

# BENEFITS OF INGREDIENTS USED:

## Turkey, Duck and Salmon

Key ingredients which are natural and highly digestible sources of high-quality protein.

### **Barley, Sorghum and Rice:**

Excellent sources of digestible carbohydrates and wholesome grains and which promote gastrointestinal health.

### **Sugar beet pulp:**

The sugar has been removed and the remaining pulp provides a natural source of vegetable fibre, which is beneficial for intestinal flora and to keep the digestive system in good condition.

### **Potato:**

Potato is a low allergen source of both protein and carbohydrates.

### **Fish Meal:**

An excellent source of proteins, amino acids, essential fatty acids and minerals in a highly digestible and bio-available form.

### **Molluscs & Crustaceans/Glucosamine HCl/Chondroitin:**

Glucosamine hydrochloride and Chondroitin sulfate are nutrients, which occur naturally in the body and serve to maintain the health of joints. Glucosamine promotes the formation and repair of cartilage, while chondroitin is believed to support water retention and elasticity in cartilage, as well as potentially inhibiting enzymes that breakdown cartilage. With age, animals may lose some of the ability to produce these beneficial nutrients, and joint health may suffer. Overweight dogs put undue stress on their joints, thus potentially predisposing them to early joint deterioration.

### **Poultry Digest:**

Some H-Allergen HA+ products are smothered in low-allergy poultry digest which is a type of delicious gravy that your pet will love.

### **Flax Seed or Linseed:**

Promote a healthy glowing skin and coat. Used in health food, both are a rich source of alpha – Linolenic acid (an omega-3 fatty acid).

### **Marigold:**

An important natural source of lutein. Lutein is an antioxidant that is believed by many to reduce the risk of diseases caused by free radical damage such as eye cataracts etc.

### **Alfalfa or lucerne:**

A natural green vegetable rich in fibre and antioxidant carotenoids (such as beta-carotene), which have been shown to help maintain gut health and free radical scavenging.

### **Seaweed or kelp:**

Natural vegetable sources, rich in soluble fibre with antioxidant properties, which have been shown to help maintain gut health and free radical scavenging respectively.

### **Sunflower oil:**

A natural vegetable oil rich in alpha-linoleic acid (an omega-6 fatty acid), which balances the omega-3 fatty acids.

### **Fats:**

A source of energy and they are essential for healthy skin and a glossy coat.



**Yucca schidigera extract:**

A natural prebiotic that has a deodorizing effect and helps to reduce the smell of your pets stools, which makes waste collection less unpleasant.

**Rosemary extract:**

A good source of bioflavonoids which are natural antioxidants.

**Dicalcium phosphate:**

A source of phosphorus and calcium to help maintain a balanced diet with these key nutrients.

**Sodium and potassium chloride:**

Important nutrients and essential for balanced healthy diets.

**Methionine:**

An essential amino acid which is a small unit of protein and required for healthy hair and nail formation.

**No Wheat:                      A known source of dietary sensitivities**  
**No Dairy Products:        A known source of dietary sensitivities**  
**No Beef:                        A known source of dietary sensitivities**  
**No Soya:                        We rely on other ingredients to provide protein.**

**Energy:**

From various nutrients (such as oil and the carbohydrate starch) is balanced with optimum protein levels at all stages of your dogs life, helping to maintain general health and vitality.

**Carbohydrates:**

The cooking process makes starch more easily digested by dogs. These ingredients are digested into monosaccharides such as glucose. This will fuel your dog's metabolism and allow maximum vitality.

**Low phosphorous:**

A well balanced combination of minerals and other ingredients that help maintain the urinary tract, thanks to optimum pH levels to support overall health, including heart, bladder and kidney functions.

**Antioxidants:**

Helps keep a dog's immune system healthy. Antioxidants help prevent the destruction of key nutrients such as vitamins and unsaturated fatty acids such as the omegas. Vitamins have many essential functions and unsaturated fatty acids are key components of cell membranes. All are essential to health, growth and development. The oxidation of fatty acids may lead to a loss of aroma and flavour appeal.

**No artificial colours or flavours:**

Often the source of chronic skin irritation and hyperactive behaviour.

**Minerals:**

Our pet food is supplemented with a unique combination of mineral and vitamin nutrients, which are essential to your pets wellbeing.

Examples – Essential macro and trace minerals, included in the correct balance and amounts. These are required throughout the body and are essential for growth, health, reproduction and survival. Eg. calcium, phosphorus, sodium, potassium, chloride, magnesium, iron, copper, zinc, manganese, iodine, cobalt, selenium etc.

Vitamins are included in the correct balance and amounts for the species and life stage of the pet. Again required throughout the body and are essential for growth, health, reproduction and survival. Eg. Vitamins A, D, E and K termed 'fat-soluble' vitamins, plus 'water-soluble' vitamins C and the B-complex vitamins eg. thiamine (B1), riboflavin (B2), pyridoxine (B6), cyanocobalamine (B12), niacin, folacin, biotin, pantothenate, choline etc.

**Antioxidant vitamins:**

Help to mop up toxic molecules known as 'free radicals' that are produced during normal metabolism, but are also increased by environmental pollutants such as car exhaust fumes. Eg. Vitamins E and C.

Some nutrient benefits shown in more detail –

**L-Carnitine:**

A water-soluble vitamin, which assists energy release. It occurs naturally in meat and helps to keep active pets fit and healthy.

**Calcium:**

Helps with the formation of bones and teeth, blood clotting, nerve and muscle function.

**Linoleate (Omega 6):**

Research shows linoleic is proven to help reduce itching and scratching. Helps produce healthier skin and a more beautiful coat.

**Linolenate (Omega 3):**

Helps maintain good health and protects against illness. Used in the development of new tissue particularly with the development of neurological tissues in the brain and the retina. Also has anti-inflammatory benefits and helps prevent heart disease.

**Phosphorus:**

Supports bone formation and utilization of energy.

**Potassium:**

For healthy muscle development.

**Sodium Chloride:**

For optimum body fluid balance.

**Vitamin A:**

Promotes bone growth, aids vision and skin maintenance.

**Vitamin D3:**

Promotes growth of bones and teeth. Regulates calcium and phosphorous absorption.

**Vitamin E:**

An important antioxidant. Aids reproduction and cell protection, and is essential for muscle function.

**Vitamin C:**

Vitamin C acts as a powerful antioxidant that destroys dangerous free radicals.

**Copper:**

Helps build haemoglobin, which is essential for avoiding anaemia, maintaining nerve function and coat and eye colouration.

[www.hypoallergenic-petfood.co.uk](http://www.hypoallergenic-petfood.co.uk)

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