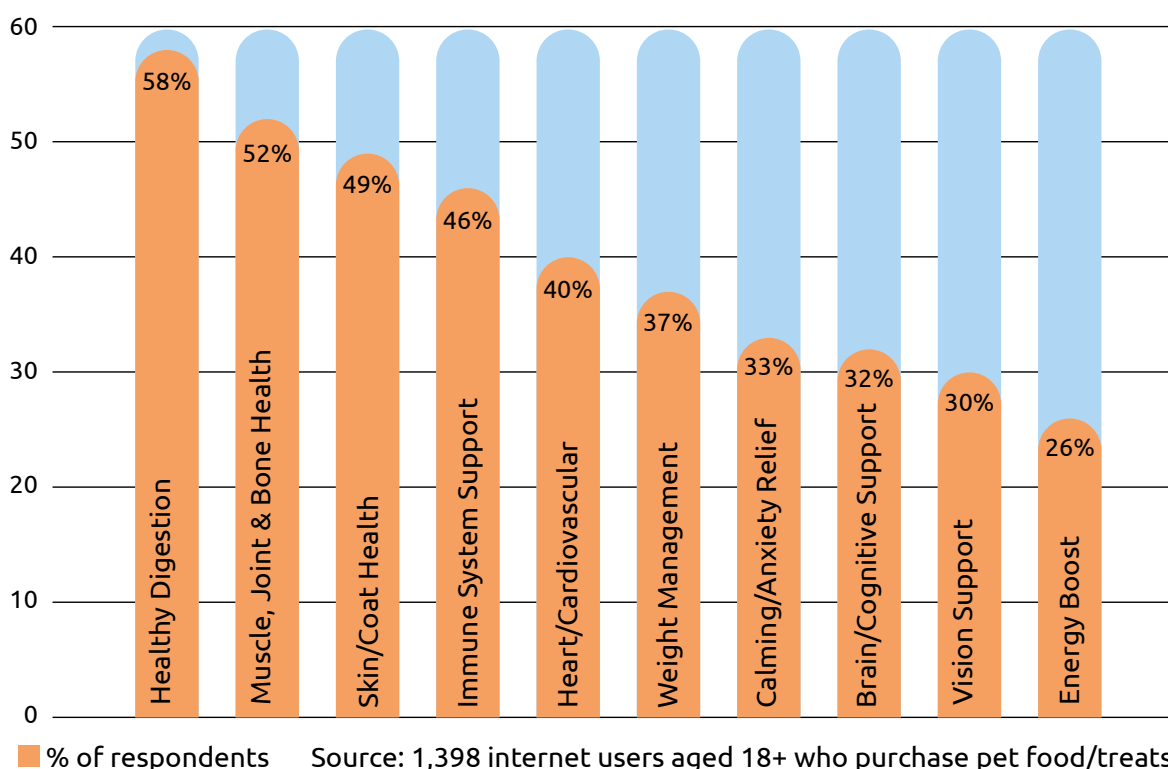


## The most popular health and wellness claims and the ingredients that can meet these special needs

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"> <li>• Prebiotics</li> <li>• SPC Oat Care</li> <li>• Insoluble fibers</li> <li>• Immunoglobulins (IgG)</li> <li>• Highly digestible proteins</li> <li>• Hydrolyzed proteins</li> <li>• Proteger</li> <li>• ProtaSTAR: premium potato protein</li> </ul>	<ul style="list-style-type: none"> <li>• Galacto- oligosaccharides (GOS)*, oat beta-glucans</li> <li>• stimulates endogenous production of Protein-AF</li> <li>• cellulose, ligno cellulose*, miscanthus fiber and functional carrot fiber or apple fiber</li> <li>• chicken plasma or pork plasma powder</li> <li>• various sources of spray dried, low biogenic amines animal &amp; marine protein sources</li> <li>• hypo allergenic</li> <li>• soy fermented protein (palatable)</li> <li>• highly digestible &amp; palatable plant protein, low in total glycoalkaloids (TGA's)</li> </ul>
Muscle, joint & bone health:	
<ul style="list-style-type: none"> <li>• Collagen peptides</li> <li>• Omega 3</li> <li>• Undenatured type II collagen</li> </ul>	<ul style="list-style-type: none"> <li>• chicken, porcine or bovine collagen peptides</li> <li>• fish and/or algae based EPA &amp; DHA and/or krill meal</li> <li>• chicken</li> </ul>
Skin/coat care:	
<ul style="list-style-type: none"> <li>• Omega 3</li> <li>• Astaxanthin</li> </ul>	<ul style="list-style-type: none"> <li>• fish and/or algae based EPA &amp; DHA and krill meal</li> <li>• algae or krill based</li> </ul>
Immune system support:	
<ul style="list-style-type: none"> <li>• Omega 3</li> <li>• Immunoglobulins (IgG)</li> <li>• Astaxanthin</li> </ul>	<ul style="list-style-type: none"> <li>• fish and/or algae based EPA &amp; DHA and krill meal</li> <li>• chicken or pork plasma powder</li> <li>• algae or krill based</li> </ul>
Heart/cardiovascular health:	
<ul style="list-style-type: none"> <li>• Omega 3</li> <li>• Astaxanthin</li> <li>• Oat beta-glucans</li> </ul>	<ul style="list-style-type: none"> <li>• fish and algae based EPA &amp; DHA and krill meal</li> <li>• algae or krill based</li> <li>• natural soluble dietary fiber ingredient from oat</li> </ul>
Weight management:	
<ul style="list-style-type: none"> <li>• Insoluble fibers</li> </ul>	<ul style="list-style-type: none"> <li>• cellulose, ligno cellulose*, miscanthus fiber and functional carrot or apple fiber</li> </ul>
Calming/anxiety relief:	
<ul style="list-style-type: none"> <li>• Tryptophane</li> <li>• Alpha-casozepine</li> </ul>	<ul style="list-style-type: none"> <li>• pure or tryptophane rich ingredients</li> <li>• a milk protein hydrolysate</li> </ul>
Brain/cognitive support:	
<ul style="list-style-type: none"> <li>• Astaxanthin</li> <li>• Omega 3 (DHA)</li> </ul>	<ul style="list-style-type: none"> <li>• algae or krill based</li> <li>• fish and/or algae origin DHA</li> </ul>
Vision support:	
<ul style="list-style-type: none"> <li>• Omega 3 (DHA)</li> <li>• Astaxanthin</li> </ul>	<ul style="list-style-type: none"> <li>• fish and/or algae origin DHA</li> <li>• algae or krill based</li> </ul>

\*not available in the USA

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