

## Your Pet's Nutritional Needs

**Providing precisely balanced nutrition is an investment in your pet's good health**

- The right level of nutrients promotes good health, which impacts your pet's life expectancy and quality of life.
- Transitioning to the right food at each life stage (kitten/puppy to adult then to senior) helps meet the changes associated with aging.

### Top 3 Recommended Pet Food Companies



www.hillspet.com



www.royalcanin.com



(Purina Pro Plan & Purina One)

www.purina.com

### **The Right Ingredients are the Cornerstone of Good Nutrition**

Vitamin	Source	Benefit
<b>A</b>	Fish oil, liver, Vitamin A supplements	Supports vision, healthy skin & immune system
<b>D</b>	Liver, Vitamin D supplements	Helps builds bones & teeth
<b>E &amp; C</b>	Vegetable oils, Vitamin E & C supplements	Helps protect cells & supports immune system
Mineral	Source	Benefit
<b>Calcium</b>	Ingredients that contain bone-chicken, lamb & fish meal	Supports healthy, strong bones & teeth; helps blood clot & muscle function
<b>Phosphorus</b>	Meats, eggs & Dairy products	Supports healthy, strong bones & teeth; helps cells & muscles function
<b>Sodium</b>	Mineral mix	Maintains body fluid levels & helps muscles function
Other Nutrients	Source	Benefit
<b>Proteins</b>	Chicken by-product meal, corn gluten meal & whole grain wheat	Help build strong cells
<b>Carbohydrates</b>	Corn gluten meal, flaxseed & ground whole grain corn	Provides an easily absorbed, quick source of energy
<b>Fats</b>	Dried egg product, fish oil & soybean oil	Helps your pet store energy for later
<b>Omega 3 + 6</b>	Eggs, fish oil, flaxseed	Promotes healthy skin & a shiny coat

<b>Too Little</b> ←		→ <b>Too Much</b>
Poor Growth	Protein	Worsening of existing kidney disease
Flaky skin	Fat	Obesity leading to diabetes
Inability to maintain water balance Anorexia Fatigue Hair loss	Sodium	Hypertension Heart conditions Constipation Seizures
Spontaneous fractures	Calcium	Bladder stones
Poor growth Dull coat	Phosphorus	Bone loss Hardening of soft tissue Hyperparathyroidism
Soft stool	Dietary Fiber	Constipation
Anorexia Poor growth Rickets (vitamin D)	Vitamins	Hypercalcemia (vitamin D) Skeletal deformities (vitamin A)
Anorexia Retarded growth Muscle weakness	Magnesium	Struvite bladder stones

### The Truth about Pet Food Ingredients

**The corn myth: Corn is just a filler.**

***Corn is not a filler, it is a superb source of nutrients.***

- Essential fatty acids for healthy skin & coat
- Beta carotene, Vitamin E, Lutein-nature's antioxidants
- Highly digestible carbohydrates for energy
- Quality proteins for muscle & tissue growth

**By-Product Myth: Pet foods that contain ingredients listed as "by-products" are inferior.**

***Many by-products are excellent sources of nutrients for pets.***

***With extremely rare exceptions, all pet foods contain by-products.***

**Common by-products in pet foods are:**

- **Animal fats**- chicken fat is a by-product of chicken processing.
- **Animal proteins**- lamb meal, fish meal & salmon meal are all ground proteins.
- **Pork, chicken & beef liver**- internal organs of animals.
- **Beet pulp**- dried residue from sugar beets.
- **Tomato pomace**- comes from tomato skins, pulp & seeds.