CPS

SKIN, COAT & HAIRBALL CARE

ADULT CAT

Healthy skin and coat are essential for a cat's overall wellbeing, not just their appearance. The skin acts as a protective barrier against infections, parasites, and injuries, while the coat provides insulation and shields the body from environmental stressors. Feline dermatological issues, such as dryness, irritation, or excessive shedding, are common concerns in small animal practices.

A shiny, soft coat reflects good nutrition, proper hydration, and internal health. Maintaining skin and coat health relies on a diet rich in high-quality proteins and key nutrients, including essential fatty acids, vitamins, and minerals, which support skin barrier integrity, reduce inflammation, and promote a glossy, resilient coat.



95% of owners who participated in the Peptide+ Cat Skin, Coat & Hairball Care feeding trial saw an improvement in their cat's coat condition

Vista Pet (2025) Study Report R25CT0714
Dry Cat Food 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 fish.

- 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.

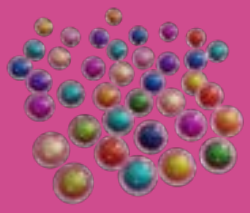
THE GOLDILOCKS PRINCIPLE



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

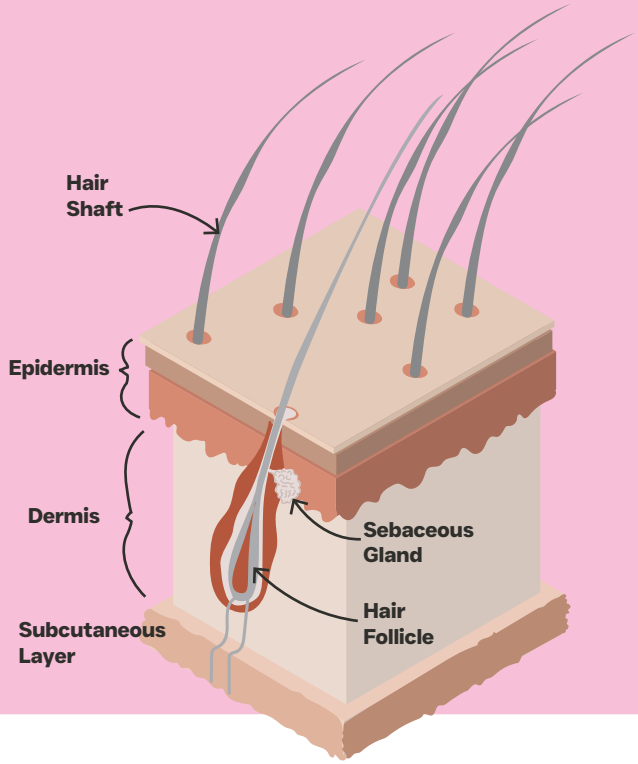
Skin barrier and coat support

Healthy skin and a glossy coat are important indicators of overall wellbeing in cats. Highly digestible peptides provide a rich source of amino acids, essential for the production of key proteins such as keratin in hair and epidermis, and collagen and elastin in the dermis. These proteins support skin strength, elasticity, and a resilient barrier, helping maintain overall skin health and coat quality.

Collagen peptides, in particular, can support skin structure by stimulating collagen and elastin production, improving dermis thickness, hydration, and elasticity, which helps your cat's skin remain supple and strong.

Hypoallergenic protein support

Some cats are sensitive to certain proteins, which can trigger dermatological issues. Hydrolysed proteins broken down into small peptides are gentle on the digestive system and less likely to provoke a reaction, supporting healthy skin and reducing the risk of irritation while promoting a soft, shiny coat.



EVEN MORE BENEFITS



Peptide+ Skin & Coat care for cats contains essential Omega-3 and Omega-6 fatty acids, naturally present in our high-quality raw materials:

Salmon Oil *(Omega-3: EPA & DHA)*: Helps reduce skin inflammation and irritation, supports a healthy skin barrier, and promotes a soft, shiny coat.

Dried Algae *(Omega-3: DHA + micronutrients)*: Provides essential DHA and antioxidants to support skin barrier integrity, reduce irritation, and enhance coat condition and softness.

Soya Oil *(Omega-6: Linoleic Acid)*: Provides an essential fatty acid for cats, supports skin moisture and the epidermal barrier, helping maintain a smooth, glossy coat.

Borage Oil *(Omega-6: GLA)*: Supports skin hydration and elasticity by helping reduce moisture loss, promoting comfort and healthy skin function.

HAIRBALL CARE

Formulated with beet pulp & cellulose – natural fibre sources that help reduce hairballs by supporting digestion and gut motility.





SKIN GROWTH & REPAIR

Hydrolysed salmon peptides support collagen renewal to maintain and repair the skin and its barrier function.



ENHANCED COAT HEALTH

Enriched with oils naturally high in omega-3 & 6 to lock in skin moisture and promote a soft, glossy coat.



HAIRBALL CONTROL

Formulated with beet pulp and 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%), Linseed, Beet Pulp (2%), Minerals, Cellulose (1.5%), Hydrolysed Liver Gravy (1.5%), Soya Oil (1%), Dried Algae (Schizochytrium sp.) (0.2%), Borage Oil (0.2%), Marigold (Source of Lutein)

ANALYTICAL CONSTITUENTS

Crude Protein	28%
Crude Fat	16.5%
Crude Fibre	4%
Crude Ash	10%
Moisture	5%
NFE	36.5%
Metabolisable Energy	383 kCal/100g
Omega-6 Fatty Acids	3.3%
Omega-3 Fatty Acids	3.2%
Calcium	1.8%
Phosphorus	1.7%
Collagen	3.6%

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
Iodine (Potassium Iodide)	3.68 mg

Amino Acids:

Methionine	2,094 mg
Lysine	500 mg

Provitamins:

Taurine	2,010 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

Weight of Adult Cat (kg)	Grams (g) per day
1 - 2	20 - 30
2 - 3	30- 40
3 - 4	40 - 50
4 - 5	50 - 60
5 - 6	60 - 65
6 +	65 +

All animals are different and the guidelines should be adapted to take into account 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.

PEPTIDE+ Cat

THE POWER OF PEPTIDES