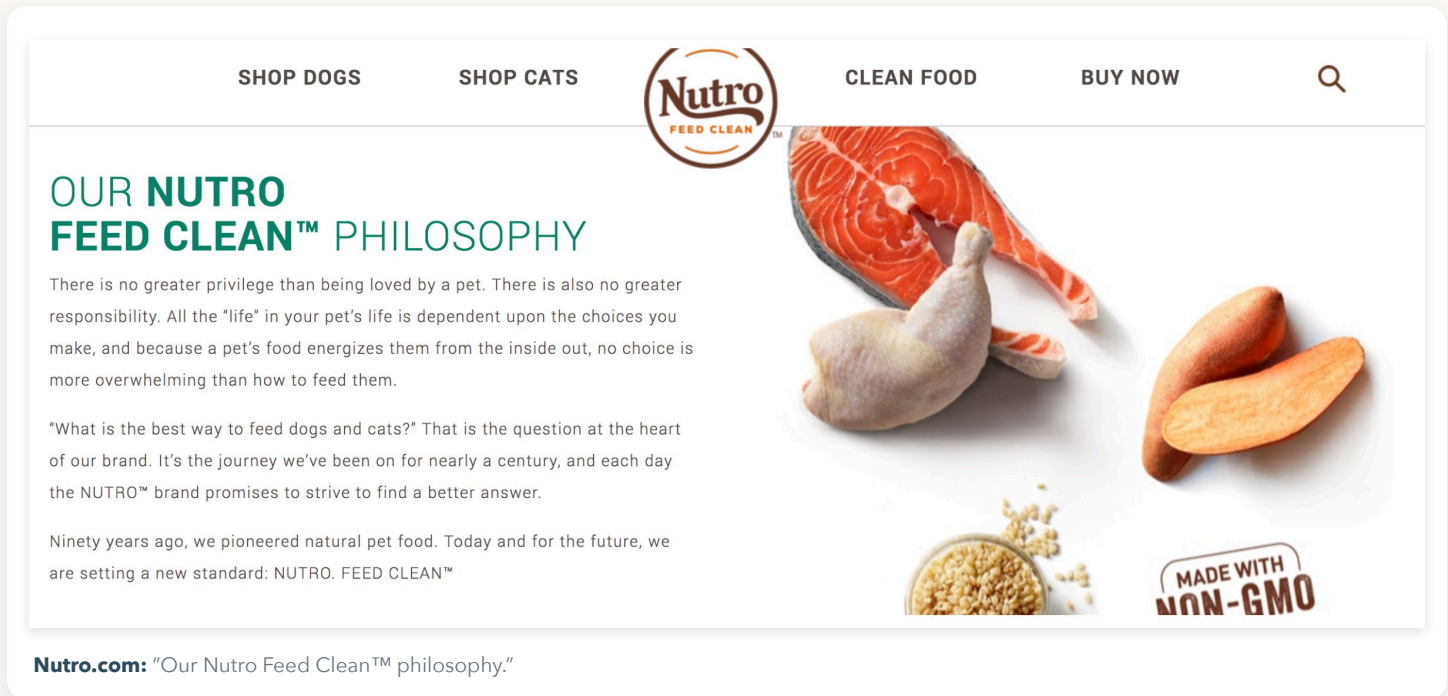


Nutro Feed Clean™ website

Nutro pioneered natural pet food, and its Feed Clean™ platform set a new standard for clean ingredients. I wrote the website copy, including the brand philosophy, explaining in a warm, trustworthy voice why what goes into a pet's bowl matters so much.



OUR NUTRO FEED CLEAN™ PHILOSOPHY

There is no greater privilege than being loved by a pet. There is also no greater responsibility. All the “life” in your pet’s life is dependent upon the choices you make, and because a pet’s food energizes them from the inside out, no choice is more overwhelming than how to feed them.

“What is the best way to feed dogs and cats?” That is the question at the heart of our brand. It’s the journey we’ve been on for nearly a century, and each day the NUTRO™ brand promises to strive to find a better answer.

Ninety years ago, we pioneered natural pet food. Today and for the future, we are setting a new standard: NUTRO. FEED CLEAN™

Close-up: the brand philosophy copy.

What I wrote

- **Website copy** for the Feed Clean™ platform
- **Brand philosophy** and story
- **Clean-ingredient messaging** pet parents can trust
- **Shop and navigation copy** for dogs and cats

“There is no greater privilege than being loved by a pet.”

“What is the best way to feed dogs and cats?”

“Today and for the future, we are setting a new standard.”