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## Nutrition builds your bottom line.

Today's pet owners know the importance of good pet nutrition. Make sure your employees can explain why the pet food lines you carry are the right choice for your customers.

Pet Store Pro's nutrition chapter is great way to build loyalty and boost sales.

**It's fact-based.**  
**It's brand-neutral.**  
**It's free.**

### Understand nutrition basics.

- Read pet food labels.
- Identify nutrients and what they do.
- Promote good eating habits.

### Recommend the right food.

- Explain pet life cycles and special needs.
- Compare different food categories.
- Know what to ask customers about their pets.

### Answer customer questions.

- Explain alternative diets, such as raw and grain-free.
- Determine when to change foods.
- Maintain dental health.



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