

FACT SHEET

Feeding Adult Dogs

It is very important to feed a nutritionally balanced and natural diet to your dog avoiding the unnecessary and sometimes harmful additives present in many of today's pet foods.

In recent years, veterinary surgeons have reported a general deterioration in pet health. At Naturediet we believe the over processing and chemical additives used within pet foods has been a major contributing factor in this deterioration. There are currently in excess of 150 chemical compounds (E numbers) approved and currently used in the manufacture of British pet foods, often used to simply increase profits.

The Naturediet product range is suitable for all pet lifestyles and requirements. They are nutritionally balanced, complete firm moist meals, prepared from only the finest quality natural meats with the addition of brown rice, noted for its non-allergic properties and vegetables, vitamins and minerals. There are no chemical preservatives, fat emulsifiers, colourings, flavourings, binders, fillers or gelling agents commonly used in modern pet foods.

Feeding your dog

A dog's general physical condition can tell you a lot about the diet you are feeding. If your dog does not receive a nutritionally balanced diet, his general wellbeing will suffer.

The benefits initially noticed when feeding Naturediet are a shiny healthier coat, improved skin condition and more vitality. Our all-natural ingredients have a positive effect on allergic reactions, dental disease and degenerative organ dysfunctions often caused by low quality ingredients and chemical additives. Stool volume is normally reduced and well formed as the food is easily digested and absorbed within the gut.

Dogs are natural carnivores, meaning that they are designed to eat meat. For this reason Naturediet has produced a complete natural meat based diet in a firm moist composition containing the correct balance of protein, carbohydrates, fats, vitamins and minerals required by your pet on a daily basis. As Naturediet is a nutritionally complete and balanced meal, no supplements or mixer need to be added unless advised by your veterinary surgeon.

Maintenance: choosing the right food for your dog

Dogs said to be in the maintenance state are the majority of dogs with the exception of the special needs dogs listed below.

Choosing the variety of food to feed your dog is of course a personal choice, although it will have something to do with your dog's preferences and tolerances. All Naturediet products are completely free from chemical additives, thus you can be sure of feeding a healthy balanced nutritious meal your dog will love.

Each dog is an individual and a diet that suits one may not necessarily suit another. The different types of ingredients available in their diet will provide the various nutrients required for optimal health. However, as every ingredient will be processed differently by the digestive system, some recipes may be more appropriate to an individual than another recipes. Generally, a variety of different meats and ingredients will form the diet but where protein allergy or intolerance exists the source of the protein should be limited. Naturediet provides three recipes that may be fed which eliminate all but the named meat source: Naturediet Chicken, Naturediet Lamb and Naturediet Fish.

These three menus contain only one type of meat protein, even the bone content will originate from the same animal as the meat. Naturediet products do not contain any beef or pork products and with the exception of brown rice, are free of all cereals and wheat gluten ingredients.

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We care what goes into our food, because you care what goes into your pet

Special needs

Pregnancy/lactation

Bitches require additional nutrients during the last four weeks of pregnancy, as the unborn puppies will be growing rapidly. The amount of food needs to be increased by up to 200% depending on pregnancy stage and litter size.

No special food is usually necessary; however, the bitch will need extra food split across small frequent meals rather than one large meal as the growing litter will often restrict the capacity of the bitch's stomach.

During the late stages of gestation, milk production and if the bitch is having difficulties in indulging the increased quantity of food, then a more concentrated form of food will need to be fed. Naturediet Puppy/Junior is ideal in this situation as it is nutritionally balanced with a higher concentration of nutrients. During lactation the bitch's requirement can increase by three times her normal maintenance levels depending on the size of her litter.

Older, less active dogs

Naturediet Senior/Lite has been specifically developed for the older dog that may be showing signs of arthritic conditions and gaining weight as they become less mobile. It contains rabbit and turkey with brown rice and vegetables that is highly digestible yet providing reduced calories. The energy requirements as your dog grows older can decrease by 30-40%. Therefore, a lower calorie diet to prevent obesity may be recommended.

Dogs with sensitivity problems

Naturediet Sensitive has been specifically developed for dogs that may be showing signs of being sensitive to food. The symptoms may include ear problems, skin problems, digestive problems or even a combination of the three. The cause could be quite simply that the dog is being fed a poor quality protein to which they react. For more information please refer to our Allergy, Skin and Digestive Orders fact sheets.

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