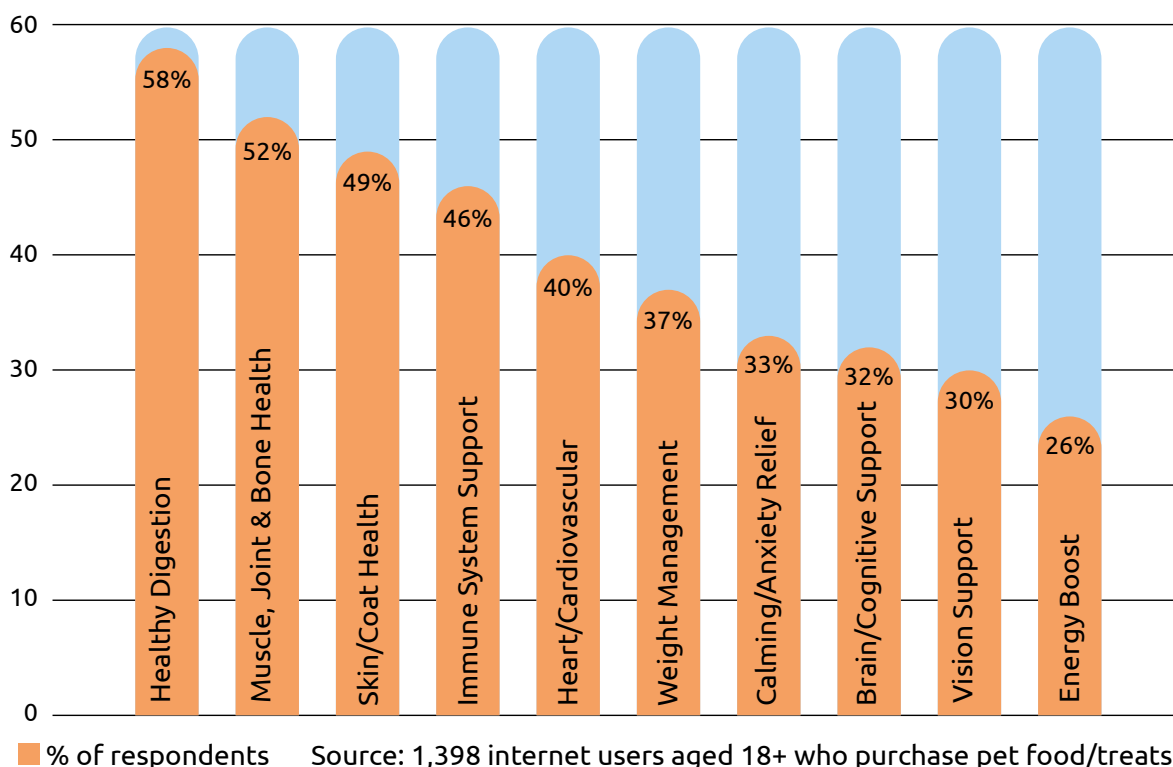


The most popular health and wellness claims and the ingredients that can meet these special needs

US: Interest in Health & Wellness Claims in Pet Food & Treats, March 2021



trusted petfood
ingredients

The most popular health and well-being claims and the IQI ingredients that can meet these special needs

Healthy digestion:	
<ul style="list-style-type: none"> • Prebiotics • SPC Oat Performance • Insoluble fibers • Immunoglobulins (IgG) • Highly digestible proteins • Plant-based fermented protein 	<ul style="list-style-type: none"> • GOS*, IQI seaweed blend or pure kelp • stimulates endogenous production of Protein-AF • cellulose, ligno cellulose*, miscanthus fiber and functional carrot fiber • chicken plasma powder • various sources of hydrolyzed, spray dried, low biogenic amines animal & marine protein sources • highly digestible & palatable plant protein
Muscle, joint & bone health:	
<ul style="list-style-type: none"> • Collagen peptides • Omega 3 	<ul style="list-style-type: none"> • chicken, porcine & bovine collagen peptides • fish and algae based EPA & DHA and krill meal
Skin/coat care:	
<ul style="list-style-type: none"> • Omega 3 • Astaxanthin (algae or krill based) 	<ul style="list-style-type: none"> • fish and algae based EPA & DHA and krill meal • supports skin and coat health
Immune system support:	
<ul style="list-style-type: none"> • Omega 3 • Immunoglobulins (IgG) 	<ul style="list-style-type: none"> • fish and algae based EPA & DHA and krill meal • chicken plasma powder
Heart/cardiovascular health:	
<ul style="list-style-type: none"> • Omega 3 • Astaxanthin (algae or krill based) • Oat beta-glucans 	<ul style="list-style-type: none"> • fish and algae based EPA & DHA and krill meal • improves markers of oxidative stress and inflammation • cardiovascular effect FDA and EFSA confirmed
Weight management:	
<ul style="list-style-type: none"> • Insoluble fibers 	<ul style="list-style-type: none"> • cellulose, ligno cellulose*, miscanthus fiber and functional carrot fiber
Calming/anxiety relief:	
<ul style="list-style-type: none"> • Tryptophane • Alpha-casozepine 	<ul style="list-style-type: none"> • pure or tryptophane rich ingredients • a milk protein hydrolysate
Brain/cognitive support:	
<ul style="list-style-type: none"> • Astaxanthin (algae or krill based) • Omega 3 (DHA) 	<ul style="list-style-type: none"> • enhances cognitive function • fish and/or algae origin DHA
Vision support:	
<ul style="list-style-type: none"> • Omega 3 (DHA) • Astaxanthin (algae or krill based) 	<ul style="list-style-type: none"> • fish and/or algae origin DHA • supports eye hydration and comfort

*not available in the USA

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