



THE IMPORTANCE OF DIET FOR YOUR DOG AND CAT

Providing a nutritious diet for your pet is an important part of being a pet owner.

A complete and balanced diet for your dog and cat will improve their health and wellbeing, supporting normal growth, levels of activity, bodily functions, and the ability to heal and recover from all the stresses of everyday life, whatever their age, size or lifestyle.

Premium diets also allow greater confidence for you, the pet owner, as commercial complete and balanced diets are available in both dry and canned forms that negate the necessity for you to prepare, balance and cook meals especially for your pet. These are not the same, however, as cheap, bulk bags of food available in retail outlets – the quality of the ingredients, the way in which they have been processed and cooked and the science behind the formulation of the recipes makes all the difference!

Complete means that a food contains the correct amounts of the nutrients that a pet needs to eat, such as protein, fat, carbohydrate, vitamins and minerals. A balanced diet means that they are in the right proportions to each other – this is exceptionally important to how the nutrients can be utilised and metabolised in the body.

These high quality foods offer a concentrated formula so that serving sizes are smaller and so can be measured out and fed in once or twice daily servings (more often for young pups and kittens) – this gives us the control over a pet's dietary intake, so that overfeeding and obesity can be avoided. They also contain no artificial ingredients and provide greater palatability and digestibility for your pet, which means that your pet gets more nutritional value than in an ordinary bowl of pet food.

Some of the many benefits of feeding your pet super premium foods:

- Less mess, smell and waste of food in comparison to poor quality commercial diets – the diets are more pleasant to handle, feed and clean up after!
- Regular, firm, normal stools in lower volume and frequency – less to clean up in the litter tray, around the yard, or on walks! The fibre levels also prevent constipation, keeping your pet's bodily functions regular and normal.
- Less faecal odour and flatulence – a great benefit especially for indoor pets!
- Is cost effective – compare the cost of all the ingredients your pet gets now (and be honest!) to the cost of a set volume of high quality diet – cost per day is even more economical when you consider the health problems you will be avoiding! Premium food companies also offer a full money-back guarantee!
- Visible health benefits such as cleaner teeth with less plaque, a shiny coat, clear eyes and increased energy and vitality.
- Promote a healthy immune system to help prevent disease.
- Requires less storage space and has a longer shelf life
- Less visits to the vet for ill-thrift, digestive upsets, dry and itchy skin to name but a few of the side effects of a poor quality diet!
- MOST IMPORTANTLY – a higher quality, longer, healthier life for our four legged companions!

Some of the ingredients which contribute to this overall better health:

- High quality protein, carbohydrate and fibre sources
- Essential fatty acids and amino acids, antioxidants, vitamins and minerals
- Glucosamine, chondroitin, l-carnitine in large breed formulations

Super premium dry cat and dog foods are effective in improving the overall health and longevity of pets as they provide a complete and balanced diet in a convenient and ready to feed formula.

