GPH

HYPOALLERGENIC HEALTHY LIVING

ALL LIFESTAGES RECIPE

Good health is vital to a dog's quality of life and longevity. With growing awareness of the role nutrition plays, more pet parents are seeking high-quality food that supports pets at every life-stage.

Advances in veterinary care and growing awareness of pet health have helped dogs live longer than ever before. However, with longer lifespans come greater risks of age-related issues, including joint pain, digestive challenges and skin conditions.

As a result, there is a shift towards preventive care and tailored nutrition. Addressing health needs early, especially through diet, can help delay chronic issues and support healthy development and ageing.



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

University of Liège - 2024 Study

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

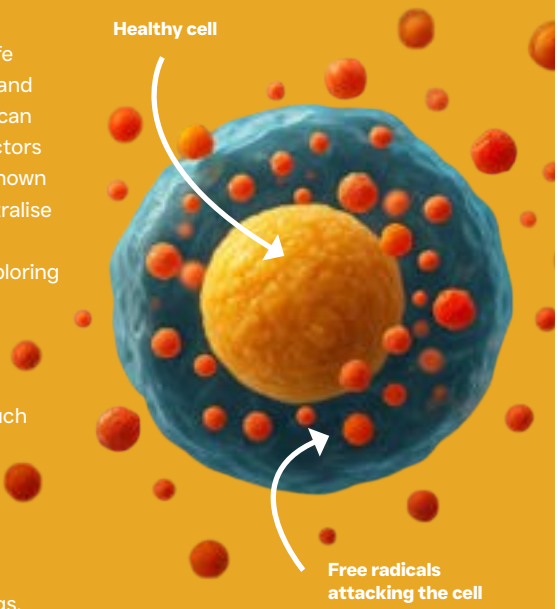
TOO BIG — **JUST RIGHT** — **TOO LITTLE**

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

Antioxidants protect against Oxidative Stress

Helping dogs get the full nutritional benefit from their food is important at every life stage. Puppies need high-quality, easily digestible protein to support rapid growth and development, while in adult and senior dogs, the ability to process and use protein can naturally decline over time. Physical activity, growth, ageing, and environmental factors can all contribute to oxidative stress, an imbalance caused by harmful molecules known as free radicals. Peptides in this recipe have antioxidant properties which help neutralise these free radicals, supporting cellular health, recovery, and overall vitality. Protein hydrolysis also enhances palatability, making meals more appealing for puppies exploring new tastes, as well as for dogs with reduced appetite or selective eating habits.



Collagen supports Joint Health

Peptides are rich in essential amino acids – the building blocks for key proteins such as collagen, which is vital for maintaining strong joints, cartilage, and connective tissues. In puppies, collagen supports the healthy development of growing bones and joints, while in adult and senior dogs it helps maintain mobility and flexibility.

Together, these benefits make peptides a powerful tool for dogs of all ages, promoting healthy development and ageing, joint health and overall vitality in dogs.

EVEN MORE BENEFITS



WELLNESS BLEND™

Turmeric: Anti-inflammatory and antioxidant agent that supports immune function and healthy ageing

Orange: Contains naringin, which helps protect the brain from oxidative stress and supports neurological health.

Linseed: Supports healthy skin and coat in dogs through its natural omega-3 fatty-acid content.

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

Carrot: Supports digestive health and immunity in dogs through fibre, antioxidants, and gut-friendly nutrients.

Chamomile: Helps soothe anxiety and reduce inflammation in dogs with its calming and antioxidant properties.

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



REDUCED BODY FAT

L-carnitine encourages fat oxidation, which can help reduce body-fat stores and support dogs in maintaining a healthy weight, thereby promoting overall health and mobility.

NATURALLY OCCURRING ANTIOXIDANTS

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

JOINT SUPPORT

Collagen peptides help to support cartilage, essential for healthy joints.

COGNITION SUPPORT

Coconut oil is a rich source of medium-chain triglycerides, which may enhance cognitive function.

HYPO-ALLERGENIC

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

WELLNESS BLEND™

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

FORMULATED WITHOUT GRAIN

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

COMPOSITION

Freshly Prepared Hydrolysed Salmon (32.5%), Potato, Sweet Potato, Hydrolysed Dried Salmon (15.5%), Salmon Oil (6%), Hydrolysed Salmon Gravy (2.5%), Coconut Oil (2%), Beet Pulp, Minerals, Wellness Blend™ 0.6% (Seaweed 0.1%, Turmeric 0.1%, Orange 0.1%, Linseed 0.1%, Carrot 0.1%, Chamomile 0.1%, Fructooligosaccharides (FOS) 175 mg/kg, Mannanoligosaccharides (MOS) 50 mg/kg), Dried Marigold (Source of Lutein)

ANALYTICAL CONSTITUENTS

Crude Protein	**24 %**
Crude Fat	**15.5 %**
Crude Fibre	**2.5 %**
Crude Ash	**8.5 %**
Moisture	**8 %**
NFE	**41.5 %**
Metabolisable Energy	**379 kCal/100 g**
Omega-6 Fatty Acids	**2.1 %**
Omega-3 Fatty Acids	**2.3 %**
Calcium	**1.3 %**
Phosphorus	**1.2 %**
Collagen	**2.8 %**

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 (Manganous Sulphate Monohydrate)	**34 mg**
Copper (Copper II Sulphate Pentahydrate)	**12 mg**
Iodine (Calcium Iodate Anhydrous)	**0.96 mg**

Provitamins:

L-Carnitine	**721 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 ± 1 mm. A selection of bag sizes is available to meet your customers' needs; please refer to the Partner Portal or contact your account manager for details.

FEEDING GUIDES

PUPPY	Grams (g) per day			
Expected Weight of Adult Dog (kg)	2 - 4 Months	4 - 6 Months	6 - 12 Months	12 - 15 Months
1 - 4	45 - 70	65 - 75	60 - Adult	Adult
5 - 10	95 - 155	140 - 165	140 - Adult	Adult
11 - 20	145 - 260	230 - 270	220 - 275	Adult
21 - 30	200 - 385	330 - 395	300 - 380	315 - 325
31 - 45	280 - 535	450 - 540	385 - 485	410 - 425

Weight of Dog (kg)	Grams (g) per day	
	ADULT	SENIOR
1 - 5	25 - 80	25 - 80
5 - 10	80 - 140	80 - 130
10 - 20	140 - 235	130 - 225
20 - 30	235 - 315	225 - 300
30 - 40	315 - 390	300 - 375
40+	390+	375+

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 advise that you always seek legal advice when creating or 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 meet statutory Analytical Constituents declarations continually, formulations may have to be adapted to account for raw-material variation and availability. There may also be other reasons outside our immediate control (including, but not limited to, force-majeure events) that warrant a change of formulation to improve its suitability.

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