



Veterinary Staff Information Sheet

Delicate Care™ Skin or Stomach Ocean Fish and Rice

Skin Allergies

Summary: Delicate Care™ Skin or Stomach Ocean Fish and Rice is a highly palatable, hypoallergenic elimination diet for dogs with sensitive skin or stomach, based on novel proteins and highly digestible, gluten-free grains. Delicate Care™ Skin or Stomach Ocean Fish and Rice is boosted with the Omega Magic™ Essential Oil Blend (Omega 3 & 6), vitamins, chelated minerals, and pre- and pro-biotics.

Food allergies occur when a dog's **immune system** mistakenly identifies a particular food ingredient as harmful. Food allergies are the third most common cause of allergic itching and scratching in dogs, typically starting as red moist rashes in the ears. Food allergies occur in dogs of all ages and are not seasonal.

Protein components of chicken meals and corn (in the USA) and meat meals and wheat grain (in Australia) are amongst the most common allergens, mainly due to their prevalence in most commonly available dog foods. Typically, dogs have been exposed to the allergens for a long period of time eg on the same type of diet for at least two years.

Delicate Care™ Skin or Stomach Ocean Fish and Rice is formulated from novel protein sources in this case, fish and rice both of which are hypoallergenic. Delicate Care™ Skin or Stomach Ocean Fish and Rice is an effective way to assist in the care of skin allergies.

Key Points:

Recommended for dogs of all life stages with Skin or Stomach sensitivities

Hypoallergenic: Novel proteins from Australian ocean fish.

Novel grain rice (gluten-free; GMO-free)

Natural: Naturox (Kemin) incorporated into the whole supply chain, so no artificial preservatives are used in the sourcing or manufacturing of ingredients for Delicate Care.

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

Balanced: Formulated to meet AAFCO nutrient specifications for all life stages.

Protein: Energy ratio (balanced for sustained and steady growth for large breed puppies)

Calcium: Phosphorus ratio (to optimize skeletal development for all breeds of dogs)

Omega Fatty Acids: Delicate Care contains the essential fatty acids that must be supplied in the diet of dogs through Omega Magic™. Omega Magic™ contains balanced Omega-6: Omega-3 fatty acids in ratio close to 5:1 to balance the less inflammatory eicosanoids to help maintain 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)

Omega-3 essential fatty acids are sourced from:

- Canola oil (Austrian, GMO free) for linolenic acid (C18:3 n-3)
- Fish oil from deep sea sources for very long chain omega-3 fatty acids: eicosapentaenoic acid (EPA; C20:5 n-3) and docosahexaenoic acid (DHA; C22:6 n-3)

Prebiotics: To support the immune system



Manufactured in Australia for
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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]

Chelated Trace Minerals: Addition of chelated minerals (eg. Zinc, Copper, Iron and Manganese) to ensure efficient absorption and delivery of micronutrients for optimum energy and protein metabolism.

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

Ingredients:

Rice, Ocean Fish, Omega Magic™ Essential Oil Blend (canola, sunflower, fish and flax seed oils), natural flavours (plant based), Coconut Oil, Cellulose, Ammonium Chloride, Montmorillonite, Vitamins A D3 E K3 B1 B2 B3 B5 B6 B12, Folic Acid, Biotin, Citric Acid, Zinc (from Sulphate), Iron (from Sulphate), Zinc Chelate, Iron Chelate, Copper (from Sulphate), Manganese (from Oxide), Copper Chelate, Manganese Chelate, Iodine and Selenium, Choline Chloride, *Yucca schidigera* extract, L-lysine, FOS (Fructo-Oligo-Saccharides, MOS (Manno-Oligo-Saccharides), *Bacillus subtilis*, DL-methionine. 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

Crude Protein (%min) 25

Crude Fat (%min) 9

Crude Fibre (%max) 4

Moisture (%max) 10

Metabolisable Energy 360 kcal/100gms as fed

DOES NOT CONTAIN

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

Artificial colours, flavours or preservatives

BHT, BHA, or Ethoxyquin

Packaging

Freshness of our natural product is maintained by our state of the art, multi layered high performance plastic 3kg and 15kg resealable bags.

Please refer to consumer brochure for feeding chart and change over details.

Proudly Australian Made and Owned

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



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