SKIN & COAT CARE

GPS



A dog's skin and coat condition and appearance serve as immediate indicators of its overall health and well-being.

Canine dermatological disorders have been recognised by veterinary surgeons as a major issue in small animal practice, with an estimated 15-30% of the dog population worldwide affected by skin conditions.

Your brand new Peptide+ Skin & Coat diet has been specially created to help support skin and coat health.

75% of the pet owners who participated in the feeding trials reported seeing improvements in their dogs' skin and coat conditions.

Vista Pet (2021) Study Report R20DG1218 Dry Dog Food 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

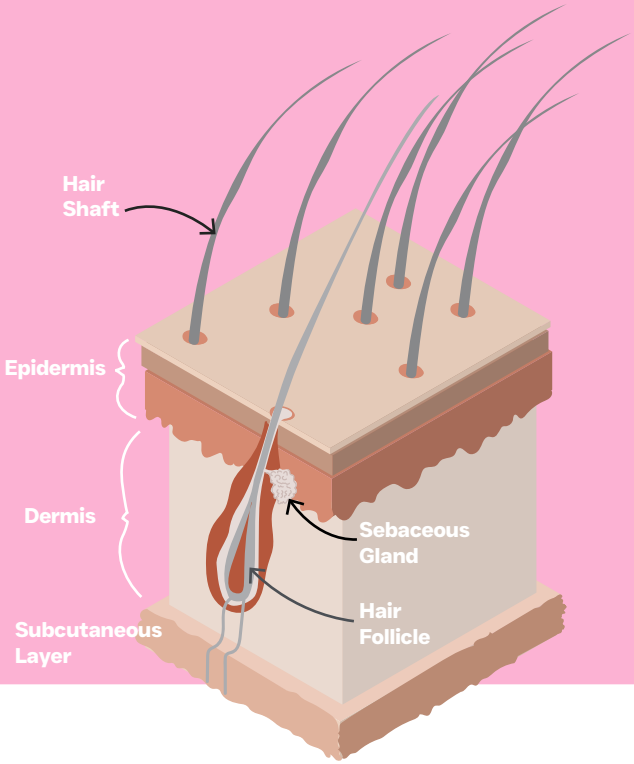
Skin barrier function

The increased absorption of peptides ensures an ideal supply of amino acid building blocks required for the synthesis of key proteins such as keratin (in hair and epidermis), collagen and elastin (dermis layer) that are essential for skin strength, elasticity and barrier function.

In addition, collagen peptides have been shown to have a number of beneficial effects on skin health, including increased collagen and elastin production, increased dermis thickness, increased hydration and increased elasticity.

Hypoallergenic peptides

Dermatological problems can be the result of sensitivity or allergy to protein in the diet. By hydrolysing the protein to create small peptides the likelihood of causing a reaction is minimal.



EVEN MORE BENEFITS



SKIN & COAT HEALTH

Borage Oil: Rich in Omega-6 GLA, which is recognised as having beneficial effects on Trans Epidermal Water Loss and skin barrier function.

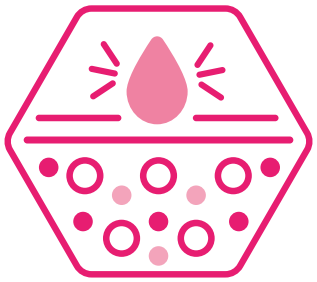
Soya Oil: Rich in omega-6 linoleic acid, important for the epidermal water barrier of skin and promoting a soft, glossy coat.

Salmon Oil & Algae: Rich sources of EPA and DHA shown to significantly improve pruritus, self-trauma and coat character.

DIETARY ALLERGY MANAGEMENT

- Fish proteins hydrolysed to low molecular weight peptides to help avoid dietary allergy/sensitivity reactions.
- Formulated without grains, making it ideal for dogs with grain intolerances and sensitivities.





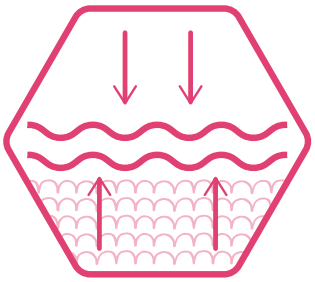
SKIN GROWTH & REPAIR

Hydrolysed salmon peptides help to maintain and repair the skin and its barrier function.



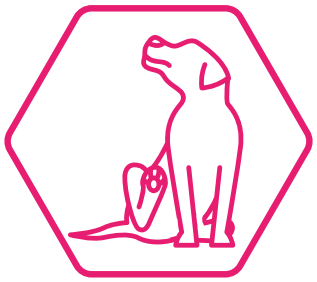
DERMAL CARE & COAT HEALTH

Includes optimal levels of omega-3 & 6 to lock in skin moisture and promote a soft, glossy coat.



SKIN NOURISHMENT & ELASTICITY

Collagen peptides support skin elasticity and overall skin health.



ANTI-INFLAMMATORY

Long-chain polyunsaturated acids EPA and DHA promote natural anti-inflammatory effects.



HYPO-ALLERGENIC

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



FORMULATED WITHOUT GRAIN

Ideal for pets with grain intolerances or sensitivities.

COMPOSITION

Freshly Prepared Hydrolysed Salmon (35%), Potato, Sweet Potato, Hydrolysed Dried White Fish (14%), Salmon Oil (4%), Beet Pulp, Soya Oil (3%), Hydrolysed Salmon Gravy (2.5%), Minerals, Dried Algae (*Schizochytrium sp.)* (0.2%), Borage Oil (0.2%), Marigold (Source of Lutein)

ANALYTICAL CONSTITUENTS

Crude Protein	25%
Crude Fat	15%
Crude Fibre	2.5%
Crude Ash	7.5%
Moisture	8%
NFE	42%
Metabolisable Energy	381 kCal/100g
Omega-6 Fatty Acids	3.7%
Omega-3 Fatty Acids	2%
Calcium	1.3%
Phosphorus	1.1%
Collagen	2.9%

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)	69 mg
Iron (Iron II Sulphate Monohydrate)	48 mg
Manganese (Manganeous Sulphate Monohydrate)	34 mg
Copper (Copper II Sulphate Pentahydrate)	10 mg
Iodine (Calcium Iodate Anhydrous & Potassium Iodide)	1.33 mg

PRODUCTION INFORMATION

Kibble Shape	Heart
Kibble Length	5mm*
Kibble Width	13.5mm*
Shelf Life	Up To 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 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+

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