



Veterinary Staff Information Sheet

Delicate Care™ for Cats: Skin or Stomach

Summary:

Delicate Care™ Skin or Stomach Cat Food is a hypoallergenic, highly palatable, complete and balanced diet that is suitable for cats of all life stages with skin and/or stomach issues. Delicate Care™ Skin or Stomach Cat Food is based on a foundation of novel proteins from duck and kangaroo and uses the gluten-free grain, sorghum as the novel carbohydrate source. The duck meal used in Delicate Care™ Skin or Stomach Cat Food is sourced from the human food chain, and does not include feathers in the meal which excludes the keratin proteins as potential allergens. Delicate Care™ Skin or Stomach Cat Food does not contain chicken or fish proteins, which are often the main allergenic protein sources for cats. Moreover, Delicate Care™ Skin or Stomach Cat Food does not contain glutes from wheat or corn that are often implicated in food intolerances.

Delicate Care™ Skin or Stomach Cat Food contains all the essential nutrients for cats as obligate carnivores such as: vitamin A (in the retinol ester form), taurine addition at canned food rates (ie 2.5 x extruded), augmented inclusions of thiamin and niacin, appropriate arachidonic acid from kangaroo meat (a rich source) and the amino acid, arginine for efficient nitrogen disposal and prevention of ammonia toxicity. L-Carnitine has been added to Delicate Care™ Skin or Stomach Cat Food to assist with fatty acid metabolism, and has been proposed as possibly reducing the severity of hepatic lipidosis. Delicate Care™ Skin or Stomach Cat Food also contains the Omega Magic™ Essential Oil Blend (containing the appropriate ratios of Omega 3 & 6 essential fatty acids) to assist with a balanced inflammatory response. Delicate Care™ Cat Food is also boosted with iodine and selenium at safe concentrations to meet all life stages as recommended by AAFCO. Selenium and iodine are linked in their metabolic roles since the type I deiodinase enzyme contains selenium and converts thyroxine to the more active tri-iodothyronine form. We believe that Delicate Care™ Cat Food represents a truly innovative concept in cat food that aligns cutting edge nutritional science with a blend of novel and natural ingredients suitable for cats with skin and/or stomach issues.

Key Points about Delicate Care™ Skin or Stomach Cat Food:

Recommended for cats of all life stages with skin and/or stomach issues

Hypoallergenic: Novel proteins from Australian Kangaroo and Australian Duck.

Novel grain; Australian Sorghum (Gluten-free for prevention of gluten-based IBDs).

Low Carbohydrate Load: Delicate Care™ Cat Food has been formulated to reduce the carbohydrate load in the diet to aid controlled digestion and absorption in the small intestine to reduce the risk of excess carbohydrate supply to the colon.

Natural: Naturox (a natural antioxidant) is incorporated throughout the whole supply chain of ingredients for this cat food so that no artificial preservatives are used in the sourcing or manufacturing of ingredients for Delicate Care™ Skin or Stomach Cat Food.

No artificial colouring (leads to some natural colour variation), no artificial flavour.

Balanced: Meets or safely exceeds all AAFCO nutrient specifications for cats of all life stages.

Omega Fatty Acids: Delicate Care™ Skin or Stomach Cat Food contains the essential fatty acids that must be supplied in the diet of cats through Omega Magic™. Omega Magic™ contains balanced Omega-6: Omega-3 fatty acids in a ratio close to 5:1 to balance the less inflammatory eicosanoids which assists in maintaining a shiny coat and healthy skin.

Omega-6 essential fatty acids are sourced from sunflower oil (not corn oil) to ensure supply of AAFCO specified linoleic acid (C18:2 n-6) and arachidonic acid (C20:4 n-6) from kangaroo meal which is essential in cats due to very low desaturase activity



Manufactured in Australia for
NB PETFOODS PTY LTD T/A DELICATE CARE
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Key Points about Delicate Care™ Skin or Stomach Cat Food(continued):

Omega-3 essential fatty acids are sourced from canola oil (local, GMO free) for linolenic acid (C18:3 n-3) and fish oil from deep sea sources provide very long chain omega-3 fatty acids: eicosapentaenoic acid (EPA; C20:5 n-3) and docosahexaenoic acid (DHA; C22:6 n-3).

Coconut Oil: A rich source of medium chain triglycerides (MCT) which are a readily available source of energy that is immediately available to cats. MCTs do not get stored as body fats; an ideal source of energy for recuperating cats.

Prebiotics: To support the immune system

FOS: promote 'friendly' *Bifidobacteria* in lower gut [Hussein et al. (1999) J.Nutr. 129: 1454S-1456S]

MOS: anti-allergenic effect, attributed to activation of cellular immunity [Ozaki et al. (2007) J Health Sci 53: 766-770]

Low Smell: Natural *Yucca schidigera* extract assists in reducing body and faecal odour.

Ammonium Chloride: reduces the risk of struvite-based FLUTD through acidifying the post-prandial urine.

Ingredients in Delicate Care™ Skin or Stomach Cat Food:

Whole Sorghum, Australian Duck, Australian Kangaroo, Kangaroo Digest, Omega Magic™ Essential Oil Blend, Coconut Oil, Ammonium Chloride, Choline, L-Lysine, FOS (Fructo-Oligo-Saccharides), *Saccharomyces cerevisiae* Extract, L-Carnitine, *Yucca schidigera* Extract, DL Methionine, Paraffin Oil, Vitamins A D3 E K B1 B2 B3 B5 B6 B12, Folic Acid, Citric Acid, Taurine, Biotin, Copper Sulphate, Zinc Sulphate, Iron Sulphate, Manganese Oxide, Calcium Iodate and Sodium Selenate. Product protected by natural mixed tocopherols (Vitamin E) and rosemary extract.

**No salt (sodium chloride) is added to Delicate Care™ formulations. Salt, if present in our formulations, is naturally occurring.*

Nutritional Analysis: (as fed)

Protein (%min) 30 (>85% from animal sources)

Fat (%min) 12

Starch <20%

Fibre (%max) 3.5

Metabolisable Energy: 385 kcals(1610 kJ)/100gms as fed

Omega 6- 1.7%

Omega 3- 0.4%

Sodium 0.35% (as present in ingredients, none added)

Ca:P 1.32:1

DOES NOT CONTAIN:

Common Allergens derived from Beef, Chicken, Fish protein, Wheat, Corn, Soy, Dairy

Artificial colours, flavours or preservatives

BHT, BHA, or Ethoxyquin

Changing over to Delicate Care™ Skin or Stomach for Cats:

When changing over to Delicate Care™ Skin or Stomach for Cats from another cat diet, we highly recommend that you allow 7-10 days for a gradual transition. Nevertheless do not allow your cat to go for two days without eating, as cats have a poor capacity to control lipid mobilization.

Proudly Australian Made and Owned

*Always aiming to be at the forefront of developments
in Pet Nutrition*



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