CPU

URINARY CARE

STERILISED & ADULT CAT

Keeping a cat's urinary tract healthy is important, as urinary issues are common and can affect a cat's overall health and wellbeing. Mild problems may develop into urinary tract disorders, which are among the most frequent conditions seen by veterinarians.

Urinary health is influenced by factors such as environment, stress, and diet. Chronic or repeated stress affects urinary health by increasing inflammation and altering urination habits. Diet affects hydration and urine pH balance.

Providing appropriate nutrition, ensuring good hydration, and managing stress all help support a healthy urinary tract. With these preventive strategies, owners can maintain their cat's urinary wellbeing to support long-term health.



When fed Peptide+ Urinary Care diet, 90% of cats achieved optimal urine pH, to support urinary tract health

Kennel 'De Morgenstond', Dussen, Netherlands - 2025 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.

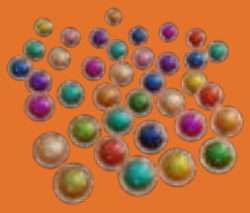
THE GOLDILOCKS PRINCIPLE



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'.

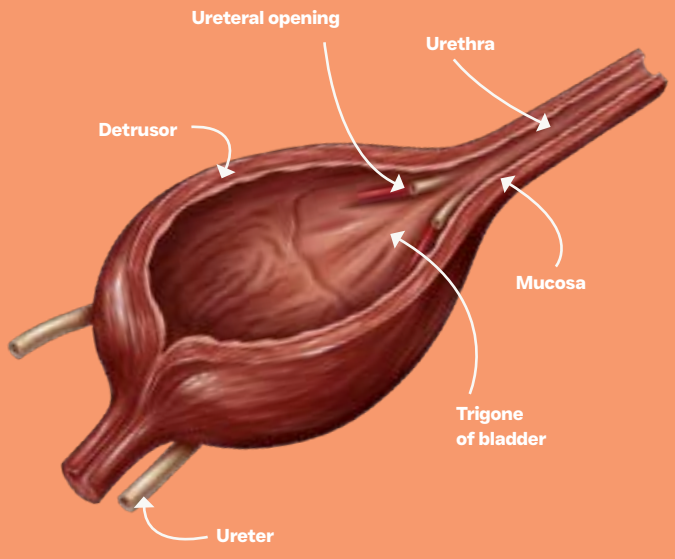
THE POWER OF PEPTIDES

Inflammation & Urinary Health

Highly digestible proteins provide amino acids that support the renewal and repair of urinary tract tissues, helping maintain normal function. Hydrolysed proteins are broken down into smaller peptides, making them less likely to trigger food sensitivities. By reducing the antigenic potential of the protein source, immune activation is lowered, which in turn helps reduce systemic inflammation. Supporting overall health this way may indirectly benefit organs affected by chronic inflammation, including the urinary tract.

Collagen peptides

As a key structural protein, collagen is major component of connective tissues. Collagen peptides may further help maintain the connective tissues that support the urinary tract. Together, these peptides promote normal urinary tract function and contribute to long-term urinary health and overall health and wellbeing.



EVEN MORE BENEFITS



URITRACT™ BLEND

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

Camomile: Promotes calm behaviour and reduces stress, which are key triggers of urinary flare-ups, helping maintain a stable urinary environment.

Rosehips: A source of vitamin C, an antioxidant which protects against oxidative stress and support the body's normal anti-inflammatory response.

L-Carnitine: Supports healthy body weight by aiding fat metabolism; excess body weight is recognised as a risk factor for urinary issues.

L-Tryptophan: Helps regulate stress by supporting serotonin production, lowering the risk of stress-related urinary problems, such as inflammation.



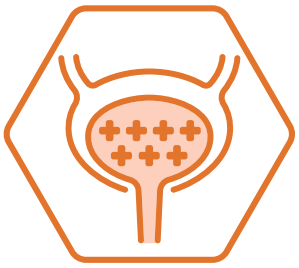
OPTIMAL pH TO SUPPORT URINARY TRACT HEALTH

Maintaining urine pH between 6.0 and 6.6 helps minimise the risk of urinary crystals/ stones, as struvite stones tend to develop in more alkaline urine (higher pH), while calcium oxalate stones are favoured by more acidic conditions (lower pH).



ENHANCED URINARY HEALTH

Hydrolysed chicken peptides support collagen renewal to maintain urinary tract function.



URITRACT™

A multi-functional blend of 5 ingredients formulated to help support a healthy urinary environment.



OPTIMUM pH BALANCE

Formulated to help maintain optimal urine pH to support urinary tract health.



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 Chicken (40%), Potato, Hydrolysed Dried Salmon (15%), Peas, Chicken Fat (5%), Cellulose, Hydrolysed Liver Gravy (2.5%), Minerals, **UriTract™** 0.5% (Cranberry (0.3%), Camomile (0.1%), Rosehips (0.1%)), Chicory, Mannanoligosaccharides (MOS), Marigold (Source of Lutein)

ANALYTICAL CONSTITUENTS

Crude Protein	31 %
Crude Fat	11.5 %
Crude Fibre	4 %
Crude Ash	10 %
Moisture	5 %
NFE	38.5 %
Metabolisable Energy	362.5 kcal/100 g
Omega-6 Fatty Acids	2.6 %
Omega-3 Fatty Acids	1 %
Calcium	1.5 %
Phosphorus	1.2 %
Collagen	3.7 %

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
L-Tryptophan	1,885 mg

Provitamins:

Taurine	2,010 mg
L-Carnitine	986 mg

Acidity Regulators:

Sodium Bisulphate	4.8 mg

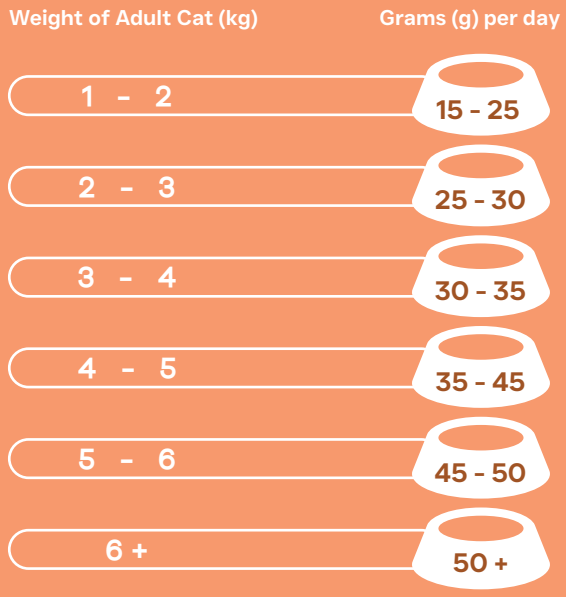
PRODUCTION INFORMATION

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.

UriTract™ Includes: Cranberry, Camomile, Rosehips, L-Tryptophan and L-Carnitine

FEEDING GUIDE



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.

PEPTIDE+ Cat

THE POWER OF PEPTIDES