

OTHER RECIPE CHANGES



DOG DRY DIETS NOW WITH CHELATED TRACE ELEMENTS

- Chelated trace elements are bound to an amino acid, making it easier for the body to absorb them
- Ordinary sources of trace elements can compete with each other for absorption and block the absorption of vitamins - zinc can block the absorption of iron, calcium can block zinc, iron can block calcium and Vitamin C. Chelated trace elements are ionically neutral so don't block the absorption of other minerals
- Even when trace elements are well absorbed without chelation any changes in the digestive environment can effect this significantly – particularly important in ill or convalescing animals
- Pharmaceutical/human food grade so higher purity reducing risk of contamination



ADDED BEET PULP TO SUPPORT A HEALTHY GASTROINTESTINAL TRACT

Beet pulp is the fibrous material from sugar beets left over after all the sugar has been removed.



Beet pulp contains a mix of soluble and insoluble fibres and is moderately fermentable, meaning that it will both add bulk and moisture to stools while also supporting the growth of beneficial bacteria to promote a healthy gastrointestinal tract.