Overview claims

Meat and animal derivatives (1)

	Ingredient	Claim	Explanation
CHICKEN	Dehydrated chicken / Chicken meal		In pet food, chicken can be used as a fresh meat (fresh chicken) or as a dry meat meal (chicken meal, dehydrated chicken). Chicken is one of the most popular meats used in petfood. It's highly palatable, very easy to digest and is an excellent source of protein and to a lesser extent also a good source of animal fat. Dehydrated chicken/chicken meal is considered to be the single best source of protein in commercial pet foods. The process creating this concentrated protein product with an average moisture level of 10% also kills bacteria, viruses, parasites and other organisms.
			Chicken digest is a palatability enhancer made by cooking down chicken meat and fat into a concentrated liquid or dry product.
PORK	Dehydrated Pork		Pork is the term that is used for meat from pigs. Dehydrated pork or pork meal is a highly palatable source of animal protein.
DUCK	Fresh Duck Dehydrated Duck/Duck meal		Duck meat is a tasty and excellent source of easy to digest and high quality protein source. Duck based petfood is also a good candidate to try if you are dealing with a dog with severe allergies/ sensitivities.

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Meat and animal derivatives (2)

	Ingredient	Claim	Explanation
LAMB	Dehydrated Lamb/Lamb meal	 Lamb	Fresh lamb, is described as the muscle tissue of sheep. Lamb meal or dehydrated lamb is a rendered version of the fresh meat. Both are an excellent source of essential nutrients like protein and fat, but lamb meal contains higher concentrations of key minerals like calcium. Lamb is highly palatable, easily digested, packed with essential amino acids and is a good source of dietary fats. Lamb may be a safe option for dogs who suffer from food allergies and/or sensitivities caused by protein sources such as beef or chicken.

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Fish and fish derivatives

	Ingredient	Claim	Explanation
Salmon	Dehydrated Salmon/Salmon meal		Salmon, classified as an oily fish is full of beneficial elements for your pet. It's high in vitamin D and an excellent source of digestible protein and omega fatty acid, the latter plays a vital role in the structures of cell membranes, boots your pet's immune system and would help controlling arthritis pain. Salmon meal is the result of a process know as redering or extracting water from in this case fish meat. The resulting salmon meal is a super source of animal basis protein. Salmon can be an excellent alternative for dogs with allergies.

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Vegetables (1)

	Ingredient	Claim	Explanation
Root vegetables	Sweet potatoes		Sweet potatoes are starchy root vegetables that provide plenty of nutritional benefits for our canine companions. Sweet potatoes are rich in fibre, vitamin A, vitamins C and B6, potassium, calcium, and iron, among many other essential vitamins and minerals as well as beta-carotene, a precursor of vitamin A and a powerful antioxidant that helps prevent disease and infection. Sweet potato is also rich in Inulin. Inulin is concidered a "functional food" because they provide health benefits beyond the delivery of essential nutrients such as vitamins, minerals, etc...
	Potatoes		Potatoes are added in the form of dried potato flakes or dehydrated potatoes. They are high in carbohydrates and a good sources protein, fibre and C & B vitamins.
	Dried carrots	Natural product	(Dried) carrots are highly palatable and known to be a rich sources of fibre, vitamins and minerals. Carrots will supply at least a small amount of almost every essential vitamin but the most notable vitamin contribution comes in the form of vitamin A. Vitamin A is needed for proper vision, cell formation & communication, immune function and also has it functions as an antioxidant. In addition to fibreand vitamins, carrots provide your pet with minerals needed to keep them healthy (calcium, iron, magnesium, phosphorus, potassium, copper andmanganese)
Solanaceae	Dried tomatoes		(Dried) tomatoes contain a significant amount of soluble fibre which is important for a healthy digestion. Soluble fibre attracts water and slows down the overall speed of digestion allowing for more minerals, vitamins, and nutrients to be absorbed. Tomatoes have a good source of B Vitamins and a fair source of Vitamin A and increases the palatability. They are also rich in lycopene (carotenoid), which exhibits the highest antioxidant activity of all dietary carotenoids. Processing of tomatoes increases the bioavailability of lycopene.

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Vegetables (2)

	Ingredient	Claim	Explanation
Spinacia	Dried spinach		(Dried) spinach is very rich and an excellent source of vitamin K, vitamin A (in the form of carotenoids), vitamin B2, vitamin B6, vitamin B9 (folate), vitamin C, vitamin E, magnesium, iron, manganese, copper, calcium and potassium. Spinach is also a very good source of soluble fibre, phosphorus, vitamin B1, zinc, protein and choline. Additionally, spinach is a good source of omega-3 fatty acids, niacin, pantothenic acid and selenium.
Leguminosae	Peas	 Natural product	Peas are a popular vegetable in petfood. They are gluten free, have a low glycaemic index and are a good source of plant-based proteins, carbohydrates, fibre (benefits for digestive heath), vitamins & minerals and antioxidants.

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Oils & fats

	Ingredient	Claim	Explanation
Salmon	Salmon oil	Shiny coat Omega 3-6	Salmon Oil is a naturally derived product of Salmon. Increasing evidence points that including fish fat, and particularly the long chain omega-3 fatty acids, in our pets diets can contribute to the good health of our pets. Salmon oil is naturally rich in omega m fatty acids and omega 3 fatty acids such as DHA (docosahexaeenzuur) and EPA (eicosapentaeenzuur). Omega 3 fatty acids are versatile in their function, they are present in all body cells and influence the proper functioning of the cells and tissues of which they are part. The benefits of adding fresh salmon oil to your pets kibble are improvement of skin and coat health, reducing inflammation, etc..
Fish	Fish oil	Fish Omega 3-6 Immunity control Shiny coat Extra tasty	Fish oil is the fat or oil that's extracted from fish tissue. The main omega 3 fatty acids in fish oil are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Omega 3 fatty acids are essential fatty acids, meaning that the body cannot produce them; they must be obtained from the diet. Benefits of adding fish oil to our pet's kibble are multiple such as: • support a healthy skin • shiny coat • reduction of inflammation • Improved Brain Development and Cognitive Function • etc...
Chicken	Chicken fat	Immunity control Chicken Shiny coat	Fat is a vital nutrients that your pets need and should get from their food ingredients. Fat is made up of fatty acids, some of which pets require in their diet because their body cannot make them. These are called “essential” fatty acids. For example, the omega-3 and the omega-6 fatty acids are essential to both dogs and cats and must be supplied through their diet. Fat plays a vital role in maintaining the body temperature, is necessary for the normal development and function of body cells, nerves, muscles and body tissues etc... Vitamins A, D, E, and K are fat-soluble, meaning they can only be used by the body when mixed with fats. The fat in pet food typically comes from the protein source (lamb, chicken, ...) and the fat sources that are added directly to the food (chicken fat, fish oil,...). Chicken fat is obtained from the tissues of chickens in the commercial process of rendering or extracting. Chicken fat is the highest of all animal sources in linoleic acid (over 23%), an important element for skin and coat health.

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Mollusca and crustacea

	Ingredient	Claim	Explanation
Crustaceans	Dried antarctic krill		Antarctic krill is a tiny crustacean that swims in the waters of Antarctica. Krill is a natural, source of proteins and long-chain omega-3 fatty acids (EPA and DHA). However, Antarctic krill, its omega-3 fatty acids are mostly in phospholipid, rather than triglyceride form, which are delivered much more effectively to tissues and cells. Moreover, unlike triglycerides, phospholipids are water-soluble and therefore gentler on pets' stomachs. Antarctic krill also represents a good source of the natural antioxidant astaxanthin. Astaxanthin has also been associated with many different health benefits, such as to improve immune system function, support brain health and cognitive function, help cardiovascular health, have skin-protective effects and suppress bacterial infection.

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Derivatives of vegetable origin (1)

	Ingredient	Claim	Explanation
Dietary fibers	Dried antarctic krill	F.O.S.	Antarctic krill is a tiny crustacean that swims in the waters of Antarctica. Krill is a natural, source of proteins and long-chain omega-3 fatty acids (EPA and DHA). However, Antarctic krill, its omega-3 fatty acids are mostly in phospholipid, rather than triglyceride form, which are delivered much more effectively to tissues and cells. Moreover, unlike triglycerides, phospholipids are water-soluble and therefore gentler on pets' stomachs. Antarctic krill also represents a good source of the natural antioxidant astaxanthin. Astaxanthin has also been associated with many different health benefits, such as to improve immune system function, support brain health and cognitive function, help cardiovascular health, have skin-protective effects and suppress bacterial infection.
	Dried chicory/ chicory pulp	M.O.S.	Dried chicory is a natural source of FOS (fructo-oligosaccharides) and Inulin. Both inulin and Fos are considered functional foods, because they provide health benefits beyond the provision of essential nutrients like vitamins, proteins, etc. They are considered important prebiotics, because they can modify the microflora (beneficial bacteria) in the intestines of dogs and cats (and humans). Increased fibre in the diets of dogs and cats has a role in weight loss and obesity prevention. The chicory root is composed of inulin and soluble and fermentable fibres. Chicory pulp, an agricultural by-product is obtained after the extraction of inulin. The addition of chicory fibres to pet food would have beneficial effects on: good faeces quality & maintaining good GI tract health.
	Beet pulp Carob flour	Extra tasty	Pet health can be monitored in a number of ways. Two of these are faeces quality and gastrointestinal (GI) tract health. One method for maintaining a normal gastrointestinal function is by adding a fibre source which contains a significantly higher proportion of insoluble fibres to soluble fibres, which are either non-fermentable or only moderately fermentable. Beet pulp and carob flour are good examples. Beet pulp, a by-product from the processing of sugar beet, is an insoluble fibre source that is moderately fermentable. This means the fibre from beet pulp has the benefits of adding bulk and moisture to animal stools while providing an energy source that can improve the health of the colon. Carob flour, made from dried roasted carob tree pods, has the smell and colour of chocolate but doesn't contain theobromine which is toxic for dogs! Dogs love the taste of chocolate! In addition to an excellent tastiness, carob flour also has a strong water binding capacity, which prevents flat faeces.

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Derivatives of vegetable origin (2)

	Ingredient	Claim	Explanation
Taste enhancer	Carob Flour "CAROMIC"	Natural product	Carob flour, made from dried roasted carob tree pods, has the smell and colour of chocolate but doesn't contain theobromine which is toxic for dogs! Dogs love the taste of chocolate! In addition to an excellent tastiness, carob flour also has a strong water binding capacity, which prevents flat faeces.

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Seeds

	Ingredient	Claim	Explanation
Omega-3 Fatty acids **Dietary fibre** **Protein**	Flax seed		Flaxseed contains a number of health-promoting compounds, such as the omega-3 fatty acid alpha-linolenic acid (ALA), fibre, protein and lignans (antioxidants). Flaxseed contains many essential nutrients required by our pets. In addition, flaxseed is a good source of total dietary fibre.

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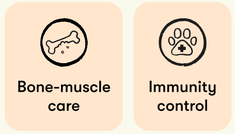
Yeasts

	Ingredient	Claim	Explanation
Omega-3 Fatty acids Dietary fibre Protein	Dehydrated (dried) Brewer's Yeast		Dried Brewer's yeast is a by-product of the brewing of beer and ale. It's a good source of Vitamin B. Brewers yeast enhances the flavour of your dog's food.
MOS	MOS (Mannan-oligosaccharides)		MOS or mannan-oligosaccharides is a natural occurring component of yeast cell wants. It's added to petfood for its beneficial pre-biotic effect. In other words, MOS encourages the growth of 'friendly bacteria' in the large intestine which promotes over-all gastro-intestinal (GI) health.
FOS	FOS (Fructo-oligosaccharides)		FOS or fructo-oligosaccharides is extracted from fruits and vegetables such as chicory and some grains like barley and wheat. Like MOS, it's added to petfood for its beneficial pre-biotic effect. It encourages the growth of 'friendly bacteria' in the large intestine which promotes over-all gastro-intestinal (GI) health.

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Egg and egg derivatives

	Ingredient	Claim	Explanation
Eggs	Dried Whole Eggs		Egg products contain all the nutritional benefits of a fresh eggs. Eggs are often referred to as "the" most perfect protein source, as they provide all the essential amino acids required for growth and muscle development. It's can also be considered the highest quality protein available to add in pet food, it's highly digestible and they provide a great source of antioxidants and fatty acids including arachidonic and Omega 6. They are also packed with a lot of nutrients like vitamin A, riboflavin, folate, vitamin B12, iron and selenium.

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Plant extracts

	Ingredient	Claim	Explanation
Stool odor control	Yucca Extract	Natural product	Yucca schidigera is a supplement from the yucca plant. Yucca Schidigera contains vitamins and minerals including vitamin c and iron and can help minimize stool odor. Other health benefits from Yucca would be: a natural anti inflammatory properties, anti-oxidant features, ...
Natural anti-oxidant preservative	Rosemary extract (Rosmarinus sp.) Grape seed oil (Vitissp.) Turmeric extract (Curcuma sp.) Grape fruit extract (Citrus sp.) Clove leaf oil extract (Eugenia sp.)	Natural product	Supplementation of petfoodwith natural antioxidants is a rising trend. This is carefully balanced blend of hydro soluble and liposoluble plant extract in their nature-identical form (Rosmarinus sp., Vitissp., Curcuma sp., Citrus sp. and Eugenia sp.).

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Additives

(vitamins, amino acids, trace elements, antioxidants, preservatives and binders)

	Ingredient	Claim	Explanation
Vitamin A **Fat-soluble vitamin**	Vitamin A	Immunity control Shiny coat	Vitamin A or Retinol is a fat soluble vitamin that is stored in the fat cells of our pets! Vitamin A only occurs in animal sources like liver, dairy products, fish and egg yolk. It's necessary in the formation of a light-sensitive pigment called rhodopsin that occurs in the retina of the eyes. Vegetables don't contain vitamin A but they can contain beta-carotene. Vitamin A can be made in the body from beta-carotene (pro-vitamin A). Vitamin A is required for healthy skin & coat, vision, etc...
Vitamin D **Fat-soluble vitamin**	Vitamin D3	Immunity control	Vitamin D helps the intestines absorb calcium to regulate blood levels. Dogs and cats are unable to synthesize vitamin D. For this reason, it's important that either vitamin D2 or vitamin D3 is introduced directly into the diet. If a dog has healthy kidneys, vitamin D2 will become D3.
Vitamin E **Fat-soluble vitamin**	Vitamin E	Natural product	Vitamin E, also known as tocopherol, is a natural antioxidant preservative like vitamin C and will stabilize fat and oils. Vitamin E is a fat soluble vitamin which acts as an anti-blood clotting agent, promotes muscle growth and repair, improves the immune system promotes healing of skin problems and improves the heart and circulatory system.

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Additives (2)

(vitamins, amino acids, trace elements, antioxidants, preservatives and binders)

	Ingredient	Claim	Explanation
Amino acids	Taurine	Bone-muscle care	Taurine is an essential amino acid for cats and kittens and may be conditionally essential for dogs. Taurine functions in the brain and heart to help stabilize cell membranes. It also has functions in the gallbladder, eyes, and blood vessels and appears to have some antioxidant and detoxifying activity. Taurine also aids the movement of potassium, sodium, calcium, and magnesium in and out of cells and thus helps generate nerve impulses. It is found in the central nervous system, skeletal muscle, and heart; it is very concentrated in the brain and high in the heart tissues. It is found in high amounts in meat and fish proteins. Dogs can synthesize taurine from cysteine and methionine, so taurine is not required to be added to the diet for healthy dogs. However, some dogs may suffer from taurine deficiency in relation to certain diseases and may need to have taurine added to their diets.
	l-carnitine	Immunity control; Extra tasty	L-Carnitine is an amino acid that is naturally produced in the body. Its primary function is to help convert fat into energy. Animal products like meat (especially red meat), fish, poultry, and milk are the best sources of L-Carnitine.
	Methionine	Shiny coat	Methionine, primarily found in meat, fish, and dairy products, is an essential amino acid that is important for many body functions. DL-Methionine, a synthetic version of this amino acid, is added to pet food to ensure that the dog is receiving this essential nutrient. Dietary methionine is a potent antioxidant and an important amino acid for liver repair due to its ability to assist in the body's detoxification process. Methionine helps prevent skin and nail problems. DL-Methionine is often added to dog food to reduce the acid level in urine.
Trace element Iron	iron sulfate	Immunity control	Ferrous Sulphate or Iron sulphate is a source of the essential mineral, iron. Iron helps your dog's body produce red blood cells, which are vital for transporting oxygen.
	iron chelate of amino acids	Natural product	Animals absorb, digest and use mineral chelates (process of attaching an inorganic mineral with an organic compound) better than inorganic minerals.

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Additives (3)

(vitamins, amino acids, trace elements, antioxidants, preservatives and binders)

	Ingredient	Claim	Explanation
Trace element Iodine	calcium iodate	 Immunity control	Calcium iodate is a source of the essential mineral, iodine. Iodine is an essential component in the synthesis thyroid hormones.
Trace element Zinc	zinc sulfate		Zinc Sulphate is a source of the essential mineral Zinc. Zinc is involved in a lot of metabolic processes in the body.
	zinc chelate and amino acids	 Shiny coat	Zinc is an essential mineral needed by the body, because zinc is very poorly absorbed by the gut it's often attached to a chelating agent which facilitates absorption.
Trace element Copper	copper sulfate		Copper sulphate is a source of the mineral copper, which is essential for your pet's health and well-being.
	copper chelate of amino acids		Animals absorb, digest and use mineral chelates (process of attaching an inorganic mineral with an organic compound) better than inorganic minerals.
Trace element Manganese	manganese sulfate		Manganese sulphate is a source of manganese, an essential mineral.
	manganese chelate of amino acids		Animals absorb, digest and use mineral chelates (process of attaching an inorganic mineral with an organic compound) better than inorganic minerals.
Trace element Selenium	sodium selenite		Sodium selenite is a source of selenium, an essential mineral.

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Gur flora stabiliser

	Ingredient	Claim	Explanation
Probiotics	Enterococcus faecium		Probiotics are microorganisms that when consumed maintain or restore beneficial bacteria to the digestive tract. Enterococcus Faecium is a stomach bacteria that is used as a probiotic in some pet foods. They are normally found in the digestive systems of many animals including dogs, cats and humans. Enterococcus Faecium and probiotics in general are added to pet food as a digestive aid and to increase the number of healthy bacteria in the stomach which may provide health benefits (which can be helpful when switching diets or after anti-biotic treatment). Probiotics are often used to treat pets with inflammatory digestive diseases, to counteract stress related stomach disorders, and to treat diarrhoea.

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Others (1)

	Ingredient	Claim	Explanation
Salt	Sodium chloride	 Immunity control	Sodium chloride is the chemical name for common salt.
Minerals	Calcium and phosphorus		Calcium and phosphorous are essential minerals in the body. The daily requirements vary depending upon the age and status of the dog or cat. Phosphorous and calcium deficiency and excess can occur and the ratio of calcium to phosphorous (Ca:P) is important. Calcium is essential in the body for many functions including bone formation, blood coagulation, muscle contraction, and nerve impulse transmission. Phosphorous is the other dietary mineral required in a relatively high amount in the diet. Phosphorous is required at levels slightly less than calcium. Meat or organ meats are high in phosphorous but relatively low in calcium. Calcium and phosphorous work together in the body to maintain the growth and structure of the skeletal system.
Joint supplements	GLUCOSAMINE (origin: Shrimp) CHONDROÏTIN (origin: Porc) MSM	 Bone-muscle care	Glucosamine, chondroitin and MSM are three of the most common supplements used to promote joint health, but there are several notable differences between them. Glucosamine and chondroitin sulphate are naturally occurring components that act as building blocks for the functioning of healthy cartilage and flexible joints. Glucosamine plays a vital role in building cartilage, where chondroitin sulphate has several functions. It delivers nutrients to the joint cartilage, helps to inhibit the enzymes that decompose the joint cartilage and speeds up the formation of a new joint cartilage. It can be particularly beneficial for acute muscle injuries and some forms of arthritis as it strengthens connective tissue and also helps to increase the permeability of the joint and muscle membranes allowing the release of excess fluid. This can result in a relief of swelling as well as drainage of inflammatory toxins. Methylsulfonylmethane (MSM) is a sulphur-containing compound that is found in the tissues of all living organisms. Similar to glucosamine, MSM can help improve immunity and decrease inflammation to relieve joint pain.

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Questions?