

Petnet  

Biting Into The Truth: 5 Facts You Should Know About Pet Food



For all animal-obsessed pet parents, nothing's more important than the health and well-being of our furry children. We bring them to the vet for checkups, we drag them up huge hills for exercise (commonly known as "hikes"), and we comb them, kiss them, and cuddle them.

When it comes to food, we want the best – the best brands, the healthiest kinds of proteins, and the best combo of wet versus dry. But even the most well-intentioned puppy papas and meow moms may not know a few key pieces in the pet food puzzle.

1) Something's Afoul Here: Our Pets Get Too Much...Fowl

Ever hear someone say "Tastes like chicken?" Well, if your fur baby ever uttered those words (what, your pet can't talk?) listen up because he's correct. Here's why: chicken's lurking around in 68% of all dog foods and 73% of all cat foods. If that doesn't make you cluck your tongue, this should – chicken can be present in your pet food even if the recipe name indicates otherwise. (So don't assume that kitty's beefy-looking breakfast is fowl-free!) And because chicken is prevalent in the majority of our pets' mealtimes, it's frequently linked to food sensitivities, intolerances, or allergies.

2) Low-Carb: Not Just For Humans During Bathing Suit Season

When you wanna feel trim, you know you gotta say “no” to the bread basket during dinner. And obviously you wouldn’t let your kitty Buttons munch on a loaf of sourdough, but guess what? The average pet food contains too many carbohydrates and not enough protein. Seriously – typical dog food is composed of 41% carbs (yikes!) and cat food 31% (hiss!), and considering that dogs evolved from meat-loving carnivorous ancestors of yester-millennium and cats are obligate carnivores, that ratio is way too high. So you and Buttons can both be proud members of the Eat More Meat Club.

3) Grain-Free Is Not The Same As Low-Carb

What gluten-free has done to human diets, grain-free has done to pet diets = a front row seat on the trendy train, but most of us can’t explain the science behind the buzz. Many people associate grains with carbs, and therefore conclude that grain-free = low-carb, which is pawsitively not true. Grains are not the enemy, nor are they inherently bad. Some high quality grains can provide tremendous health benefits, so don’t fear getting “in-grained.”

4) Be Suspicious Of “Natural Flavor”

The word “natural” lost its credibility the moment it hopped onto the ingredients list for fast-food french fries. (No joke, there’s a “natural” form of sugar inside those potato-esque-abominations.) You should be wary of foods that boast about their “N-gredients,” and yes, that includes pet nosh. “Natural flavor” is an additive in many animal foods which could potentially sound healthy, but it’s hard to know exactly what this ingredient really is. Often the flavor is extracted using a chemical process with unnamed ingredients, like “digests.” A dog or cat food containing ample amounts of meats and fish that you recognize (like beef and salmon) should satisfy your baby’s palate without the extra mysterious flavorings. Much like you want your fries to contain just potatoes, oil, and salt, you want your pet food to contain clear, discernible ingredients.

5) Is Meat Listed As The 1st Ingredient? That Doesn’t Automatically Indicate Good Quality

It’s no secret that ingredients on a food label are listed in the same order as their relative weight in the recipe. So if meat appears as the frontrunner, your food is probably nutritious and good quality, right? Not necessarily. Know how Buttons likes to be sneaky and hide your water bottle caps all over the house? Food companies can also be sneaky by craftily manipulating the ingredients to push the meat component higher (and filler component lower) on the list. But how do they get away with that? There’s a tactic called ingredient splitting, and it’s sadly common. By breaking apart low quality ingredients into 2 or more components, like ground rice and rice bran, each rice ingredient individually accounts for a smaller portion of the recipe, and therefore pops up lower on the ingredient list – allowing meat to be at the forefront. This takes place in about 1/3 of all pet foods, so make a mental note next time you’re stocking up on meals for Buttons.

Here at Petnet, our goal is to help you make the best choices for your kitties and puppies. Equipped with an extra bit of food 411, you can sniff out the best ways to keep Buttons playing stealthy and living healthy.

Got any questions about your pet food? Drop us a line in the comments below.

STARMEN®

Making Brands Work™

Re/VISION: A Night Of Celebrating New Ideas



Since our office is located in Hollywood, we're aware that you don't always need an excuse to party. But sometimes you have a solid reason to celebrate, and here at STARMEN, we certainly do. After scoring over 12 design awards this year, we wanted to pause and thank the people who made it all possible- our clients and creative team. Their support allows us to do what we love and take risks. To show our appreciation, we hosted a private event for a night of Re/VISION - a chance to celebrate the past and preview our future with the people who matter most.





In addition to honoring our clients and team, we were excited to enjoy our recently remodeled office. During construction, we knocked down the wall to our neighboring suite and created a fresh and open floor plan, complete with a new lobby and lounge area, creative lab and meeting room.

We wanted to complement the historic features of our building by incorporating some classic Hollywood elements into the decor. Since the area has such a rich history and background, we needed to reach out to the people who know this best - the Hollywood Chamber of Commerce. They put us in touch with a company that dug through their archives to unearth the perfect photos for our walls. Originally shot back in 1923, these images were scanned at a high resolution to create custom black and white landscapes. The ariel view of the Hollywoodland sign brings you back in time, and we have no doubt that Harry Chandler, the LA Times publisher who built the sign, would be proud to see his work displayed on our lobby wall. Though the sign was a \$21,000 billboard for Chandler's real estate development and has since evolved in both appearance and meaning, its iconic message will always remain: "This is a place where

magic is possible, where dreams can come true."



As a design agency, we believe love is in the details. Some of our favorite details in the office are ones that adorn the lobby. And most of them are functional, in addition to being unique. The vintage Vista 500 tube radio that sits among our bookshelves provides an ambiance that hasn't been felt for over 50 years. The new acoustic gramophone also radiates tunes as an iPad is nested inside (a great blend of vintage and modern technology). Our 1920s cash register did likely function at one point, but now collects glances, instead of cash, and weighs a lot more than you would guess (that wood is incredibly solid). An old typewriter reminds us that instead of typing away on our smooth iMacs, our relatives once used those bold, bulky keys for communication.

To tie in the classic Hollywood theme with our event, we served Miracle of the Millennium Margaritas and Edison Cooler cocktails. At one point, a life-size Oscar statue made a cameo appearance. And we wanted our guests to feel like stars, so we rolled out the red carpet (literally) and made a custom step and

repeat for a lively photographic backdrop. And who wouldn't feel like royalty dining on ahi tuna appetizers and swan-shaped puff-pastries for dessert?

As STARMEN continues to grow and evolve, we remain grateful to the people who support us. Without them, we wouldn't be where we are today, and for that, they are the true VIPs of our agency.