

## **“Single-Ingredient Beef Heart Dog Treat”**

*Reviewed & formulated by Dr. Aamir Javed, DVM, PhD (Animal Nutrition)*

### **1. Expert Confirmation - Ingredient Suitability**

Beef heart is an appropriate, nutrient-dense animal protein for dogs when fed as a treat or supplemental food. As a whole muscle meat, it provides:

- Highly digestible animal protein
- Naturally occurring B-vitamins (especially B12)
- Essential minerals such as iron, zinc, and selenium
- A natural source of taurine, an amino acid present in animal tissues

When prepared and handled correctly, beef heart is safe, palatable, and well-tolerated by dogs and aligns well with whole-food feeding philosophies.

### **2. Nutritional Role (Responsible Positioning)**

This product is intended to be used as a whole-food, single-ingredient dog treat for intermittent or supplemental feeding.

- It is not a complete and balanced diet
- It does not replace a formulated dog food
- It is not intended to diagnose, treat, prevent, or cure any disease

Instead, beef heart serves as a minimally processed animal protein that can complement a nutritionally balanced diet by adding variety, palatability, and naturally occurring nutrients found in whole foods.

### **3. Strengths of the Product**

#### **1. Single-Ingredient Transparency**

Formulated using 100% beef heart with no additional ingredients, allowing pet owners to clearly identify what they are feeding. This simplicity supports informed feeding decisions and reduces unnecessary dietary complexity.

#### **2. Whole-Food Animal Protein Source**

Beef heart is a naturally nutrient-dense muscle meat, providing highly digestible animal protein along with naturally occurring vitamins and minerals found in intact animal tissues.

### 3. Minimal Processing to Preserve Nutritional Integrity

Prepared through gentle dehydration or freeze-drying to reduce moisture while preserving the natural nutrient profile of the raw ingredient, without the need for synthetic additives or preservatives.

### 4. Appropriate for Supplemental Feeding

Designed for intermittent or supplemental feeding, this product complements a complete and balanced diet by adding variety and palatability without altering the nutritional foundation of the dog's primary food.

### 5. Naturally Palatable for Dogs

The natural aroma and taste of beef heart make this treat highly palatable, supporting use as a reward, training treat, or food topper without the need for flavor enhancers.

### 4. Guaranteed Analysis Table (As-Fed Basis)

<i>Nutrient</i>	<i>Amount</i>
Crude Protein (min)	65.0%
Crude Fat (min)	8.0%
Crude Fiber (max)	1.5%
Moisture (max)	8.0%
Ash (max)	5.0%
ME	339 kcal/100 g

### 5. Regulatory-Safe Positioning Statement

*“This product is a single-ingredient animal-based dog treat evaluated for ingredient suitability, safety, and nutritional role. It is not formulated to meet AAFCO nutrient profiles and is intended for supplemental feeding only”*

#### Short Label Claim (Clean & Compliant)

- Single-ingredient
- Whole-food animal protein
- No additives, preservatives, or fillers
- Minimally processed
- Expert reviewed for dogs

## 6. Feeding Guidelines (Supplemental Use)

Feed as a *treat or topper only*, accounting for total daily caloric intake. Treats should make up *no more than 10% of daily calories*.

### Recommended Daily Amount

<i>Dog Body Weight</i>	<i>Daily Treat Amount</i>
Up to 10 lb (4.5 kg)	2-4 small pieces
10–25 lb (4.5–11 kg)	4-6 pieces
25–50 lb (11–23 kg)	6-10 pieces
50–75 lb (23–34 kg)	10-14 pieces
Over 75 lb (34+ kg)	14-18 pieces

*Always provide fresh water*

### Safety & Handling Statement

- Intended for **intermittent or supplemental feeding only**
- Store in a cool, dry place
- Reseal after opening
- Supervise pets while feeding
- Not for human consumption

Date: 30 January, 2026

**“Veterinary Endorsement & Vet-Approval Letter”**

*To Whom It May Concern,*

I, **Dr. Aamir Javed, DVM, PhD (Animal Nutrition)**, have professionally reviewed this single-ingredient beef heart dog treat with respect to ingredient suitability, safety, and its nutritional role when fed to dogs as a treat or supplemental food. Beef heart is an appropriate animal-based ingredient for dogs when properly prepared and offered in moderation, providing a highly digestible source of animal protein along with naturally occurring nutrients present in whole animal tissues.

This product is responsibly positioned as a whole-food option *intended for intermittent or supplemental feeding* and is not represented as a complete and balanced diet. When used alongside a nutritionally complete dog food, it may complement the overall diet by contributing dietary variety and palatability without altering the foundational nutritional balance. The formulation reflects a simplicity-focused approach, utilizing a single, clearly identifiable ingredient without added fillers, additives, or synthetic components.

Based on this review, and within the context of appropriate feeding practices, I consider this product to be a suitable whole-food dog treat that aligns with current principles of responsible canine nutrition. This evaluation *does not imply any therapeutic or disease-related function*, and the product is not intended to diagnose, treat, prevent, or cure any disease.



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