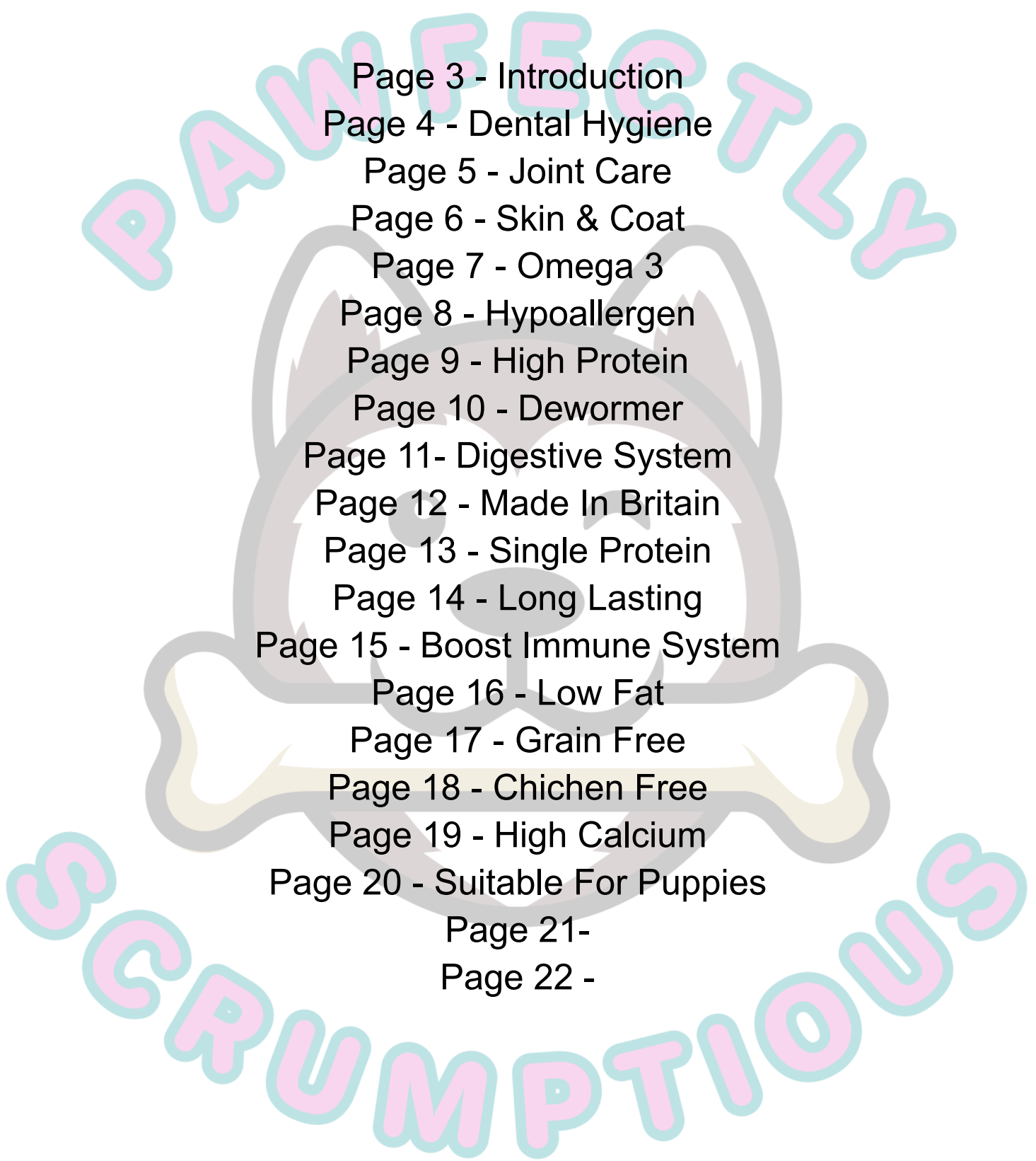




Health Benefits Guide

To help you decide what is best for pet

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Introduction

When you enter a major pet store, you will be confronted with an extensive variety of treats, which can make the selection process daunting.

To aid you in making an informed choice, we have compiled this guide. Our team has meticulously analyzed the attributes and benefits of each treat, categorizing them with Logos that reflect their value.

Throughout this booklet, we will guide you through each badge, clarify its advantages, and showcase some of our products.



Dental Hygiene

Research indicates that nearly 66% of dogs aged three years and older are affected by varying degrees of periodontal disease, which is the most common health issue in dogs (Hiscox and Bellows, 2021).

This condition is caused by the formation of tartar following plaque buildup. Chewing on durable treats can aid in preventing this by helping to remove plaque before it becomes mineralized.

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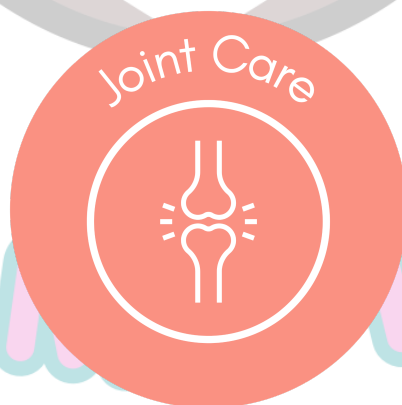
Joint Care

Roughly 20% of dogs in the UK are diagnosed with osteoarthritis, and its incidence tends to increase with age (Identifying Signs of Arthritis - Canine Arthritis Management, 2021).

Although the condition is incurable, many dogs can continue to live comfortably with suitable treatment.

A range of compounds has been discovered to support symptom relief, including Omega-3 (Moreau et al., 2012), Glucosamine and Chondroitin (Gupta et al., 2011), and Turmeric.

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Skin & Coat Care

A dog's skin, along with its coat, constitutes the largest organ, making up about 12% of its body weight.

It consists of nearly 95% protein and requires 35% of the dog's daily protein intake for maintenance and growth (Dog Food For a Healthy Skin and Coat Eukanuba, 2021).

High-protein treats, along with those rich in omega-3, will support the skin and coat's health.

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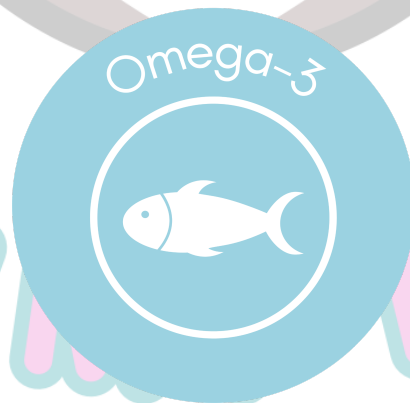
Omega-3

Omega-3 is a category of essential fatty acids recognized for their anti-inflammatory properties.

Evidence suggests that they can enhance gut health (Ephraim, I Jackson, Yerramilli and E Jewell, 2020), improve symptoms of osteoarthritis (Moreau et al., 2012), and reduce risk factors for cognitive aging in older dogs (Pan, Kennedy, Jönsson and Milgram, 2018).

The most effective means of providing these fatty acids is through the inclusion of oily fish in the diet.

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Hypoallergen

The term hypoallergenic refers to substances that are less likely to cause allergic reactions and can apply to any food that lacks ingredients typically associated with allergies.

Although there is no universally accepted list of ingredients to exclude in the dog food sector, our products that do not contain wheat, maize, dairy, soya, or chicken are designated with our Hypoallergenic Logo.

Don't forget to look out on the website for this little logo to help you identify.



High Protein

The 22 amino acids serve as the fundamental components of proteins and are crucial for the proper functioning of cells throughout the body.

Ten of these amino acids are classified as essential, meaning they must be acquired through a well-balanced diet. While dogs can digest proteins from plant sources, meat, including natural chews, is the most optimal source due to its high bioavailability (Scott, 2021).

Our protein range contains more than 40% protein.

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Dewormer

A significant number of dog owners are inclined to shift from traditional chemical worm treatments to more natural alternatives.

Animal fur consists of fiber that is not well digested in the stomach, and as it passes through the intestines, it lightly brushes against the inner lining, facilitating the physical removal of worms.

Although this approach is not completely effective, ongoing assessments of worm counts and treatments will still be essential. However, it may assist in keeping the worm burden at a manageable level (de Blerk, 2021).

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Digestive System

The term digestibility indicates the relative quantity of nutrients in food that a dog can access after the food has been broken down and absorbed (Watson, 2011).

This factor is mainly affected by the choice of ingredients, the processing techniques employed, and the amount of food given.

Organ, muscle, and offal meats exhibit the greatest digestibility. Such products are suitable for dogs of all ages, including puppies and older dogs, as well as those who are new to natural treats.

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Made In Britain

Our products are made from real, high-grade ingredients to ensure that your dog enjoys the highest quality that nature has to offer.

Don't forget to look out on the website for this little logo to help you identify.



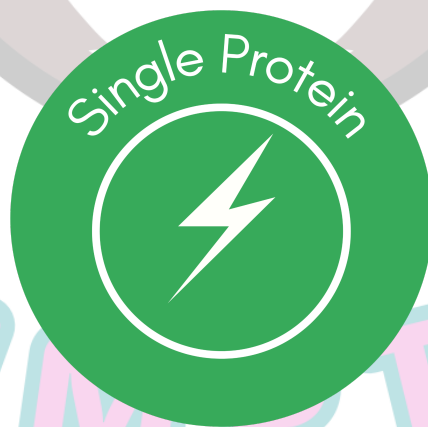
Single Protein

Single-source protein treats are an excellent choice for dogs that experience sensitive stomachs, as it is formulated without any additives or grains,

The absence of these potentially irritating ingredients makes it easier for dogs to digest, reducing the likelihood of gastrointestinal discomfort.

By focusing on a single protein source, this treat not only caters to dogs with dietary sensitivities but also helps to maintain a balanced diet.

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Long Lasting

Long-lasting dog treats provide numerous advantages that extend beyond mere enjoyment.

• They contribute to improved dental health, help mitigate destructive chewing behaviors, and offer mental stimulation.

Additionally, these treats fulfill a dog's instinctual need to chew and can serve as a comforting distraction during stressful situations, such as when they are left alone.

Don't forget to look out on the website for this little logo to help you identify.



Boost Immune System

Natural dog treats play a crucial role in enhancing a dog's immune system by supplying vital vitamins, minerals, and antioxidants.

These nutrients contribute to bolstering the body's defenses against various illnesses and infections, thereby fostering overall health and well-being.

Don't forget to look out on the website for this little logo to help you identify.



Low Fat

Low-fat dog treats provide numerous advantages, particularly in terms of weight control and overall canine health.

They are especially beneficial for dogs that are susceptible to gaining weight or have specific dietary restrictions, such as those suffering from pancreatitis, according to PierrePark.

Additionally, low-fat treats assist in regulating portion sizes, making them an excellent option for training sessions that require frequent rewards without significantly increasing caloric intake..

Don't forget to look out on the website for this little logo to help you identify.



Grain Free

Grain-free treats are ideal for dogs with sensitivities or allergies to grains.

- They offer a nutritious alternative and support a healthy diet for your furry companion.

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Chicken Free

Our Chicken Free Dog Treat collection is an excellent choice for dogs with sensitivities to chicken or those adhering to specific dietary requirements.

Crafted from 100% natural ingredients, these treats are rich in flavor and nutrients, providing a wholesome alternative to conventional dog treats.

Don't forget to look out on the website for this little logo to help you identify.



High Calcium

Calcium plays a vital role in the development of teeth and the maintenance of healthy bones.

This premium quality gourmet treat is both delicious and nutritious.

However, it is important to remember that treats should only constitute a small portion of your pet's overall balanced diet.

Don't forget to look out on the website for this little logo to help you identify.



Suitable for Puppies 4 & 12 Weeks +

Puppy treats provide a range of advantages, such as enhancing cognitive development, reinforcing positive behaviors during training, and supporting dental health.

They also serve as an enjoyable and stimulating activity for puppies, helping to alleviate boredom and promote mental engagement.

Furthermore, natural puppy treats can enhance overall health by strengthening the immune system, aiding digestion, and fostering healthy skin and coats.

Don't forget to look out on the website for these little logos to help you identify.

