

SPECIFIC™ DOG DIETS ARE NOW IMPROVED



IMPROVED RECIPES



- Dry Special Care diets, except hypoallergenic diets, now with Krill – a superior form of omega-3 better digested by the body
- Introduction of chelated trace elements providing;
 - Better bioavailability
 - Less interaction with other nutrients in the diet
 - Pharmaceutical/human food grade for higher purity
- Our dry diets now with the Vitamin C, tocopherols and rosemary extracts, natural antioxidants that owners prefer over synthetic antioxidants
- Beet pulp added to many diets to support a healthy gastrointestinal tract

IMPROVED PACKAGING DESIGN

- Key elements of colour coding and the veterinary style have been retained with an updated design and logo to give a cleaner more modern look
- Two designs to differentiate Everyday foods and Special Care diets
- Ingredients declared by name rather than category for better owner understanding and acceptance



IMPROVED PRODUCTS

JOINT SUPPORT DIET - CJD



- Added hydrolysed collagen peptides
- Added beta glucans
- Increased levels of chondroitin
- Added krill – a superior form of omega-3 better incorporated into the body

ENDOCRINE SUPPORT DIET - CED-DM

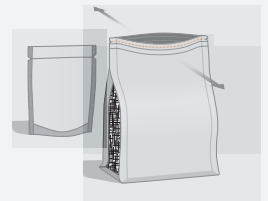
now provides better nutritional support of diabetes mellitus



- Reduced carbohydrate level and from sources with a low glycaemic index – oats, pea and lentils
- Omega-3 fatty acids from krill, fish and algae for support of the natural anti-inflammatory process and insulin sensitivity
- Moderate fat level, and relatively high levels of omega-3 fatty acids to support in case of hyperlipidemia and pancreatitis
- High levels of antioxidants including Vitamin A, E and fruit extracts help to support oxidative stress
- Fermentable fibre to support a healthy microbiome

IMPROVED PACK FORMAT

- An improved single lip seal provides a more secure and reliable seal
- Laser cut top for easy opening
- Improved reseal system with the very airtight 'Sensi Grip' seal
- Flat bottom bags give greater stability and improved shelf appearance
- The wet tray carton can also be used as a shelf-ready display allowing the sale of singles as trial purchase for owners who only occasionally feed wet food
- Introduction of a 3 x 2 kg box allowing owners to make a large pack purchase but with the longer freshness of smaller bags



IMPROVED SUSTAINABILITY



- All of the krill and the fish used in the dry diets are certified by either Marine Stewardship Council (MSC) or IFFO RS Standard
- By reducing bag height, adjusted gauge and flattening the bottom of our new packaging we've made plastic savings of 13% - using 18 tons less plastic

