

GOOD NUTRITION AND ANIMAL HEALTH



Good nutrition is more than just about getting enough to eat. It is about providing the right nutrients to allow them to grow, develop to their potential and stay active and healthy. We believe that high quality food made with high quality ingredients is an important part of staying healthy.

As animal healthcare specialists we, at Dechra, know how to make foods with the right nutrient profile – whether that's life stage foods for healthy dogs and cats of different ages or foods to provide nutritional support during periods of ill health.

SPECIFIC has been built around the unique nutritional benefits of fish, which means most diets within the specific range are rich in marine sourced omega-3, essential fatty acids that support a healthy coat and skin.

This unique formulation means that SPECIFIC is a highly effective range of cat and dog nutrition that helps keep cats and dogs in the very best of health.

WHY IS FISH SO HEALTHY?



- Fish is naturally rich in omega-3, essential unsaturated fatty acids that play a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. They also promote a strong immune system
- Fish contains the right type of omega-3 – The beneficial EPA and DHA forms of omega-3, not present in plant omega-3, which can only be obtained from fish and other marine sources
- Fish is a well-balanced protein with the right mix of amino acids for the body's protein needs
- Fish protein is high quality, low in saturated fat and easily digested
- Fish and other marine ingredients are packed with vitamins D and B2 (riboflavin) supporting bone formation, nerve and muscle control and promoting coat and skin health
- Fish is a great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium and potassium



FISH AND SUSTAINABILITY

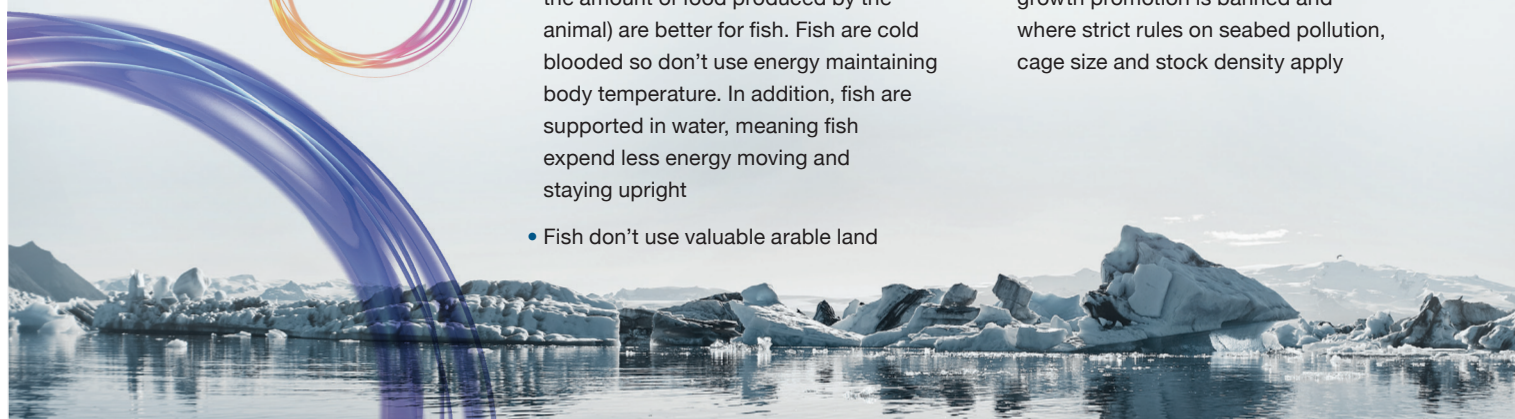


FISH OFFERS A MORE SUSTAINABLE DIETARY CHOICE

- Fewer methane emissions from fish – a major environmental impact of livestock farming
- Feed conversion ratios (the amount of food eaten by an animal relative to the amount of food produced by the animal) are better for fish. Fish are cold blooded so don't use energy maintaining body temperature. In addition, fish are supported in water, meaning fish expend less energy moving and staying upright
- Fish don't use valuable arable land

TO HELP REDUCE THE ENVIRONMENTAL COSTS OF FISH AT SPECIFIC we:

- Only use caught fish from certified fisheries reducing the risks overfishing
- Only use farmed salmon from highly regulated Scottish and Norwegian farms where use of hormones for growth promotion is banned and where strict rules on seabed pollution, cage size and stock density apply



OUR FISH

We use a number of different sources and types of fish and marine ingredients in our diets:



Fish meal – a ground powder made from cooked fish providing a concentrated protein source. Our fish meal is made from various wild caught Atlantic white fish, mostly Blue Whiting.



Krill – our newest ingredient - a superb source of omega-3, water soluble and present as phospholipids (rather than triglycerides) providing significantly improved bioavailability. Krill is also rich in astaxanthin and choline. Our krill comes from MSC certified sources.



Hydrolysed salmon protein – made from Norwegian and Scottish farmed salmon.



Algae – not fish but aquatic plants and a rich source of omega-3. Algae provides a highly sustainable form of high quantities and consistent levels of omega-3. Algae grow incredibly fast and can be grown on non-productive, non-arable land so use fewer environmental resources. It was a NASA programme, looking how to feed mars colonists, that drove the modern commercial algae.



Fish oil – Fish oil is a natural product and so will have variable amounts of EPA & DHA Omega-3. At SPECIFIC we use a specially blended fish oil made from cod liver oil and anchovy oil to ensure consistent and high levels of Omega-3 fatty acids.



Fresh sardine – used in some of our diets is a fresh whole MSC certified sardine caught off the Cornish coast by small boats using ring netting – a catch system that significantly reduces by-catch, fuel usage and seabed damage.



THE DIETARY BENEFITS OF OMEGA-3

Omega-3 can support health and development in many ways:

IMMUNE SYSTEM SUPPORT

Recent studies have suggested that omega-3 may have a role in boosting immune b cells activity

BRAIN AND EYE DEVELOPMENT

DHA omega-3 fatty acids are the main building blocks of the brain and retina and play an important role in building brain cell membranes and the promotion of new brain cell formation

COAT AND SKIN

Omega-3 supports the body's natural anti-inflammatory process helping to relieve the distressing itching. In addition, fish oils are involved in the production of sebum, an oily waxy substance that lubricates the skin and coats the hair with a protective oily layer to give it a shine

COLITIS

By supporting the body's natural anti-inflammatory processes omega-3 can help maintain remission in ulcerative colitis – an inflammation of the inner lining of the colon

CARDIAC HEALTH

High level of omega-3 fatty acids can support maintenance of lean body mass, appetite and normal cardiac rhythm

JOINTS MOBILITY

Omega-3 from fish both helps to reduce the activity of cartilage damaging enzymes and supports the natural anti-inflammatory process to support healthy joints and mobility

URINARY CRYSTALS

Increased dietary fatty acids can lower the risk of urine stones forming in cats

