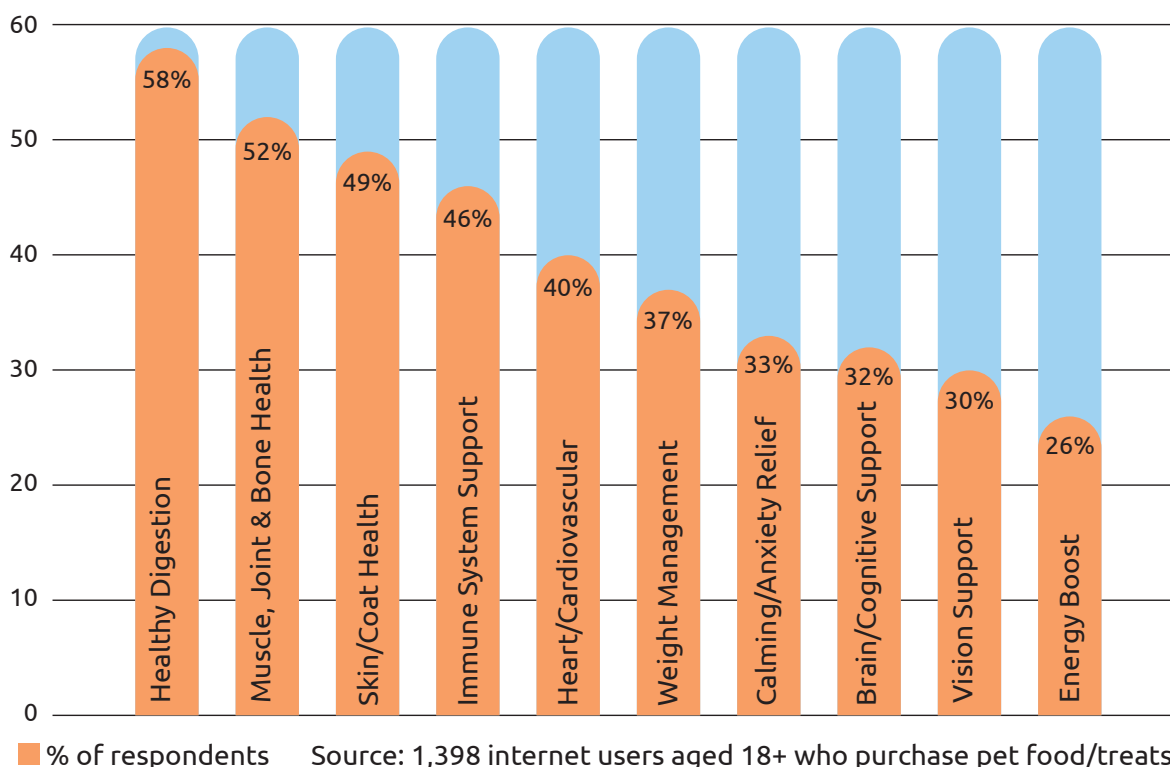


The most popular health and wellness claims and the ingredients that can meet these special needs

US: Interest in Health & Wellness Claims in Pet Food & Treats, March 2021



trusted petfood ingredients

The most popular health and wellness claims and the IQI ingredients that can meet these special needs

Healthy digestion:

<ul style="list-style-type: none"> • Prebiotics • Postbiotics • Insoluble fibers 	GOS* and IQI seaweed blend sustainable short & medium chain fatty acids* cellulose, ligno cellulose*, miscanthus fiber* and functional carrot fiber
<ul style="list-style-type: none"> • Immunoglobulins (IgG) • Highly digestible proteins 	chicken plasma powder various sources of hydrolyzed, spray dried, low biogenic amines animal & marine protein sources

Muscle, joint & bone health:

<ul style="list-style-type: none"> • Collagen peptides • Omega 3 	porcine & bovine collagen peptides fish and algae based EPA&DHA and krill meal
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Skin/coat care:

<ul style="list-style-type: none"> • Omega 3 	fish and algae based EPA&DHA and krill meal
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Immune system support:

<ul style="list-style-type: none"> • Omega 3 • Immunoglobulins (IgG) 	fish and algae based EPA&DHA and krill meal chicken plasma powder
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Heart/cardiovascular health:

<ul style="list-style-type: none"> • Omega 3 • Taurine • Oat beta-glucans 	fish and algae based EPA&DHA and krill meal heart health cardiovascular
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Weight management:

<ul style="list-style-type: none"> • Insoluble fibers 	cellulose, ligno cellulose*, miscanthus fiber and functional carrot fiber
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Calming/anxiety relief:

<ul style="list-style-type: none"> • Tryptophane • Fish protein peptides • Alpha-casozepine 	pure or tryptophane rich ingredients contains low molecular weight peptides a milk protein hydrolysate
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Brain/cognitive support:

<ul style="list-style-type: none"> • Omega 3 (DHA) 	fish and/or algae origin DHA
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Vision support:

<ul style="list-style-type: none"> • Omega 3 (DHA) • Taurine 	fish and/or algae origin DHA (specifically for cats)
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*not available in the USA

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