



MORE THAN A SUPPLEMENT — AN INNOVATIVE APPROACH TO HEALTH THAT WILL CHANGE THE WAY YOU CARE FOR YOUR COMPANION OR PERFORMANCE ANIMAL.

In this age of higher quality, “complete and balanced” pet foods, medical miracles, and wonder drugs, why do so many of our domestic animals continue to suffer from degenerative conditions, skin diseases, low energy and weight problems?

Perhaps the problems lie with their fundamental nutrition. In nature, animals consume foods that are whole, raw, and fresh, while domestic animals generally only have a diet of processed foods. Many of the natural food components that our animals enjoyed in the wild are now missing in their diets. They are suffering from a nutritional gap caused by pet foods that are overheated and artificially preserved.

The Missing Link® reintroduces the essential nutrients important for optimum health and missing from commercial pet foods. It's formulated with natural, human grade, whole foods, carefully chosen for their nutrient profile and synergistic effects. Our unique blend of ingredients is cold processed and combines the benefits of naturally occurring Omega 3 and Omega 6 fatty acids for healthy skin and coat and balanced energy levels; enzymes and probiotics (beneficial bacteria) to maintain normal digestion; fiber for bowel health; phytonutrients; and traces of various vitamins and minerals important for overall health and well-being.

The Missing Link® is formulated with food, not synthetics, and all formulas are free of preservatives, fillers, gluten, cholesterol, artificial flavorings and colors.

Try our products for the health and well-being of your animals. We're so sure that you'll be both satisfied and amazed at the results, that we offer an unconditional 90-day money-back guarantee!



DESIGNING HEALTH, INC.
28410 Witherspoon Parkway
Valencia, CA 91355

tel 800-774-7387
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SUPERFOOD SUPPLEMENT



AVAILABLE IN UNIQUE FORMULAS FOR DOGS, CATS, HORSES AND BIRDS



PET OWNERS SUPPLEMENT GUIDE



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**For a store location near you,
Or for ordering information,
CALL 800-774-7387**

Concerned about the long-term health of your companion animal? Look inside and discover The Missing Link® to healthy animals!

AVIAN FORMULA



Daily Intake	3 tsp=1 Tbsp	Ingredients: Ground Whole Flaxseed, Soy Protein Isolate, Freeze Dried Beef Liver, Whey Protein Concentrate, Cane Molasses, Black Eyed Peas, Ground Pinto Beans, Rice Bran, Dried Carrot, Dehydrated Alfalfa Meal, Primary Dried Yeast, Apple, Ground Beef Bone, Dried Fish Solubles, Lemon Balm, Ground Cherries, Parsley, Ground Barley Grass, Lecithin, Dried Kelp, Yucca Schidigera Extract, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Size of Bird	Amount	
Small Birds (Canaries, Parakeets, Finches, etc.)	1/8 teaspoon	
Medium Birds (Conures, Cockatiels, Pigeons, etc.)	1/4 teaspoon	
Small Birds (Parrots, Cockatoos, Macaws, etc.)	1/2 teaspoon	
3.5 oz. is approximately a 2-month supply for an average size bird.		Size Available: 3.5 oz. List No. 74001

FELINE FORMULA



Daily Intake	Amount	Ingredients: Flaxseed, Rice Bran, Primary Dried Yeast, Cane Molasses, Freeze Dried Beef Liver, Sunflower Seed, Dehydrated Alfalfa Meal, Dried Carrot, Ground Beef Bone, Dried Fish Solubles, Freeze Dried Oyster, Ground Barley Grass, Dried Kelp, Zinc Methionine Complex, Lecithin, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Garlic, Taurine, Yucca Schidigera Extract, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
Kittens, up to 5 lbs.	1/4 teaspoon	
5 to 9 lbs.	1/2 teaspoon	
10 to 12 lbs. (avg. size)	3/4 teaspoon	
Over 12 lbs.	1 teaspoon	6 oz. is approximately a 3-month supply for an average size cat.
Size Available: 6 oz. List No. 71001		

CANINE/FELINE WELL BLEND FORMULA



Daily Intake	Amount	Ingredients: Flaxseed, Rice Bran, Primary Dried Yeast, Cane Molasses, Sunflower Seeds, Dehydrated Alfalfa Meal, Dried Carrot, Ground Barley Grass, Zinc Methionine Complex, Dried Kelp, Lecithin, Lactobacillus Acidophilus, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Yucca Schidigera Extract, Garlic, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Up to 5 lbs.	1/4 teaspoon	
5 to 9 lbs.	1/2 teaspoon	
10 to 12 lbs.	3/4 teaspoon	
12 to 20 lbs.	1 teaspoon	
20 to 40 lbs.	2 teaspoons	
40 to 80 lbs.	3 teaspoons	
80 to 100 lbs.	4 teaspoons	
over 100 lbs.	6 teaspoons	1 lb. is approximately a 2-month supply for a 40-80 lb. animal.
Size Available: 1 lb. List No. 72014		

WELL BLEND PLUS FORMULA



Daily Intake	Amount	Ingredients: Flaxseed, Glucosamine Hydrochloride, Rice Bran, Primary Dried Yeast, Cane Molasses, Sunflower Seeds, Dehydrated Alfalfa Meal, Dried Carrot, Ground Barley Grass, Zinc Methionine Complex, Dried Kelp, Lecithin, Lactobacillus Acidophilus, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Yucca Schidigera Extract, Garlic, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
25 lbs.	1 teaspoon	
50 lbs.	2 teaspoons	
75 lbs (avg. size)	3 teaspoons	
100 lbs.	4 teaspoons	
1 lb. is approximately a 2-month supply for a 40-80 lb. animal.		Size Available: 1 lb. List No. 72514

PUPPY HEALTH FORMULA



Daily Intake	3 tsp=1 Tbsp	Ingredients: Flaxseed, Dry Whey Protein Concentrate, Dried Whole Eggs, Freeze Dried Beef Liver, Ground Beef Bone, Rice Bran, Primary Dried Yeast, Dried Carrot, Cane Molasses, Ground Barley Grass, Parsley, Sunflower Seed, Dried Kelp, Zinc Methionine Complex, Lecithin, Lactobacillus Acidophilus, Selenium Yeast, Pyridoxine Hydrochloride (Vit. B6), Niacin (Vit. B3), Taurine, Yucca Schidigera Extract, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
Up to 5 lbs.	1/4 teaspoon	
5 - 9 lbs.	1/2 teaspoon	
10 - 15 lbs.	3/4 teaspoon	
16 - 25 lbs.	1 teaspoon	
26 - 40 lbs.	2 teaspoons	
41 - 80 lbs.	3 teaspoons	
8 oz. is approximately a 2-month supply for puppies 16-25 lbs.		Size Available: 8 oz. List No. 70102

CANINE FORMULA



Daily Intake	Amount	Ingredients: Flaxseed, Rice Bran, Primary Dried Yeast, Cane Molasses, Sunflower Seed, Freeze Dried Beef Liver, Dehydrated Alfalfa Meal, Dried Carrot, Ground Beef Bone, Dried Fish Solubles, Ground Barley Grass, Dried Kelp, Freeze Dried Oyster, Zinc Methionine Complex, Lecithin, Selenium Yeast, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Garlic, Taurine, Yucca Schidigera Extract, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
Up to 20 lbs.	1 teaspoon	
20 to 40 lbs.	2 teaspoons	
40 to 80 lbs. (avg. size)	3 teaspoons	
80 to 100 lbs.	4 teaspoons	
100 lbs.	6 teaspoons	
1 lb. is approximately a 2-month supply for an average size dog.		

CANINE PLUS FORMULA



Daily Intake	Amount	Ingredients: Flaxseed, Glucosamine Hydrochloride, Freeze Dried Beef Liver, Cane Molasses, Rice Bran, Primary Dried Yeast, Sunflower Seed, Dehydrated Alfalfa Meal, Dried Carrot, Ground Beef Bone, Dried Fish Solubles, Freeze Dried Oyster, Ground Barley Grass, Dried Kelp, Zinc Methionine Complex, Lecithin, Selenium Yeast, Pyridoxine Hydrochloride (Vit. B6), Niacin (Vit. B3), Garlic, Taurine, Yucca Schidigera Extract, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
25 lbs.	1 teaspoon	
50 lbs.	2 teaspoons	
75 lbs. (avg. size)	3 teaspoons	
100 lbs.	4 teaspoons	
1 lb. is approximately a 2-month supply for an average size dog.		Sizes Available: 1 lb. List No. 70519 5 lb. List No. 70010

EQUINE FORMULA



Daily Intake	Amount	Ingredients: Ground Whole Flaxseed, Rice Bran, Cane Molasses, Primary Dried Yeast, Dehydrated Alfalfa Meal, Dried Carrot, Ground Hulled Sunflower Seed, Dried Apple, Ground Barley Grass, Zinc Methionine Complex, Lecithin, Selenium Yeast, Dried Kelp, Niacin (Vit. B3), Pyridoxine Hydrochloride (Vit. B6), Garlic, Yucca Schidigera Extract, Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
Up to 500 lbs.	30g (1/4 cup)	
500 - 1000 lbs. (avg. size)	40g (1/3 cup)	
Over 1000 lbs.	60g (1/2 cup)	
Pregnant or Lactating Horses	80g (2/3 cup)	
High Performance Horses	120g (1 cup)	
5 lbs. is approximately a 2-month supply for an average size horse.		Sizes Available: 5 lb. List No. 73011 12 lb. List No. 73001

EQUINE PLUS FORMULA



Daily Intake	Amount	Ingredients: Ground Whole Flaxseed, Glucosamine Hydrochloride, Cane Molasses, Rice Bran, Primary Dried Yeast, Dehydrated Alfalfa Meal, Ground Hulled Sunflower Seed, Dried Carrot, Dried Apple, Ground Barley Grass, Zinc Methionine Complex, Lecithin, Selenium Yeast, Dried Kelp, Pyridoxine Hydrochloride (Vit. B6), Garlic, Yucca Schidigera Extract, Niacin (Vit. B3), Riboflavin (Vit. B2), Thiamine Hydrochloride (Vit. B1), Folic Acid and Vit. B12 Supplement.
Weight of Animal	Amount	
Up to 500 lbs.	30g (1/4 cup)	
500 - 1000 lbs. (avg. size)	40g (1/3 cup)	
Over 1000 lbs.	60g (1/2 cup)	
Pregnant or Lactating Horses	80g (2/3 cup)	
High Performance Horses	120g (1 cup)	
5 lbs. is approximately a 2-month supply for an average size horse.		Sizes Available: 5 lb. List No. 73511 12 lb. List No. 73501

FEEDING INSTRUCTIONS: The Missing Link® is a granular powder that is easily sprinkled on your animal's regular food daily, according to its weight. As with any high fiber product, start with small amounts and gradually increase to the recommended level over a week or two. Some animals may benefit even more if The Missing Link® is doubled for the first 90 days following the adjustment period. The daily intake can be divided into two or more servings if desired. Your animal will love the taste and you'll love the results! REFRIGERATE AFTER OPENING.

TESTIMONIALS "I would like to thank you for The Missing Link® for Canines. I have a 3-year old male Collie who is allergic to everything. I have spent over \$3,000 trying to improve his quality of life and relieve the itching and discomfort his allergies have caused. A man who has Shelties suggested I try your product, and never have I ever been so amazed with a product. Within 22 days his sores were gone and no itching. It has now been 60 days and he has hair covering all of his body. I only wish I had 'before and after' photos." -- Kim Estlund, Miami, FL
 "Our 17-plus year old Siamese was, as one neighbor kindly put it, on her last legs. My sister Caren said, 'try The Missing Link®.' Within a week, Pyewacket's appetite was amazingly improved and she was drinking water regularly again. Her legs are stronger and she jumps to her favorite sofa inside and her perch on the patio table outside. I wouldn't have believed it, but two small helpings of The Missing Link® daily has improved the quality of her life, and ours too, as we take pleasure in her better health." -- Muff Singer, Los Angeles, CA
 "I have been training horses professionally for the past 30 years and one of my first priorities is a balanced feed program. In April, I decided to put every horse in my care on The Missing Link®. I noticed dramatic skin and coat changes and my nervous horses calmed down. I am now feeding it to approximately 45 horses and have seen several benefits to its use, along with some true miracles." -- Larry Mayfield, Menlo Park, CA
 "How can I not get excited when I see and feel the coat on my dog (purebred show-dog, Siberian Husky). The color and texture have made all the difference in the world, and I have a good winning record, but since I started using The Missing Link®, the results are breathtaking." -- G.A., Victoria, BC
 "I have been using your new Avian formula on several birds that were experiencing feather loss and within a few months on The Missing Link®, they've all shown new feather growth and good energy. Thank you for a wonderful product." -- Lois Constantine, Reseda, CA