

This email is fourth in a series from a cat food company. Since we've been mailing to our subject for a few weeks, we can leave off the client's name and website name as our opening remarks.

Subject: Do you live with a lion

Hi <FIRSTNAME>

We've had some interesting talks over the past few weeks. Today I'll touch on why your cat should be eating a meat-rich diet.

Let's take a look at their teeth. Every one of them ends in a sharp little point. Have you ever been bitten by a kitten? Yeah, I said kitten, not cat. Those little razors called teeth can inflict some damage! They draw blood. And that's just a kitten, the grown-up bite hurts like crazy too.

So, why are we talking teeth? Because teeth are determined by diet. We humans eat plants and meats. We have our canines (those two pointed ones) that help us tear what we're eating apart (sorry for the graphic image) and all the other teeth that grind it all down. Think about it next time you're eating a pizza.

Our dear little kitties have all those sharp teeth. That's because, like their big, wild counterparts who live in the jungle, they evolved to eat animals they caught, not berries and leaves. Well, technically you could say they eat berries and leaves, but the berries and leaves have been processed by the animal they're eating.

Those sharp teeth are for tearing the flesh from the bone and then grinding up that bone as they chew it up. Have you ever watched a cat eat a mouse? Have you heard the crunch crunch as they chomp down on the head? (sorry about another graphic image). The proteins and amino acids found in meat are very different from what's found in plant based foods.

Have you ever wondered why cat and dog foods are different? Why you shouldn't give certain foods you eat to your cat? Because of the different protein and amino acids needed by the cat to survive and thrive.

Here at <company name> we've spent years researching the best diet for our cats. It's good for them, and it tastes good too. Because what good is a great food if the cat won't eat it?

To find out more about our line of cat foods visit our website:

<LINK>

<CLIENTNAME>

P.S. You'll also find coupons and great deals at our site, but the deals change often, so check out what we're dealing today.

<LINK>