GPW

WEIGHT CONTROL & JOINT CARE

Maintaining a healthy weight in dogs is essential for long-term everyday health and well-being.

Clinical studies have found that up to 65% of dogs have obesity or are above their ideal weight.

Excess weight can have adverse effects on health and welfare by increasing the risk of diseases, causing functional impairment, shortening lifespan, and reducing overall quality of life.

Factors that can influence a dog's body weight include food intake, activity level, neuter status, gender, metabolism, and genetics.

Increased weight in dogs is a complex issue, but having an appropriately formulated diet can be part of the solution to help dog owners manage a healthy body weight for their dogs.



90% of dogs moved on to a healthier weight whilst being fed Peptide+ Weight Management diet.

Dr Des Groome MVB, MBS, Kildare Vet Surgery

PEPTIDE+

THE POWER OF PEPTIDES

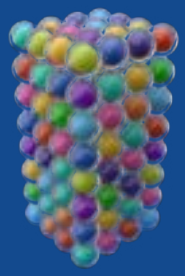
FRESHTRUSION HDP

HDP freshtrusion HIGHLY DIGESTIBLE PROTEIN

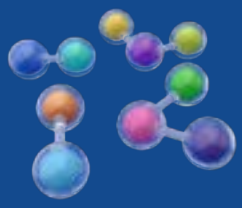
The Freshtrusion HDP process **enhances the digestibility and bioavailability** of Freshly Prepared meat.

- 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

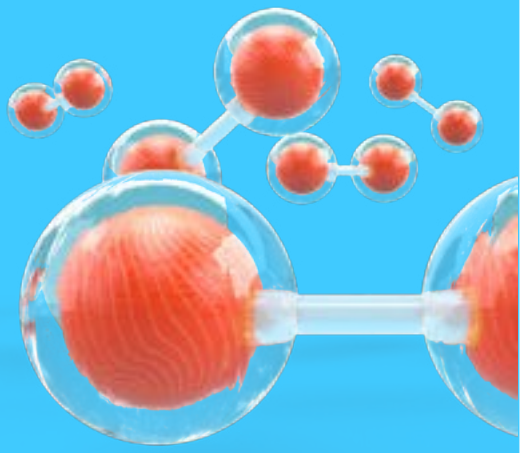
TOO BIG — JUST RIGHT — TOO LITTLE

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

Weight Control

Fish peptides have been demonstrated to highly stimulate the secretion of appetite-suppressive molecules such as the peptide hormones cholecystokinin (CCK) from duodenal I-cells and glucagon-like peptide-1 (GLP-1) from intestinal cells. Short-term this induces a decrease in food intake by increasing the feeling of satiety, and can lead to a decrease in body weight gain. Therefore, in the long term this may decrease adipose tissue by reducing overall food intake.



Joint health

Collagen is essential for bone health. It provides the protein matrix ('scaffolding') on which calcification (bone mineralisation) can occur. Bone collagen undergoes continual breakdown, repair and renewal, so providing nourishment through dietary collagen or collagen peptides is important to help maintain lifelong, strong, healthy bones.

EVEN MORE BENEFITS



JOINT CARE

- Collagen peptides can improve signs of canine osteoarthritis and provide an excellent source of building blocks for cartilage tissue, important for mechanical functionality.
- Green Lipped Mussel is a rich source of chondroprotective nutrients and has been shown to reduce arthritic signs in dogs.

WEIGHT MANAGEMENT

- L-Carnitine encourages fat oxidation which can help reduce body fat stores.
- This recipe has been formulated to have a high protein content (29%) to support lean muscle mass and a low fat content (9%) to limit fat intake and deposition.





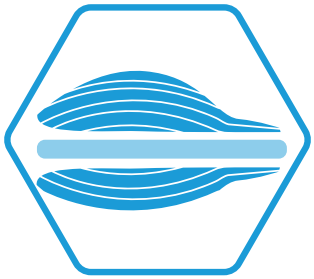
FULLER FOR LONGER

Hydrolysed fish peptides stimulate appetite-suppressive hormones which increase the feeling of satiety.



HEALTHY JOINTS & MOBILITY

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



HIGH PROTEIN, LOW CALORIE

To support lean muscle mass and a healthy weight.



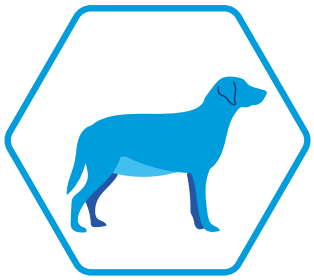
APPETITE CONTROL

Increased dietary fibre is considered a contributing factor to satiety.



CARTILAGE CARE

Green Lipped Mussel contains chondroprotective compounds which are beneficial to joint health.



REDUCED BODY FAT

L-carnitine encourages fat oxidation, which can help to reduce body fat stores.

COMPOSITION

Freshly Prepared Hydrolysed White Fish (26%), Potato, Hydrolysed Dried White Fish (11.5%), Pea Protein, Sweet Potato, Salmon Oil (5.5%), Lignocellulose (5.5%), Beet Pulp (4%), Pea Fibre (4%), Hydrolysed Salmon Gravy (2.5%), Minerals, Green Lipped Mussel (0.3%), Marigold (Source of Lutein)

ANALYTICAL CONSTITUENTS

Crude Protein	29%
Crude Fat	9%
Crude Fibre	8.5%
Crude Ash	7%
Moisture	8%
NFE	38.5%
Metabolisable Energy	315 kCal/100g
Omega-6 Fatty Acids	1.2%
Omega-3 Fatty Acids	1.4%
Calcium	1.2%
Phosphorus	1%
Collagen	1.3%

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)	66 mg
Iron (Iron II Sulphate Monohydrate)	48 mg
Manganese (Manganeous Sulphate Monohydrate)	34 mg
Copper (Copper II Sulphate Pentahydrate)	12 mg
Iodine (Calcium Iodate Anhydrous)	0.96 mg

Provitamins:

L-Carnitine	1,442 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

Ideal Weight of Adult Dog (kg)	Grams (g) per day for weight loss	Grams (g) per day for weight maintenance
1 - 5	20 - 75	25 - 90
5 - 10	75 - 125	90 - 150
10 - 20	125 - 210	150 - 255
20 - 30	210 - 285	255 - 345
30 - 40	285 - 355	345 - 430
40 - 50	355 - 420	430 - 505

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+

THE POWER OF PEPTIDES