GPB

DENTAL CARE

Dental health is crucial for dogs because it directly impacts their overall well-being and quality of life. Over 80% of dogs over the age of three suffer from some form of dental disease. Poor oral hygiene can lead to painful conditions affecting a dog's ability to eat, groom, and stay active.

Maintaining good dental hygiene not only prevents discomfort and bad breath but also protects against more serious systemic health problems. Bacteria from an infected mouth can enter the bloodstream and affect major organs, contributing to heart disease, kidney issues, and liver damage. Regular dental care - including professional cleanings, at-home brushing, and nutritional strategies helps to reduce harmful bacteria and promotes better overall health for dogs.



93% of pet owners saw a visible improvement in their dogs oral health

Dr Des Groome MVB, MBS, Kildare Vet Surgery

PEPTIDE+

THE POWER OF PEPTIDES

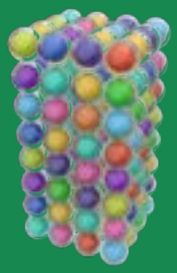
FRESHTRUSION HDP

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 dog 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'.

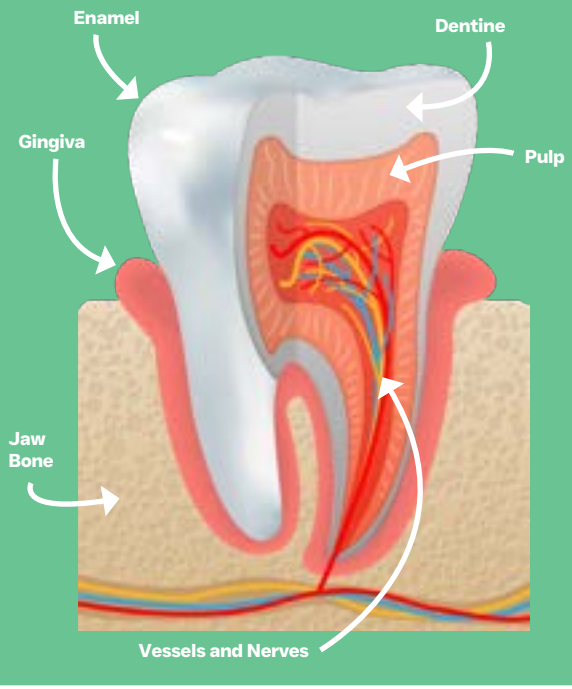
THE POWER OF PEPTIDES

Collagen Peptides

Collagen peptides, derived from hydrolysed collagen, play a vital role in supporting gum tissue repair and reducing inflammation associated with periodontal disease. Studies have shown that collagen peptide supplementation can significantly improve indicators of gum health, such as bleeding on probing and tissue regeneration. These benefits stem from collagen peptides' ability to promote collagen synthesis, which is essential for healing and maintaining healthy gingival structures.

Antimicrobial Peptides

Antimicrobial peptides (AMPs) like LL-37 and β-defensins are naturally produced in the gums and play a critical role in oral immune defence. LL-37 stimulates gingival fibroblasts to produce growth factors and collagen, supporting tissue repair, while β-defensins help form a protective barrier that prevents bacterial invasion. These peptides contribute to maintaining a healthy oral microbiome, reducing inflammation, and preventing periodontal disease. Their dual action of combating microbes and aiding in tissue regeneration, makes them key players in maintaining gum health and preventing oral infections.



EVEN MORE BENEFITS



PLAQUE DEFENCE™ BLEND

Sodium Hexametaphosphate: Helps reduce tartar and tooth staining in dogs by preventing mineral buildup on teeth.

Seaweed: Supports dogs' oral health by reducing plaque and tartar through its natural antibacterial and anti-inflammatory properties.

Peppermint: Supports dogs' oral hygiene by reducing bacteria, soothing gum inflammation, and freshening breath through its natural antimicrobial and anti-inflammatory properties.

Cranberry: Helps prevent plaque and gum disease in dogs by stopping harmful bacteria from sticking to teeth and gums.

Green Tea Extract: Promotes oral health in dogs by reducing harmful bacteria and inflammation, helping prevent gum disease and tooth decay.

PREBIOTICS MOS & FOS

Prebiotics MOS and FOS help improve dogs' breath by supporting a healthier oral microbiome and reducing sulphur-producing bacteria linked to bad odour.





ENHANCED GUM HEALTH

Hydrolysed turkey collagen peptides promote gum tissue repair and reduces inflammation.



PLAQUE DEFENCE™

A multi-functional blend of 5 ingredients to promote optimal oral health.



BREATH ODOUR CONTROL

Formulated with prebiotics to support fresher breath and a healthy mouth microbiome.



HYPO-ALLERGENIC

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



OPTIMISED ORAL HEALTH

Antimicrobial peptides support healthy gums by reinforcing the oral barrier.



FORMULATED WITHOUT GRAIN

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

COMPOSITION

Freshly Prepared Hydrolysed Turkey (29.5%), Sweet Potato, Potato, Hydrolysed Dried Salmon (12.5%), Turkey Fat (8%), Beet Pulp, Cellulose (2.5%), Hydrolysed Turkey Gravy (2%), Plaque Defence™ 2% (Sodium Hexametaphosphate 6,150 mg/kg, Seaweed 0.6%, Peppermint 0.4%, Cranberry 0.2%, Green Tea Extract 0.2%), Minerals, Dried Marigold (Source of Lutein), Fructooligosaccharides (FOS, 175 mg/kg), Mannanoligosaccharides (MOS, 50 mg/kg)

ANALYTICAL CONSTITUENTS

Crude Protein	21%
Crude Fat	14.5%
Crude Fibre	5%
Crude Ash	8.5%
Moisture	8%
NFE	43%
Metabolisable Energy	356 kCal/100g
Omega-6 Fatty Acids	3.5%
Omega-3 Fatty Acids	1%
Calcium	1.1%
Phosphorus	0.9%
Collagen	3.0%

NUTRITIONAL ADDITIVES (PER KG)

Vitamins:

Vitamin A	14,423 IU
Vitamin D3	2,000 IU
Vitamin E	96 IU

Trace Elements:

Zinc (Zinc Sulphate Monohydrate)	48 mg
Iron (Iron II Sulphate Monohydrate)	48 mg
Manganese (Manganeous Sulphate Monohydrate)	34 mg
Copper (Copper II Sulphate Pentahydrate)	14 mg
Iodine (Calcium Iodate Anhydrous)	0.96 mg
Selenium (Sodium Selenite)	0.29 mg

Amino Acids:

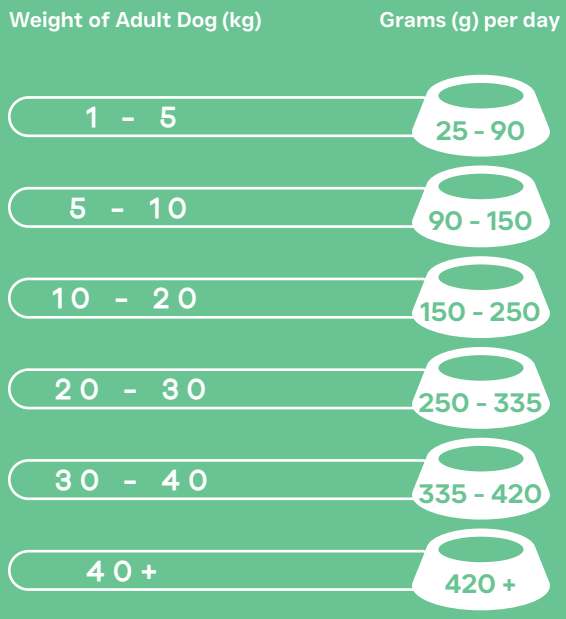
Methionine	1,809 mg

PRODUCTION INFORMATION

Kibble Shape	Heart
Kibble Length	5mm*
Kibble Width	13.5mm*
Shelf Life	18 Months
Storage	Cool, dry place

Each kibble has a tolerance of +/- 1mm. 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



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+

THE POWER OF PEPTIDES