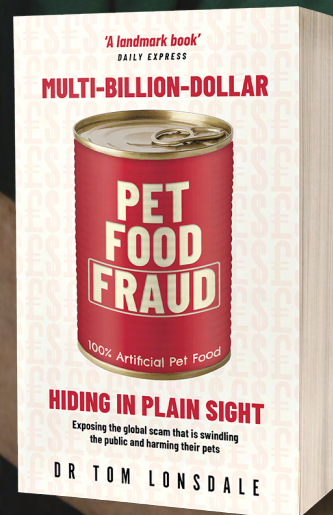
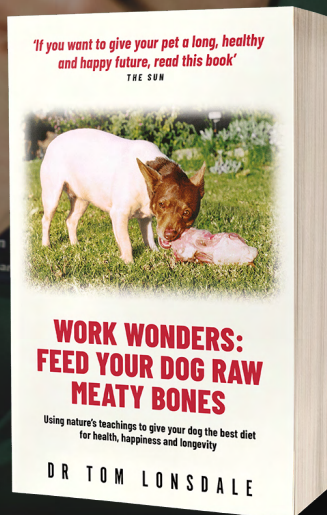
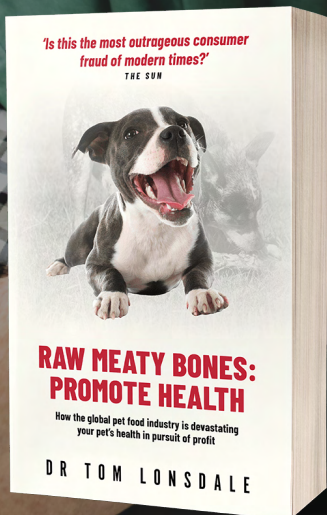


THE PET FOOD CON

with Dr Tom Lonsdale

MEDIA KIT



THE PET FOOD CON

with Dr Tom Lonsdale

EXPOSING THE TRUE COST OF COMMERCIAL 'JUNK' PET FOOD



For more than three decades, pioneering veterinarian Dr Tom Lonsdale has been fighting to expose the greatest, and most harmful, consumer deception of modern times.

His ground-breaking research has clearly shown that the highly processed diets we feed our dogs and cats are responsible for a world-wide epidemic of pet illnesses, costing pet owners billions in endless trips to the vet and pets their health, happiness and lives. It is nothing less than a global pet food fraud, and 'junk pet food' manufacturers are to blame.

Educational hub The Pet Food Con was launched in 2023 to bring 'whistleblower vet' Dr Lonsdale's exposé of this shocking subterfuge, reflective of a morally bankrupt multi-billion-dollar pet care industry, to the attention of anyone concerned with the welfare of pet dogs and cats, and provide practical instruction to replace junk pet food with a wholesome, natural and nutritious raw meaty bones diet.

As Dr Lonsdale, regarded as the 'Father of the Raw Meaty Bones Diet', says – and pet owners the world over can attest thanks to his scientific guidance – raw meaty bones are nature's superfood for pets, providing the ideal combination of nutritional content with medicinal benefits.

THE MULTI-BILLION-DOLLAR PET FOOD FRAUD UNCOVERED

From fake news, clever marketing ploys and outright lies, the giant corporations that manufacture the bulk of the world's pet food have been serving up their own brand of disingenuous hyperbole for decades.

And consumers have swallowed it all, just as the companies intended.

The unpalatable truth is that the highly processed diets we feed our pet dogs and cats are leading to an epidemic of sickness, suffering, and shortened lifespans. Junk pet food manufacturers are deceiving pet owners and harming pets by selectively ignoring scientific facts. In short, they are putting profits before animal welfare in an industry valued globally at US\$147.30bn.

The fallout is plain to see. Some 80 percent of dogs and 85 percent of cats over the age of three have some form of periodontal (gum) disease. The effects on their overall health, and longevity, are devastating. Their teeth become encrusted in tartar, their gums becoming swollen, sore, and bleeding, and their breath becomes foul. But those are only the detectable visible signs that something is wrong. It is well documented in humans that advanced periodontal disease can lead to a wide range of serious and potentially life-threatening diseases including stroke, diabetes, arthritis, heart, kidney, lung, and liver disease. The same risks apply to dogs and cats.

The real tragedy is that this pandemic is, ultimately, manmade. It can be traced to the highly processed packaged pet food which pet owners, deceived by decades of false advertising and mistruths, think are the best diets for their pets.

The three largest pet food companies, collectively known as the 'Big 3', are Mars Petcare, Nestlé Purina and Colgate-Palmolive. These companies control a vast portion of the pet food market and have long been criticised for their dubious practices.

Despite this, manufacturers of 'junk pet food' continue to turn a blind eye to pets' actual needs, as determined by nature and confirmed by science.

Tragically, many veterinary practices and veterinary schools collude with the 'junk pet food' manufacturers, which leads to substantial income generated by the endless rounds of dental cleaning and other treatments. This questionable relationship is maintained through partnerships between pet food manufacturers and universities and research institutions around the world. Funding is provided for research and educational programs, as well as internships and externships for veterinary students. This way, scientific facts are selectively included or excluded depending on whether or not they protect the status quo.

THE BIG 3 PET FOOD MANUFACTURERS' CONNECTIONS WITH THE VETERINARY SECTOR

MARS INC HAS ESTABLISHED THE WALTHAM CENTRE FOR PET NUTRITION, WHICH CONDUCTS RESEARCH ON PET NUTRITION AND HEALTH AND PROVIDES EDUCATIONAL AND TRAINING OPPORTUNITIES FOR VETERINARY STUDENTS AND RESEARCHERS.

THE COMPANY ALSO HAS A PARTNERSHIP WITH THE UNIVERSITY OF GUELPH IN CANADA TO SUPPORT RESEARCH AND EDUCATION IN PET NUTRITION AND HEALTH. THE COMPANY PROVIDES FUNDING FOR RESEARCH PROJECTS, GRADUATE STUDENT SCHOLARSHIPS AND INTERNSHIPS FOR VETERINARY STUDENTS.

NESTLÉ PURINA HAS A LONG-STANDING RELATIONSHIP WITH THE UNIVERSITY OF MISSOURI COLLEGE OF VETERINARY MEDICINE, PROVIDING FUNDING FOR RESEARCH, EDUCATIONAL PROGRAMS, INTERNSHIPS AND EXTERNSHIPS FOR VETERINARY STUDENTS.

THE COMPANY ALSO HAS A PARTNERSHIP WITH THE UNIVERSITY OF CALIFORNIA, DAVIS, SCHOOL OF VETERINARY MEDICINE. THE COMPANY PROVIDES FUNDING FOR RESEARCH, EDUCATIONAL PROGRAMS, INTERNSHIPS AND EXTERNSHIPS FOR VETERINARY STUDENTS.

COLGATE-PALMOLIVE (HILL'S PET NUTRITION) HAS A STRONG RELATIONSHIP WITH THE KANSAS STATE UNIVERSITY COLLEGE OF VETERINARY MEDICINE, PROVIDING FUNDING FOR RESEARCH, EDUCATIONAL PROGRAMS, INTERNSHIPS AND EXTERNSHIPS FOR VETERINARY STUDENTS. IT ALSO HAS A HILL'S PET NUTRITION PET NUTRITION CENTER ON CAMPUS.

THE PET FOOD CON

with Dr Tom Lonsdale

WHY DOGS AND CATS MUST HAVE A RAW MEATY BONES DIET

Switching a pet dog or cat's diet from industrial canned and kibbled food to wholesome, raw, natural food akin to the diet of wild animals brings innumerable benefits – both for them, and their owners.

One of the main benefits of regular feeding on raw meaty bones is the improvement in oral health. Ripping, tearing and crunching raw meaty bones keeps a pet's teeth clean and gums massaged, reducing the need for costly dental procedures. If started at the beginning of the dog or cat's life, it can protect them from gum disease and associated illnesses.

Food with a tough chewy texture is essential for good health. Canned pet food is too soft to provide the necessary cleaning of teeth and gum massage. Biscuits, meanwhile, are swallowed whole. Both types of processed food render teeth redundant to the eating process. Gums become sore and inflamed. Raw meaty bones, which do clean the teeth and do massage the gums, are the answer.

THE CYBERNETIC HYPOTHESIS OF PERIODONTAL DISEASE IN MAMMALIAN CARNIVORES

In 1992, as part of his ongoing research into comparative gum disease in dogs and cats, Dr Lonsdale proposed a new theory that explains why carnivores such as dogs and cats require raw meaty bones – the Cybernetic Hypothesis of Periodontal Disease in Mammalian Carnivores.

His hypothesis was subsequently published in 1994 in the respected *Journal of Veterinary Dentistry*. In short, the hypothesis proposes that in the wild, gum disease is a useful mechanism for helping maintain ecological balance between predators and prey. Predators that fail to eat enough (through a lack of prey or inability to catch prey) fail to clean teeth and massage gums. As a result, they suffer malnutrition, develop stinky gum disease, become weakened and die, thus modulating predator numbers.

For pets, periodontal disease is never a 'useful mechanism'. It is a modern preventable scourge. Processed diets provide sufficient calories to prevent starvation without providing necessary teeth cleaning. Consequently, most pets suffer persistent gum disease and bad breath. A series of chronic and acute diseases ensue.

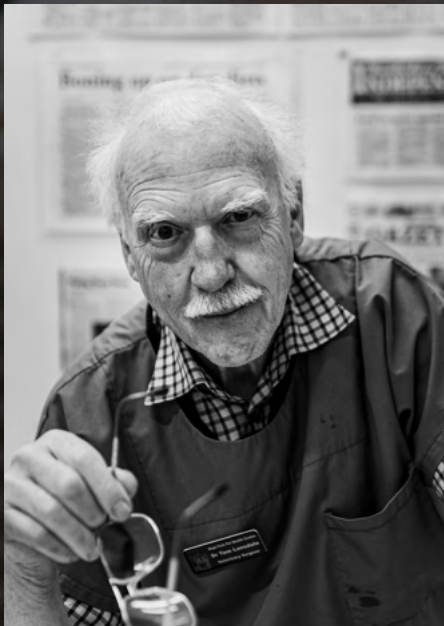
Having helped thousands of pet owners transition their pets onto a raw meaty bone diet, Dr Lonsdale has received numerous testimonials vouching for the benefits, including preventing the advancement of gum disease, improved vitality, glossier coats and behavioural improvements.



THE PET FOOD CON

with Dr Tom Lonsdale

ABOUT DR TOM LONSDALE



Dr Tom Lonsdale BVetMed MRCVS has enjoyed a respected and accomplished veterinary career stretching across five decades. Regarded as the 'Father of the Raw Meaty Bones Diet', he has become one of the world's leading natural feeding experts and is celebrated for 'giving voice to the voiceless' by campaigning to replace junk pet food with nutritious, medicinal raw meaty bones. His efforts to expose what he believes is a global consumer fraud has led him to being dubbed the 'whistleblower vet'.

Dr Lonsdale was born in Britain and graduated from the Royal Veterinary College, University of London, in 1972, beginning his career in veterinary medicine as a volunteer in Nairobi, Kenya. He subsequently worked in farm animal, zoo animal, and small animal private practice in the UK before emigrating to Australia at the beginning of the 1980s, where he established a mixed animal veterinary clinic in Western Sydney.

He first began to suspect that an industrial diet of highly processed commercial pet food could be causing a wide range of serious health issues for dogs and cats in the late 1980s. He discovered that numerous ailments, not least the visible dental and gum disease that seems endemic in the pet population, could be rectified by swapping 'junk pet food' for high-quality raw meaty bones.

This marked the beginning of three decades of observation, research and campaigning to improve the health and wellbeing of pets through a diet of raw meaty bones. As well as providing vital guidance to pet owners and their pets, he has consistently called for global pet food manufacturers and those veterinary schools and practices he accuses of colluding with pet food manufacturers to be held accountable for their actions.

In 1991, he first brought his concerns about commercial pet food to the wider public's attention through a newsletter article, 'Oral Disease in Cats and Dogs'. The following year, as part of his ongoing research into comparative periodontal disease in dogs and cats, he proposed the Cybernetic Hypothesis of Periodontal Disease in Mammalian Carnivores.

Since discovering the significant benefits of feeding dogs and cats raw meaty bones, and the harm done by highly processed pet food, Dr Tom Lonsdale has been vocal on the issue, both in the media and within the veterinary profession. His message of optimising pet health through raw meaty bones has been welcomed by many pet owners around the world, while his call for 'junk pet food' manufacturers to be held accountable has been debated in both the New South Wales and British parliaments. He has also given numerous keynote speeches and lectures to fellow vets, showing the science and common sense behind his advocacy of raw meaty bones.

He has been recognised internationally for his contribution to veterinary science. In 2004, he was nominated for the College Prize of the Australian College of Veterinary Scientists, while in the following year he was listed in the prestigious Who's Who in Medicine and Healthcare. In 2014, he received the Master Dog Breeders and Associates Award.

Dr Lonsdale is the author of three books (published through Rivetco): *Raw Meaty Bones: Promote Health and Work Wonders: Feed Your Dog Raw Meaty Bones*; and *Multi-Billion-Dollar Pet Food Fraud: Hiding In Plain Sight*.

He retired from clinical veterinary practice in 2022 but continues to write and lecture, and has been featured in numerous magazines, newspapers, and online publications.

His work has been instrumental in changing perceptions of animal nutrition, and illuminating the connection between raw meaty bones and optimal health, and it continues to inspire many veterinarians and pet owners to shift towards a more natural and holistic species-appropriate approach to animal diets and welfare.



'Is this the most outrageous consumer fraud of modern times?'

THE PET FOOD CON

with Dr Tom Lonsdale

BOOKS BY DR TOM LONSDALE

Dr Tom Lonsdale is the author of three books on the subjects of pet food fraud, raw meaty bones and animals' wellbeing.

RAW MEATY BONES: PROMOTE HEALTH

(RIVETCO, 2001; REPUBLISHED MAY 2023)

"He explains clearly how money talks, how industry has everyone sewn up, and how your dogs and cats suffer as a result."

Canine Health Concern

"The secrets to obtaining optimal, bounding health for your pet can be found in veterinarian Tom Lonsdale's book, Raw Meaty Bones."

NEXUS
THE ALTERNATIVE NEWS MAGAZINE

"Raw Meaty Bones is a book that all pet owners and veterinarians should read."

Otago Daily Times

Times change. However, our pets' nutritional needs remain the same as their wild ancestors millennia ago.

Cats, dogs and ferrets need raw meaty bones to stay strong, healthy and happy. This timeless truth, however, has been lost to pet owners, with disastrous consequences.

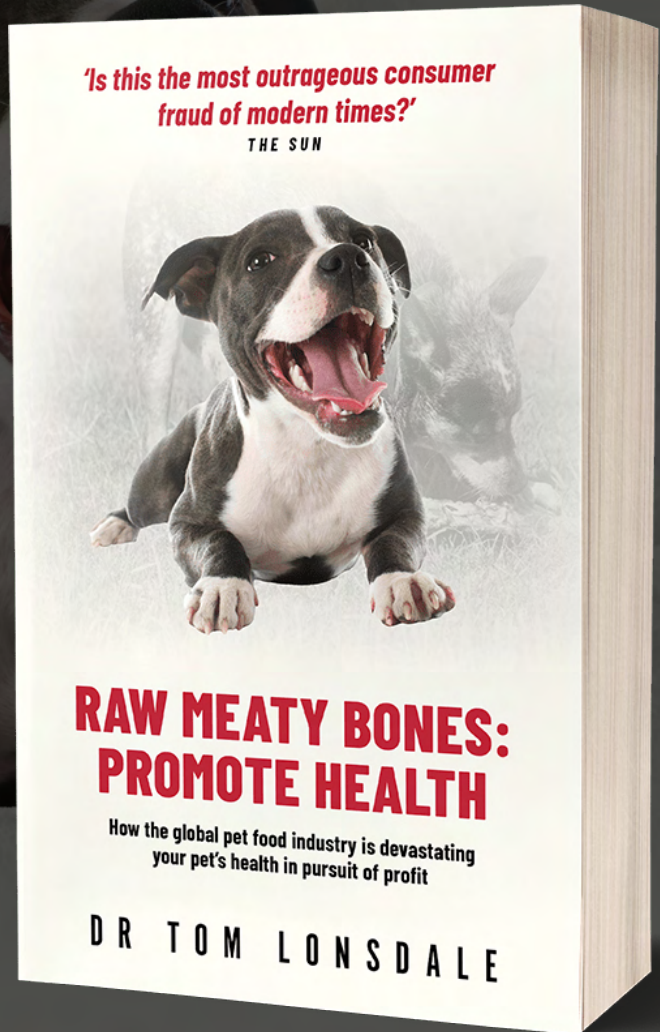
In *Raw Meaty Bones: Promote Health*, 'whistleblower vet' Dr Tom Lonsdale draws upon decades of research to explain how industrial diets devastate pets' health, with tartar-encrusted teeth, sore gums and stinky breath signalling the downward spiral of sickness, suffering and endless trips to the vet.

He shows why dogs and cats crave the ripping, tearing and crunching of raw meaty bones – nature's miracle treatment and preventative. As well as providing the right nutrition, the tough, chewy texture has medicinal benefits: keeping their teeth clean, gums healthy and breath sweet. This, in turn, benefits their immune system, heart, liver, lungs and kidneys.

First published in 2001, and still as relevant today, *Raw Meaty Bones* makes no apology, exposing a veterinary profession lost without a moral compass, beholden to multi-national 'junk pet food' companies.

The pet health revolution starts here, protecting your pets, your wallet, and the natural environment.

Available on Amazon and from all good booksellers in paperback, eBook, and audiobook editions.



**RAW MEATY BONES:
PROMOTE HEALTH**

**How the global pet food industry is devastating
your pet's health in pursuit of profit**

DR TOM LONSDALE

'If you want to give your pet a long, healthy and happy future, read this book'

THE PET FOOD CON

with Dr Tom Lonsdale

WORK WONDERS: FEED YOUR DOG RAW MEATY BONES

(RIVETCO, 2005; REPUBLISHED MAY 2023)

"Work Wonders provides essential information for anyone interested in dogs, diet and health."

animals
VOICE

"Work Wonders', if you follow it, will do just that – 'work wonders'."

Canine Health Concern

If dogs could talk, what would they say is the best diet to keep them healthy, happy and in tiptop condition? Would they suggest highly processed packaged food from the supermarket, or would they recommend half a chicken or a fresh rabbit?

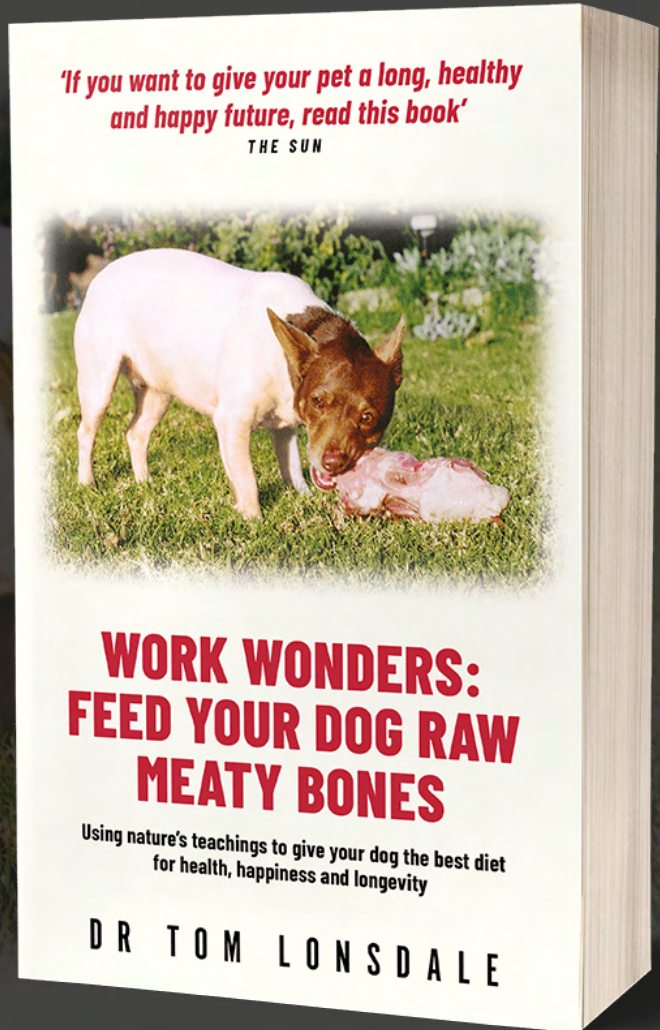
For more than three decades, veterinarian Dr Tom Lonsdale has given voice to the voiceless – revealing that when it comes to your pet's diet, nature's teachings set the standard.

From years of experience as a leader in his field, Dr Lonsdale knows that pet owners need simple, clear and practical advice on natural feeding. *Work Wonders* does just that, examining dietary needs from a dog's perspective, based on easily understood science and sound common sense.

It dispenses all the essential information you need to give your pets the very best. You will learn about the critical importance of your pet's dental health, about the deficiencies and dangers of highly processed 'junk pet food' and how raw meaty bones provide the ideal remedy.

First published in 2005, Dr Lonsdale's no-nonsense guide is packed with timeless truths. Try it and be amazed at the transformation. Your dog will be forever grateful.

Available on Amazon and from all good booksellers in paperback, eBook, and audiobook editions.



WORK WONDERS: FEED YOUR DOG RAW MEATY BONES

Using nature's teachings to give your dog the best diet for health, happiness and longevity



'A landmark book' THE PET FOOD CON *with Dr Tom Lonsdale*

MULTI-BILLION-DOLLAR PET FOOD FRAUD: HIDING IN PLAIN SIGHT

(RIVETCO, PUBLISHED MAY 2023)

"If you want to give your pet a long, healthy and happy future, read this book."

**THE
Sun**

"If veterinarian and natural feeding campaigner Tom Lonsdale's explosive assertions about the pet food industry are correct, *Multi-Billion-Dollar Pet Food Fraud* will go down as a landmark book."

DAILY EXPRESS

"*Multi-Billion-Dollar Pet Food Fraud* provides the shocking yet essential facts every pet owner needs to know."

**THE
EUROPEAN**

Behind the glossy ads and hype of the pet care industry lies an inconvenient truth: the industrial diets we feed our dogs and cats are causing a global epidemic of sickness and suffering.

From tartar-encrusted teeth and stinking breath to weakened immunity and a host of diseases, our pets are being harmed by the highly processed 'junk pet food' we place in their bowls.

Manufacturers and vets selectively disregard scientific facts, pushing money-making products and services that cost us billions and, ultimately, our pets their lives. It's a fraud of epic proportions.

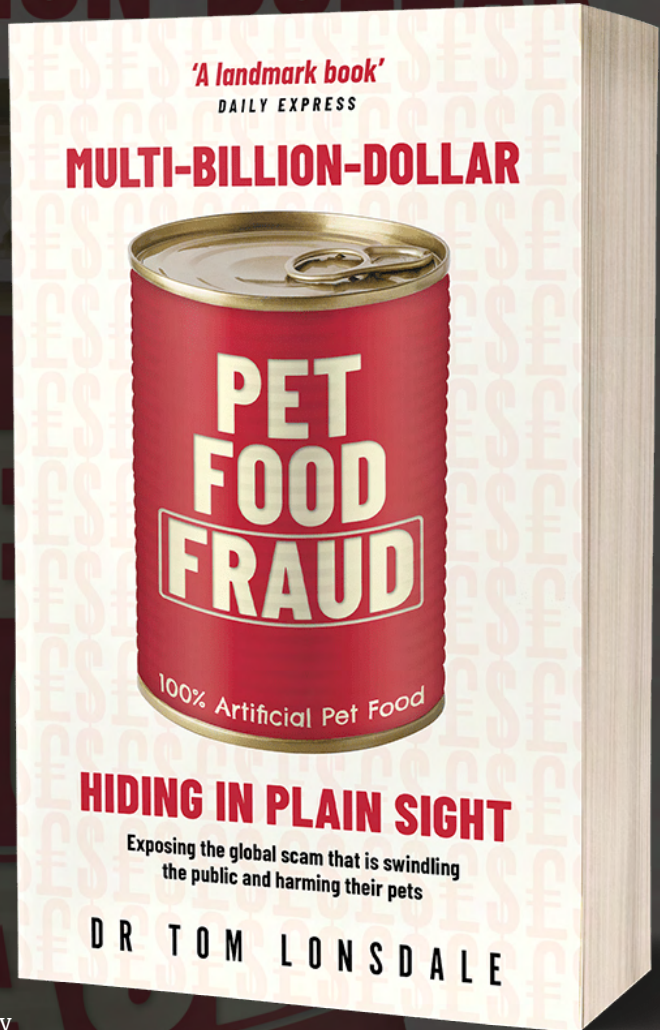
Based on decades of rigorous research and astute observation, *Multi-Billion-Dollar Pet Food Fraud* by whistleblower vet and natural feeding advocate Dr Tom Lonsdale provides the tools and guidance to help you keep your pets healthy and happy.

It explains why raw meaty bones are both nutritious and nature's medicine, supported by a wealth of case studies and testimonials from grateful pet owners.

And it exposes the shameful failings of pet food manufacturers, veterinary practices and veterinary schools intent on keeping us in the dark.

It's time to blow away the smokescreen for your pet's and wallet's sake. Are you ready?

Available on Amazon and from all good booksellers in paperback, eBook, and audiobook editions.



THE PET FOOD CON

with Dr Tom Lonsdale

DR TOM LONSDALE – SELECT MEDIA COVERAGE

Dr Tom Lonsdale features frequently in the British and international media, as do his books. Here is a selection of media coverage.

“Knowledge is power, and Dr Tom Lonsdale blows away the confusion so you can best protect your pets.”

**Reader's
digest**

“Dr Tom Lonsdale will go down in history as the pioneer of the raw meaty bone diet.”



**THE
LONDON
ECONOMIC**

“The tragedy of the Lonsdale story is that his dietary message could be spot on.”

TIME

“Dr Tom Lonsdale’s message is as urgent as it is astonishing, and needs to be heard by pet owners everywhere.”

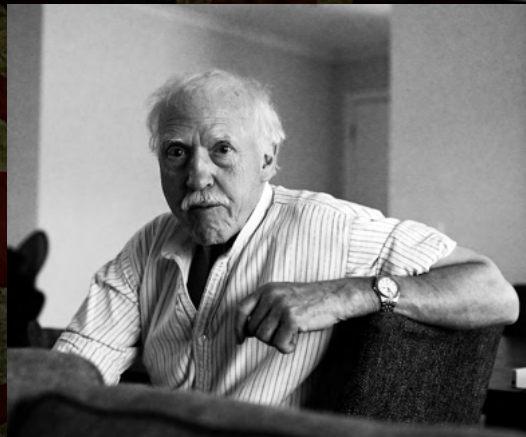
FEMALE FIRST

CONTACT

To arrange press interviews with Dr Tom Lonsdale, and for review copies of Dr Tom Lonsdale’s books or any other media enquiry, please contact Palamedes PR

Email: hello@palamedes.co.uk | Tel: +44 (0) 208 1036883

For copyright-free hi-res media images, including profile photos of Dr Tom Lonsdale and the front covers of his three books, visit the Media Gallery on the Media & Press section of The Pet Food Con website.



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