
Founders, Furry Friends Natural Products

***P.S. Another final “Thank You” ...FREE SHIPPING! [Order Here.](#)***  
*All orders ship in 48 hours, and today yours ships free!*