

PRIMARY INGREDIENT DEFINITIONS:

Alfalfa Meal Alfalfa meal is one of the richest mineral foods containing abundant amounts of trace minerals (zinc, iron and manganese), vitamins (Vitamin A and C) nutrients needed by dogs to sustain well-being. It is a good source of protein, fiber, calcium, iron and chlorophyll.

Apples Apples are an excellent source of pectin.

Barley Whole Barley is the whole grain with the hull and bran. It is a good carbohydrate source for energy, B vitamins and fiber for colon health. It is an excellent source of soluble fiber and has been shown to lower cholesterol levels. Barley is a quality grain source and minimizes allergic reactions typically associated with corn or wheat. An excellent choice for diabetic pet diets due to its unique nutritional make-up, modest amounts of slowly-digested starch and the soluble fiber β -glucan.

Beta Carotene Beta-Carotene is an antioxidant. Research has shown that cell death occurs due to the process of oxidation, which is caused by what are called "free radicals". Antioxidants such as beta-carotene may also protect against certain cancers, cataracts and heart disease. Beta-Carotene plays an important role in animal health as a precursor of Vitamin A, which is an essential nutrient needed for normal growth development, reproduction, immune function, and vision. In addition to its role as a precursor of Vitamin A, it also acts as an antioxidant and a potent quencher of singlet oxygen. Singlet oxygen and free radicals are unstable chemical species that can arise from normal body metabolism or from environmental exposure to cigarette smoke, air pollutants, radiation, certain drugs and environmental toxins, and if not neutralized can cause serious cellular damage leading to certain chronic diseases.

Blueberries Blueberries are rich in Vitamin A & C, Potassium, Fiber and various carotenoids which are valuable antioxidants. Fresh blueberries provide flavor, taste and color of fresh fruits.

Brown Rice/Ground Brown Rice Ground Brown Rice is the entire product obtained in grinding the rice kernels after the hulls have been removed. An excellent source of complex carbohydrates, provides quick energy and is loaded with B vitamins and minerals.

Calcium Carbonate Calcium carbonate is a mineral used to provide calcium. It must contain a minimum of 38% iodate.

Calcium Iodide Calcium Iodate is a nutritional source of Iodine. Iodine helps the thyroid function properly and perform a multiple of body functions including metabolism, nerve and muscle function, the growth of skin and hair.

Calcium Pantothenate/Pantothenic Acid This water-soluble vitamin required to sustain life is also known as Vitamin B5 or Pantothenic Acid. Pantothenic Acid is needed to form coenzyme-A (CoA), and is critical in the metabolism and synthesis of carbohydrates, proteins and fats. This vitamin is necessary for the conversion of fat and sugar into energy and promotes wound healing and antibody formation.

Carrots Carrots are an excellent source of fiber and minerals. Also a good natural source of beta carotene, an antioxidant essential for neutralizing free radicals.

Chicken A high-quality, highly digestible protein source that provides essential amino acids, fatty acids, and certain minerals for muscle development, organ function, and energy. Chicken is the clean combination of skin and flesh without the bone derived from whole chickens. This is the same chicken we eat and is free of added growth hormones and steroids. It is an excellent source of high quality protein and fatty acids and is the first ingredient in any of our chicken based diets for dogs.

Chicken Fat There are many grades of Chicken Fat used is a quality grade source that is naturally preserved with mixed tocopherols (a source of natural Vitamin E) to maintain freshness.

Chicken Meal As the chicken cooks, all of the fat and water are released, creating a concentrated, highly-digestible protein and fat source.

Chicory Root Extract Chicory is harvested to extract inulin. Inulin is often known as a "Prebiotic" the counterpart to "Probiotics." Probiotics are good bacteria that stop the growth of the bad bacteria in the digestive tract. The "prebiotic" (inulin) feeds these probiotics so that they can do their jobs.

Choline Chloride Is a source of the nutrient Choline. Choline is necessary for a number of important functions including energy metabolism and proper nervous tissue function.

Chondroitin Sulfate Chondroitin Sulfate is part of a large protein molecule which gives cartilage its elasticity. It is believed to be helpful in maintaining and rebuilding cartilage in the animal.

Copper Amino Acid Complex Two compounds which are used as a source of copper. The copper from copper proteinate is highly available while the copper from copper sulfate is less so. A trace mineral found in all body tissues. It works in respiration, synthesis of hemoglobin and production of collagen. It is also an antioxidant and helps prevent oxidation of fatty acids. Copper promotes normal red blood cell formation, acts as a catalyst in storage and release of iron to form hemoglobin for red blood cells, assists in the production of several enzymes involved in respiration, promotes connective-tissue formation and central nervous system function and promotes normal insulin function. Copper is an essential mineral for preventing anemia in dogs.

d-Alpha Tocopherol This is also known as Vitamin E. This form of Vitamin E is usually used as a nutritional supplement. Dogs are more tolerant to excess Vitamin E than other fat soluble vitamins and toxicity cases have never been reported. Supplementation is usually associated with skin and coat issues.

DHA Docosahexaenoic acid is an omega-3 essential fatty acid important for neural development of your mammals. DHA is a major structural component of the brain as well as the most abundant fatty acids in the brain. It plays a vital role in the development of the central nervous system and retinal function.

Dicalcium Phosphate A mineral supplement which contains 20% calcium and 18% phosphorus. The phosphorus is essentially 100% available.

Dried Whole Egg Dried, whole, cooked eggs (minus shells) are often added to pet foods to increase the protein biological value. Raw egg whites contain avidin which binds to biotin (B Vitamin) to make it unavailable to the pet. Therefore, it is not recommended to feed pets raw eggs. Egg is a source of high quality protein and fatty acids. It is a complete protein source providing all the essential amino acids contributing to growth and muscle development. The fatty acid profile includes arachidonic acid, and Omega 6 fatty acids associated with healthy skin and coat.

Flaxseed Also known as linseeds, flaxseeds are rich in Omega 3 fatty acids. Flaxseeds are high in fiber that adds bulk to the diet. Omega-3 fats in flaxseed also improve the shine of the pet's coat. It also aids in the movement of food through the digestive system. Ground flax seed contains flax seed oil, which is one of the richest sources of the essential Omega 3 fatty acids (linolenic acid). Flax is a good source of essential amino acids and contains all the essential vitamins and minerals required by dogs. Flax is beneficial for its anti-inflammatory effect and has been known to help arthritis and prevent cancer. Flax seed is also a great fiber source that aids in digestion. Also an excellent source of Omega 3 & 6 fatty acids that promote healthy skin and coat.

Folic Acid Folic acid is another B-vitamin that is added to most pet foods. It helps form red blood cells and break down amino acids.

Garlic Helps improve the palatability of the food. A natural antioxidant that can help thin the blood; helps strengthen the heart and maintain good circulation; has natural antibiotic properties from alliin.

Glucosamine Hydrochloride Glucosamine is an amino sugar that plays a role in cartilage formation and repair. It is extracted from shellfish (shrimp and crabs) and is believed to be useful in helping repair and rebuild cartilage.

Lamb The clean flesh derived from lambs and is limited to that part of the striated muscle which is skeletal or that which is found in the tongue, or heart, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve, and blood vessels which normally accompany the flesh. An excellent source of protein. Lamb is a highly digestible protein source providing essential amino acids, fatty acids, vitamins and minerals for muscle development, energy, and coat condition. Amino acids and fatty acids are more readily available in lamb since it is not subjected to a high heat process.

Lamb Meal Lamb Meal is a highly digestible protein source produced by cooking lamb at high temperatures, extracting the fat and drying the meat residue. It is a meat protein, providing essential amino acids and fatty acids, vitamins, and minerals for muscle development and energy. It is naturally stabilized with mixed tocopherols and rosemary to preserve freshness.

Manganese Proteinate / Manganese Sulfate Two compounds which are used as a source of manganese. The manganese from manganese proteinate is a chelated source of manganese and is an antioxidant. It slows down the process of aging, activates many enzymes and helps utilize fatty acids. The manganese from manganese sulfate is less available.

Mixed Tocopherols This a mixture of differing forms of Vitamin E most often used as a preservative or antioxidant to stabilize fats to prevent them from becoming rancid. Their stabilizing effect depends on the type of fat used.

Niacin While the B vitamin Niacin is present at high levels in most grains, unless properly treated, most of the niacin in these ingredients is in a bound form and hence unavailable to the pet. For this reason most manufacturers supplement their diets with niacin. It helps process protein, carbohydrates and fat as well as promotes healthy nervous and brain function.

Oatmeal Oatmeal is obtained in the manufacture of rolled oat groats or rolled oats and consists of broken oat groats, oat groat chips and floury portions of the oat groats with only such quantity of finely ground oat hulls as is unavoidable in the usual process of commercial milling. It must not contain more than 4% crude fiber. Oatmeal is an excellent source of highly digestible carbohydrates, protein and nutritional fiber. It also provides balanced amino acids essential to re-building of healthy muscle tissues.

Omega Fatty Acids Defined as polyunsaturated fatty acids which have a double carbon bond in the third (O-3's) or sixth (O-6's) from last terminating carbon in the fatty acid. Common Omega fatty acids include Linoleic, alpha Linoleic, EPA and DHA.

Potassium Chloride A potassium supplement typically found in pet food. It contains 40% potassium and 60% chloride. It is important in helping the pet maintain proper acid-base balance.

Pyridoxine Hydrochloride Pyridoxine hydrochloride is the most common form used when supplementing pet foods with the B-vitamin pyridoxine. Pyridoxine is very important in helping the pet metabolize protein.

Riboflavin Riboflavin is used to supply the diet with a B-complex vitamin. It helps promote growth and helps assimilation of carbohydrates and amino acids.

Rice Bran Rice bran is the bran layer and germ of whole brown rice with only such quantity of hull fragments chipped or broken rice as is unavoidable in the regular milling of edible rice. It must not contain more than 13% crude fiber. An excellent source of both soluble and insoluble fiber.

Rice/Ground Rice Unless listed as brown rice, rice is the de-hulled rice kernel, without the bran. Rice is the preferred grain for diets as it is low in minerals, specifically magnesium. Controlling the mineral content of a diet is especially important for cats prone to urinary tract disease. Wellness uses some whole rice and some ground rice in the dietary solutions recipes.

Sodium Selenite A source of the trace mineral selenium. Since animals require only about 0.1 parts per million of selenium, sodium selenite does not contribute any significant amounts of sodium. This helps to regulate the body's water balance.

Spinach Spinach is exceptionally rich in carotenoids, including beta-carotene and lutein, and also contains quercetin, a phytochemical with antioxidant properties. Spinach is also a good source of magnesium and manganese.

Sweet Potatoes Sweet Potatoes are excellent source of complex carbohydrates, vitamins, minerals and Beta Carotene. The starch in sweet potatoes converts to sugar easily and provides quick energy. Sweet potatoes are not part of the "Night Shade" family.

Taurine Taurine is a compound similar to amino acids. It is essential for the proper functioning of the eyes and heart.

Thiamin Mononitrate Form of thiamin or vitamin B1. Thiamin is easily destroyed by high heat, so most dry foods and all canned foods should be supplemented with additional thiamin.

Tomato Pomace Tomato Pomace is the mixture of tomato skins, pulp and crushed seeds. It is an excellent source of soluble fiber and rich in the antioxidant lycopene.

Tomatoes Whole tomatoes are an excellent source of vitamin C and especially rich in the carotenoid lycopene which is an important anti-oxidant.

Vitamin A (Acetate), Vitamin D- 3 These supplements are added to almost all pet foods as a vitamin source. Vitamin A is sometimes labeled as vitamin A-acetate and Vitamin D as cholecalciferol. Both of these fat soluble vitamins are required in the diet, although diets containing liver are often not supplemented with Vitamin A, because liver is an excellent source of vitamin A.

Vitamin B12 Supplement Although usually referred to on labels as vitamin B12, this B-vitamin is sometimes called by its chemical name cyanocobalamin. Vitamin B12 is only found in animal based ingredients, and most animals obtain enough vitamin B12 from the microbes in their gut. Animals on antibiotics may require supplemental vitamin B12.

Vitamin E Supplement This supplement is added to almost all pet foods as a vitamin source. It is sometimes labeled as d-alpha-Tocopherol acetate. It is a fat soluble vitamin, which is required in your pet's diet.

Whitefish Fish Proteins are loaded with nutrients such as Zinc, Iron and Phosphorus and a great source of Omega 3 fatty acids. Whitefish is the clean tissue of un-decomposed whole whitefish or whitefish cuttings. It is an excellent source of high quality protein, calcium, phosphorus and long chain Omega 3 fatty acids, which are critical for healthy skin, coat and proper body function.

Whitefish Meal Whitefish meal is the clean, dried and ground tissue of undercomposed whole whitefish with or without the extraction of part of the oil. It must not contain more than 10% moisture. It is an excellent source of high quality protein, calcium, phosphorus and long chain Omega 3 fatty acids which are critical for healthy skin and coat, proper body function and enhanced learning of young puppies.

Yucca Schidigera Extract Yucca Schidigera is a natural extract made entirely from the stem of the Yucca Schidigera plant. Yucca is a desert plant. It is a natural source of digestive aid. It is also known to reduce fecal odor. It has been used for treatment of arthritis for centuries. It is rich in minerals due to its anti-inflammatory properties. Known to be beneficial for anemia, heart, skin, eyes, and protects against cancer.

Zinc Amino Acid Complex Zinc is an essential mineral important in maintaining healthy skin, hair and mucous membranes. It has antioxidant properties, maintains normal taste and sense of smell, aids in healing and promoting a healthy immune system, helps synthesize DNA and RNA and promotes normal growth and development.