

Treat Planet Premium Chews *Recommended* by *VetTechLife*: Novel Protein Chews Designed with Quality and Safety in Mind



VetTechLife is an international veterinary technician support organization. They provide up-to-date clinical information and resources for vet techs across the country through continuing education conferences and market/industry news alerts. In this spirit, VetTechLife evaluates products and environmental factors that can influence a dog's overall health. Recently VetTechLife tested Treat Planet Premium Crunchy Chews as a healthy and safe alternative to traditional rawhide.*

I. INTRODUCTION

Rawhide treats offer many benefits to canines as they are high in protein, highly palatable and can take some time to consume. However, due to the complexity of the collagen matrix within rawhide, this treat can be a choking hazard or worse, can cause digestive distress and intestinal blockage if the large pieces are consumed.

Additionally, rawhide is treated with chemicals or bleach to clean the hide before processing which can be unsafe to digest. For these reasons, pet parents and the professional veterinary community are continuously looking for healthy and safe rawhide alternatives.

II. INDEPENDENT STUDY

Moira Fitzgerald, BS, RVT, co-founder of VetTechLife, tested a variety of Treat Planet products for swelling using tap water. Although tap water does not duplicate the GI environment, it is a fair assessment of the potential for swelling of ingested products. The water test is a practical approach to the question "Are Treat Planet products likely to swell in the GI tract of a dog?" Chews were submerged for a minimum of 24 hours. Observations were obtained throughout the duration of the test.



Afterwards, it was noted that there was no appreciable swelling in any of the Treat Planet products. **Moira went on to say that Treat Planet chews are the only chews containing rawhide that VetTechLife recommends to**

veterinarians and veterinary technicians across the country.

III. CORROBORATION WITH MANUFACTURING PROCESSES

Treat Planet was founded on the principle of 100% natural treats, made and sourced in the USA that are *safe* to give to pets. Doug Martin, President and co-founder of Treat Planet best articulates this passion, "Our company will not sell a product that we would not give to our own pets".

When Treat Planet developed its line of Etta Says! Duck, Deer, Rabbit, Buffalo, and Elk chews that utilized rawhide as an ingredient, they wanted to make sure all concerns were addressed with rawhide as an ingredient. First, to address the potential concerns with choking, Treat Planet utilizes a proprietary manufacturing process that grinds the rawhide down to very small particle sizes. The product is then extruded and baked for 48 hours. This creates a product that is more like a baked treat than a traditional rawhide. The product will crunch and break apart creating a chew that easily breaks down and does not get lodged in the throat. Further, it will actually break down when soaked in water.

To eliminate the potential for contamination and unnecessary chemicals, only USA sourced rawhide is used from plants that can be inspected and examined. Since the products are not white, bleaching chemicals are not required. Further, by baking products at high temperatures for over 48 hours, salmonella and other harmful bacteria are eliminated if present. Treat Planet also takes an additional step of sending the products to a third party accredited testing lab for review.

The safety concerns of rawhide are a valid question for today's discriminating pet parents. Treat Planet premium chews are a quality product that addresses today's safety concerns with rawhide.