

S P E C I F I C

MAKING A DIFFERENCE



THE CIRCLE OF GOOD

NEW ALLERGY MANAGEMENT PLUS.
FOR YOUR MORE SENSITIVE
CUSTOMERS.

New Allergy Management Plus gets good reactions all round

The addition of wet varieties - an important addition reflecting owner demand.

- Wet food is the most popular format for cat owners with over 70% share
- Growing interest in wet foods for dogs, driven by owner desire to liven up their dry, kibble diet or to use as an occasional indulgence.

POSITIVE PALATABILITY TESTING RESULTS

Palatability testing of both wet cat (FΩW-HY) and wet dog (CΩW-HY) with 10 dogs and 10 cats over a 10 day period showed that both consumed the FEDIAF recommended quantity

PRELIMINARY EFFICACY TESTING SHOWS COMPARABLE PERFORMANCE WITH SPECIFIC ALLERGY MANAGEMENT DRY DIETS

Tested on a selection of dogs and cats diagnosed with adverse food reactions, currently well controlled by CDD-HY/CΩD-HY or FDD-HY/FΩD-HY.

Fed, daily, half a tray of new wet CΩW- HY and FΩW-HY. Evaluated for dermatological and gastrointestinal signs by using a standardised form at week 0 and week 2.

Preliminary results indicate both positive owner acceptance and continued management of the adverse food reaction.

Ideally designed nutrition to support management of allergies

- High levels of EPA and DHA from fish oils to maintain healthy skin optimising skin barrier protection
- High levels of EPA and DHA from fish oils provide raw materials for production of eicosanoids for support of the natural anti-inflammatory process
- Hydrolysed salmon protein to reduce symptoms of adverse food reaction.

New Stay Fresh 12 kg box – 3 x 4 kg bags

Allows owners the convenience of a large format purchase with the freshness of multiple small bags



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