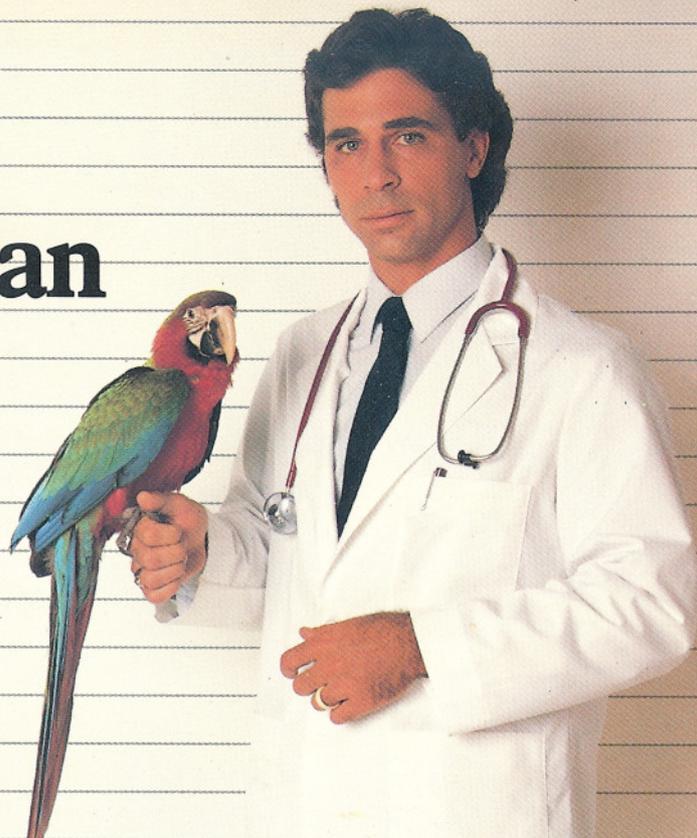


**“When the question is avian nutrition...**

**the answer is Kaytee.”**



**A**s the popularity of pet bird ownership continues to grow, more and more questions arise regarding avian nutrition.

**The answer to many of these questions is Kaytee.**

Avian experts agree that problems which could arise such as poor health, lower fertility, chronic illness and decreased lifespan are the direct result of poor bird nutrition. That's why Kaytee is committed to the scientific formulation of a nutritionally balanced diet necessary for optimum avian health.

Proper avian nutrition requires a diet fortified with a balance of over 40 essential nutrients. Most straight seed diets, however, are severely deficient in many of these important nutrients. The result of improper nutrition may go undetected, leaving the bird susceptible to disease or other chronic health problems.

**“Poor bird health can be a direct result of poor nutrition.**

In short, balanced bird nutrition is too important to leave up to guesswork. That's why Kaytee's Forti-Diet is the diet of choice for a healthier, happier bird.

Kaytee's Avian Nutritionists utilize extensive field research, laboratory analysis and state-of-the-art computer technology to

**“Balanced bird nutrition is too important to leave up to guesswork.”**

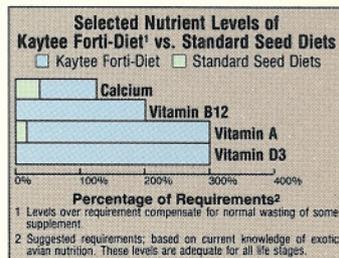
develop scientifically formulated diets. Proteins, vitamins, minerals and amino acids are all carefully balanced. And Kaytee Forti-Diet is highly palatable — virtually eliminating problems with acceptability.

Offer Kaytee Forti-Diet with confidence, knowing that you're providing the best, most complete fortified bird diet available.

Kaytee has earned a reputation for setting high industry standards with a complete line of high-

performance, nutritious, scientifically formulated bird-food products. It's a reputation avian experts and bird owners alike have come to appreciate. To learn more about Kaytee Forti-Diet and how it meets these important nutritional requirements, call our professional service staff toll-free:

**1-800-558-3502**  
or in Wisconsin call  
**1-800-242-5805**



**KAYTEE**  
*America's favorite birdfood.*