



Vegedog & Vegepup Serving Sizes & Texture

Dogs & Cats Thrive on Real Food.



Greetings Vegepet Family,

We hope this finds you and yours thriving.

We're reaching out because you purchased one of our dog supplements in 2025 and it might be ideal for you to use up to 20% more supplement in your meals and recipes if you've been using the teaspoon/tablespoon measures. Gram measurements remain the same.

First, you have not been subscribed to an email list. This is a one-time communication linked to your purchase of Vegedog or Vegepup.

The Situation

The new GMP certified, USA-based, human supplement manufacturer we used for our most recent production run used a fine grinder on the finished supplement powders. This is ideal for optimal absorption and uniform mixing but the resulting texture created some new realities: the powder settles and compacts into a packed space more easily, can clump, and may even develop harmless static attraction between particles that can cause the powder to bind lightly together.

The small particle size and nature of some ingredients also attracts a small amount of moisture from the air. This attraction is minimal enough to be harmless (and we recently tested for mold, yeast, and other microorganisms to be absolutely certain), but it can affect the volume of the serving sizes. The supplements are more prone to settling and clumping when left undisturbed (like in our shipping facility), but when stirred or shaken they become fluffier and more aerated. These realities cause measurable variation in volume.

Ideal Solution

Because of these volume and texture variations, you might have more or less supplement in a teaspoon or tablespoon depending on whether the powder is compact or freshly stirred.

The best solution is to use a pocket or kitchen scale and follow the gram measurements on the product labels and in the recipe brochures after giving your supplement a good stir or roll. We're offering a "Serving Size Measuring Kit" on our website that includes a small pocket scale and tiny glass bowl for convenience, but any small kitchen scale will work.

Alternative Fix

If you do not have a scale and do not want to purchase one, you may need up to 20% more supplement per meal or recipe. You can add 20% to your current serving by multiplying your spoon measure by 1.2.

For example, if a 40lb dog requires 8.5 grams of Vegedog, we originally estimated this as 1-3/4 teaspoons (1.75 tsp). With a 20% increase:

1.75 tsp x 1.2 = 2.1 tsp,
which is essentially 2 full teaspoons.

So, for a 40lb dog, you'll need 1-3/4 to 2 teaspoons per day; the 1-3/4 teaspoons is the original estimate for a more compact supplement and the 2 teaspoons is the new estimate for a fluffed or stirred supplement. It is fine to err on the side of caution and use the higher amount.

No Cause for Concern

If you have been feeding slightly less than what we now recommend, please rest assured that this has not created a nutritional deficiency. Our serving sizes include a built-in safety margin to comfortably exceed the minimal nutritional requirements established by regulatory agencies, so your dog has been getting the complete nutrition he or she needs to thrive. We reviewed all recipes against the potentially lower serving sizes and confirmed that all nutrient levels remained in the acceptable range.

Updated Serving Size Charts

Below are links to the updated serving size ranges and recipe brochures, as well as the Serving Size Measuring Kit.

If you receive literature from us that shows a span (e.g., 2 to 2-1/2 tsp) rate then a single number, that literature has been updated. As of this week, all outgoing shipments include the revised literature and a new printed daily serving size chart. The product labels on the bottles do still reflect the older serving size estimates that may require up to a 20% increase. The printed chart insert is intended to replace the label estimates.

- [Vegedog Daily Serving Size Chart](#)
- [Vegedog Recipe Brochure \[Download\]](#)
- [Dr. Pitcairn's Vegedog Recipe Amounts](#)
- [Vegepup Daily Serving Size Chart](#)
- [Vegepup Recipe Brochure \[Download\]](#)

- [Dr. Pitcairn's Vegepup Recipe Amounts](#)
- [Serving Size Measuring Kit](#)

Thank You

Again, we want to assure you that this variation has not created any risk of nutritional deficiencies. Our serving recommendations have always included a generous margin for your loved one's well-being. We deeply appreciate your understanding as we navigate this production-related challenge and continue to make improvements. Thank you for trusting us with the health of your beloved companions — your support allows us to carry out our mission of helping all animal thrive. If you've been in touch with us before, you know we care for your four-legged loved ones as if they were our own.

Looking Ahead

Experiences like this strengthen our commitment to gaining more direct control over manufacturing so we can deliver the consistency and quality you expect from us. This would allow us to produce smaller, more frequent batches and expand into new formulas tailored to specific health needs — from senior support to kidney challenges. Your continued support truly helps us move in that direction.

If you are signed up for our email list, we'll likely be in touch about this project in the near future.

Compassion Circle

Las Vegas, NV
United States of America

You received this email because you made a purchase of Vagedog or Vegepup from us this year. You'll be removed from our email software after this communication unless you've also signed up for our newsletter separately.

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