



Venison, celery & aronia berries



Complete food for dogs of all ages and sizes

100g

Ingredients: fresh venison (muscle meat, heart, lungs, liver) 81%, carrots* 10%, celery* 4%, aronia berries* 2%, salmon oil 1%, minerals 1%, coconut oil*, algae limestone, Ascophyllum nodosum* (pure seaweed extract) *16.55% organic.

Additives (per kg) Nutritional additives: vitamin A 2200 IU, vitamin D3 180 IU, vitamin E 12 IU, cupric sulphate pentahydrate 1.6 mg, manganous II oxide 0.9 mg, zinc sulphate monohydrate 15 mg, sodium selenite 0.07 mg.

Analytical Constituents: protein 12%, crude oils & fats 6%, crude ash 1.9%, fibre 0.6%, moisture 79%. 97 kcal/100 g.

Ingredients	Description	Benefits for your pet
Venison	Venison refers to the meat of a deer, a kind of red meat that is a low-calorie source of protein. It has become increasingly popular due to its nutritional value. Venison has 5 times more Omega-3 than beef. On top of that, it has a good ratio of Omega-6 to Omega-3. Venison is also a good source of B vitamins and minerals such as zinc, phosphorus and iron. It's also more environmentally friendly than factory-farmed meat.	While venison has a little less protein than beef, it's also less fatty and it has less cholesterol, making it a desirable alternative to other meats. Its vitamin and mineral profile also guarantees healthy energy levels. Since it is a less common protein, it's a good substitute for cats and dogs with food sensitivities or allergies.
Carrots	Carrots are root vegetables like sweet potatoes and pumpkin. They are high in beta-carotene, a powerful antioxidant that the body converts to vitamin A. Carrots are also a good source of fibre, vitamin K and potassium. They are very low in fat and protein.	Carrots' essential phytonutrients help protect your pet's eyes from free-radical damage and UV radiation. The beta-carotene is also essential for growth, development and a healthy immune system. Because of its high value in soluble fibre, carrots can also help your pet with bowel movement regularity.
Celery	Celery is a marshland plant of the family apiaceae that has been cultivated since ancient times. It's a source of important antioxidants that protect cells and organs from oxidative damage. Celery also contains vitamins A, K and C, beta carotene, flavonoids, phytonutrients, vitamins and minerals (turning it into a neutraliser on acidic foods) and has a very low glycemic index.	This crunchy vegetable has a myriad of benefits in store for your dogs and cats. Since it stimulates the production of urine, it helps eliminate toxins from your pets' system. Its high fibre content helps satisfy the appetite and its minerals help regulate the digestive system while also helping to reduce anxiety and stress. Vitamin K also contributes to strong and healthy bones.
Aronia berries	Aronia berries, also known as chokeberries because of their mouth-drying effect, are small dark berries that are considered one of the richest sources of plant antioxidants. They're low in calories, but are high fibre, vitamin C, manganese, folate, iron, and vitamins A and E.	Studies have confirmed aronia berries' powerful antibacterial activity and positive impact in urinary tract infections and inflammation. These berries have also been shown to fight inflammation and help keep blood sugar in check.
Salmon oil	Salmon oil, like regular fish oil, is high in Omega-3 fatty acids. The primary Omega-3 fats found in salmon oil are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).	Some of the incredible proven benefits from salmon oil to our pets include: Improved condition of the skin and coat, reduced inflammation that can lead to conditions like arthritis, helps preventing skin allergies, regulates the immune system, improves cognitive function in older dogs, lowers blood pressure and triglycerides, helps with Inflammatory Bowel Disease, fights heart diseases, reduces the appearance of joint problems. Furthermore, research has shown that DHA also helps in a better brain development in puppies and kittens.
Salmon oil	Coconut oil is extracted from mature coconuts and takes the form of an edible oil that can and should be used in human and pet food. It is a source of saturated fatty acids, most of which are Medium Chain Triglycerides (MCTs).	In addition to being an excellent energy source, coconut oil has also been shown to improve skin and coat, improve digestion and reduce skin conditions and allergic reactions. Furthermore, its fatty acids are incredibly helpful in cognitive function. According to many studies, coconut oil may also be beneficial for preventing pest infections and for treating bites.
Algae limestone	Algae limestone is a blue green algae that is particularly associated with limestone, coral and other calcium-carbonate-based rocks. Furthermore, it contains protein and vitamin C.	Algae limestone is a natural source of calcium that cats and dogs are more capable of readily processing than artificially produced calcium citrate. In addition to calcium, it also contains magnesium and 72 other trace elements. Its unique mineral matrix supports the effects of calcium. It stimulates bone growth by remodeling and improving its mineral density, protecting bones by preventing calcium loss, thereby helping against degenerative bone conditions.
Ascophyllum nodosum (pure seaweed extract)	Ascophyllum nodosum, also known as egg-wrack, is a brown seaweed that can grow up to 2 meters long and that can be found mainly in the North Atlantic. It's most notable as a source of micro-nutrients, including over 60 minerals.	The combination of minerals and trace elements in Ascophyllum nodosum is incredibly useful to promote oral health and to prevent plaque. Its fibre, insoluble and resolute, acts as a brush cleaning up the stomach from bacteria, also working as an anti-inflammatory.