CPH

# HYPOALLERGENIC HEALTHY LIVING

## ALL LIFESTAGES RECIPE

Health and well-being are fundamental to a cat's quality of life and longevity. As obligate carnivores, cats have unique nutritional requirements that must be met through complete and balanced nutrition to support health at every life stage.

Advances in feline nutrition and veterinary care have increased life expectancy, placing greater focus on supporting long-term health and healthy ageing. Throughout life, nutrition helps support the body's natural functions, including maintaining healthy body condition, digestive health, urinary function, mobility, skin and coat condition, and immune function.

As a result, there is a growing shift towards preventive care through tailored nutrition. Diets formulated with highly digestible and carefully selected functional ingredients can provide targeted nutritional support, helping to maintain lifelong well-being while meeting a cat's essential dietary needs.



**The Peptide+ Hypoallergenic Healthy Living diet provides a 75% reduction in free radicals to support a healthy immune system.**

University of Liège, Belgium., 2024 Study.

PEPTIDE+ Cat

THE POWER OF PEPTIDES

# FRESHTRUSION HDP

HDP freshtrusion HIGHLY DIGESTIBLE PROTEIN

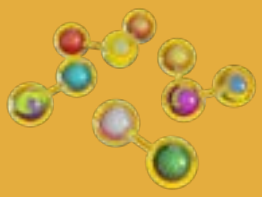
The Freshtrusion HDP process **enhances the digestibility and bioavailability** of Freshly Prepared meat.

- Freshtrusion HDP is a unique process that involves cooking fresh meat and fish ingredients in the presence of a natural enzyme, which breaks down proteins into small peptides.
- The size of peptides plays a crucial role in protein digestibility and absorption.
- When protein is not effectively absorbed, it leads to a reduction in nutritional value.

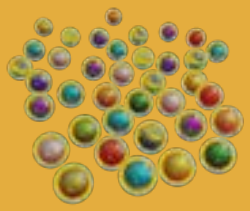
# THE GOLDILOCKS PRINCIPLE



INTACT PROTEIN



DI AND TRI-PEPTIDES



SINGULAR AMINO ACIDS

TOO BIG — JUST RIGHT — TOO LITTLE

Instinctively, you would assume that intact protein would be best for a cat to digest as it contains all the nutritional elements together as one. Similarly, you might think that individual amino acids, broken down as small as possible, would be much easier to absorb. However, it has been proven in research studies that the ideal digestibility and absorption rates occur in small-chain peptides. We like to refer to this as the 'Goldilocks principle'.

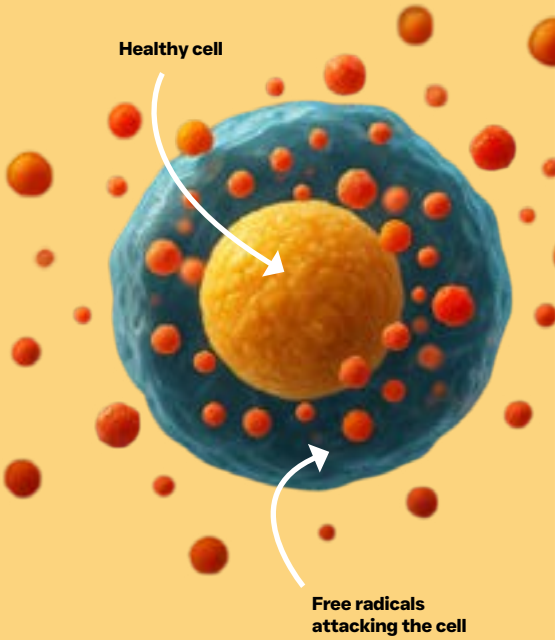
# THE POWER OF PEPTIDES

## Antioxidants Help Protect Against Oxidative Stress

Supporting cats with optimal nutrition is important at every life stage. Kittens require high-quality, easily digestible protein for healthy growth, while adult and senior cats may naturally become less efficient at utilising protein over time. Growth, ageing, activity, and environmental factors can contribute to oxidative stress caused by free radicals. Peptides provide antioxidant properties that help neutralise free radicals, supporting cellular health, recovery, and overall vitality.Protein hydrolysates also improve palatability, making meals more appealing for kittens and fussy or reduced-appetite cats.

## Collagen Supports Joint Health

Peptides provide essential amino acids that help produce collagen, supporting healthy joints, cartilage, and connective tissues. In kittens, collagen supports growing bones and joints, while in adult and senior cats it helps maintain mobility and flexibility.



# EVEN MORE BENEFITS



## FELINE WELLNESS BLEND™

**Cranberry:** Contains proanthocyanidins that help prevent harmful bacteria from adhering to the bladder lining, supporting urinary health.

**Seaweed:** Helps reduce plaque and tartar in cats by altering saliva composition.

**Algae Oil:** A sustainable source of DHA, an essential omega-3 fatty acid that supports brain function, vision and cognitive health, while helping to maintain healthy skin and a glossy coat.

**Blueberry:** A natural source of powerful antioxidants, which help protect cells from oxidative stress and support a healthy immune system.

**Camomile:** Helps soothe anxiety and reduce inflammation in cats with its calming and antioxidants, and gut friendly nutrients.

**Tumeric:** Anti-inflammatory and antioxidant agent that supports immune function and healthy ageing.

**Prebiotics MOS and FOS:** Improve cats' digestive health, mineral absorption, and gut-bacteria balance, supporting overall well-being.



## SUPPORTS CATS THROUGH EVERY PHASE OF LIFE

**This carefully balanced recipe provides complete nutrition, offering a convenient solution for longterm feeding without compromising on tailored support.** (FEDIAF, 2024)

### NATURALLY OCCURRING ANTIOXIDANTS

Hydrolysed salmon peptides can help protect against oxidative damage that occurs with ageing.

### FELINE WELLNESS BLEND™

A multifunctional blend of eight ingredients to promote overall well-being.

### HAIRBALL CONTROL

Formulated with Cellulose to help support the reduction of hairballs.

### HYPOALLERGENIC

Short-chain peptides have very low antigenic potential that helps minimise the risk of adverse reactions to dietary proteins.

### FORMULATED WITHOUT GRAINS

This product is ideal for pets with grain intolerances or sensitivities.

### VETERINARY APPROVED

Formulated by trained Pet Nutritionists and approved by licensed Veterinarians.

## COMPOSITION

Freshly Prepared Hydrolysed Salmon (40%), Potato, Hydrolysed Dried Salmon (15%), Peas, Salmon Oil (5%), Cellulose (2%), Minerals, Hydrolysed Liver Gravy (1.5%), Feline Wellness Blend™ 1% (Cranberry 0.3%, Seaweed 0.2%, Algae Oil (Schizochytrium sp.) 0.2%, Blueberry 0.1% Camomile 0.1%, Turmeric (0.1%), Fructooligosaccharides (FOS) 460 mg/kg, Mannanoligosaccharides (MOS) 120 mg/kg), Marigold (source of Lutein)

## ANALYTICAL CONSTITUENTS

| | |
|---|---|
| Crude Protein | 30 % |
| Crude Fat | 12.5% |
| Crude Fibre | 4 % |
| Crude Ash | 10.5 % |
| Moisture | 5 % |
| NFE | 38 % |
| Metabolisable Energy | 365 kcal/100 g |
| Omega-6 Fatty Acids | 2.2 % |
| Omega-3 Fatty Acids | 2.5 % |
| Calcium | 2.1 % |
| Phosphorus | 1.9 % |
| Collagen | 3.9 % |

## NUTRITIONAL ADDITIVES (PER KG)

Vitamins:

| | |
|---|---|
| Vitamin A | 25,096 IU |
| Vitamin D3 | 817 IU |
| Vitamin E | 255 IU |

Trace Elements:

| | |
|---|---|
| Zinc (Zinc Sulphate Monohydrate) | 96 mg |
| Iron (Iron II Sulphate Monohydrate) | 72 mg |
| Manganese (Manganeous Sulphate Monohydrate) | 29 mg |
| Copper (Copper (II) Sulphate Pentahydrate) | 12 mg |
| Iodine (Potassium Iodide) | 3.68 mg |

Amino Acids:

| | |
|---|---|
| Methionine | 2,094 mg |
| Lysine | 500 mg |

Provitamins:

| | |
|---|---|
| Taurine | 2,010 mg |
| L-Carnitine | 986 mg |

## PRODUCTION INFORMATION

| | |
|---|---|
| Kibble Shape | Heart |
| Kibble Length | 5mm |
| Kibble Width | 10mm |
| Shelf Life | Up To 18 Months |
| Storage | Cool, dry place |

A selection of bag sizes are available to meet your customer's needs. Please refer to the Partner Portal for more details or contact your account manager.

## FEEDING GUIDE

| KITTEN | Grams (g) per day | | | |
|---|---|---|---|---|
| Expected Weight of Adult Cat (kg) | 2 - 4 Months | 4 - 6 Months | 6 - 8 Months | 8 - 12 Months |
| 1 - 2 | 25 - 40 | 30 - 50 | 30 - 50 | 30 - Adult |
| 2 - 3 | 40 - 50 | 50 - 60 | 50 - 65 | 50 - Adult |
| 3 - 4 | 50 - 60 | 60 - 75 | 65 - 80 | 65 - Adult |
| 4 - 5 | 60 - 70 | 75 - 90 | 80 - 90 | 80 - Adult |
| 5 - 6 | 70 - 80 | 90 - 100 | 90 - 105 | 90 - Adult |

| Weight of Cat (kg) | Grams (g) per day | |
|---|---|---|
| | ADULT | SENIOR |
| 1 - 2 | 25 - 45 | 20 - 35 |
| 2 - 3 | 45 - 55 | 35 - 45 |
| 3 - 4 | 55 - 70 | 45 - 50 |
| 4 - 5 | 70 - 80 | 50 - 60 |
| 5 - 6 | 80 - 90 | 60 - 70 |
| 6 + | 90+ | 70+ |

Based on NRC recommendations of adult cats. All animals are different and the guidelines should be adapted to take into account the breed, age, temperament and activity level of the individual animal. When changing foods, please introduce gradually over a period of two weeks. Always ensure that fresh, clean water is available.

Important: The information provided in this document is GA Pet Food Partners Ltd's interpretation of Regulation No 767/2009, including amending Regulations 2017/2279 and 2018/1903.

As with all legislation, only courts can decide on the correct interpretation of the law. We would advise that you always seek legal advice when creating/printing new packaging, leaflets or websites. The statutory Analytical Constituents declaration parameters (i.e. Crude Protein, Crude Fat, Crude Fibre, Crude Ash) may be used for declaration purposes along with Moisture. Other parameters are intended as a guide, and in order to declare extra figures, we suggest that analysis work is carried out to confirm levels more precisely.

Formulation updates: As information becomes available and in order to continually meet statutory analytical constituent declarations, formulations may have to be adapted to account for raw material variation and availability. There may also be other reasons outside of our immediate control (including but not limited to force majeure events) which warrant the change of a formulation to improve its suitability.

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