











# Guide to Natural Treats

Health Features and Benefits



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Go into any high street pet store and you will be faced by a vast array of treats, and choosing from them can feel like a minefield. We have created this **guide** to help you to cut through the noise and find the right product. Our experts have carefully considered the features and benefits of each treat and assigned them badges based on what they can offer. In this booklet, we'll take you on a tour through each badge in detail, explain why it is beneficial and introduce you to some of our products.



# 1

## Dental Hygiene



It is estimated that approximately  $\frac{2}{3}$  of dogs aged over 3 years suffer from some degree of periodontal disease, making it the most common disease to affect dogs (Hiscox and Bellows, 2021). This is caused by tartar forming, following a build up of plaque. Chewing on firm treats can help to prevent this by aiding in the removal of plaque before mineralisation occurs.

Here is a list of our treats that help support your dog's dental hygiene.

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## EARs



Cow Ears - No Hair



Lamb Ears - with Hair



Pig Ears



Rabbit Ears



Sow Ears

## FEET



Chicken Feet



Duck Feet



Goose Feet



Lamb Feet



Pig Feet

## MUSCLES/ NECKS



Beef Muscle Pieces



Lamb Muscle Pieces



Chicken Necks



Duck Necks



Turkey Necks

## SKINS/ STRIPS



Goat Skins



Tough Beef Skin Chews



Lamb Shoulder Strips



Veal Strips



Venison Strips

## TAILS/ WINGS



Beef Tails



Pig Tails



Venison Tails



Duck Wings



Goose Wings

## PORK



Pigs in Blankets



Pork Crunch



Pork Rind Bars



Pork Spaghetti



Sausage Rolls

## BEEF



Beef Abomasum



Beef Achilles Tendon



Beef Knees



Beef Pieces



Beef Spleens



Hooves

## OTHERS



Paddy Wack



Pizzles



Trachea



Antler



Buffalo Horn



Yak Bars



# 2

## Dewormer



Cow Ears - with Hair



Lam Ears - with Hair



Hairy Rabbit Ears



Lamb Head Skins



Rabbit Skins - with Hair



Venison Tails - with Hair





Many owners wish to move away from the use of routine chemical worm treatments for their dogs in favour of more natural alternatives. Animal fur provides fibre that is poorly digested in the stomach, so as it travels through the intestines, it gently brushes the inner lining, aiding in physical worm removal. It is not 100% effective, so worm counts and treatments will still be required. However, it may help to keep the worm burden low (de Blerk, 2021).

# 3

## Digestive System



### EARS



Cow Ears - No Hair



Lamb Ears - with Hair



Pig Ears



Rabbit Ears



Sow Ears

### FEET



Chicken Feet



Duck Feet



Goose Feet



Lamb Feet



Pig Feet

### NECKS/ SKINS



Chicken Necks



Duck Necks



Turkey Necks



Goat Skins



Tough Beef Skin Chews

## FISH/ STRIPS



Dried Sprats



Fish Fingers



Lamb Shoulder Strips



Veal Strips



Venison Strips

## TAILS/ WINGS



Beef Tails



Pig Tails



Venison Tails



Duck Wings



Goose Wings

### Digestibility

describes the relative amount of nutrients within a food that are available to the dog after breakdown and absorption (Watson, 2011). Largely determined by the ingredients, as well as processing and amount fed, digestibility is highest for organ, muscle and offal meats. These products are suitable for young and older dogs as well as those new to eating natural treats.

## ALL FLAVOURS



Meat Cubes



Moist Sausages



Sausages

## ALL FLAVOURS



Sticks



Slices



Dried Liver

## OTHERS



Pig Snouts



Lamb Muscle Pieces



Pork Crunch



## 4

## High Protein



The 22 amino acids are the building blocks of proteins and are essential for the healthy functioning of cells in every part of the body. 10 of these are essential so can only be obtained through feeding a balanced diet. Although they can digest plant proteins, meat, including natural chews, is the best source for dogs due to it's high bioavailability (Scott, 2021). Our high protein range all contain over 40% protein.

## EARS



Cow Ears - No Hair



Lamb Ears - with Hair



Pig Ears



Rabbit Ears



Sow Ears

## FEET



Chicken Feet



Duck Feet



Goose Feet



Lamb Feet



Pig Feet



## BEEF



Beef Abomasum



Beef Achilles Tendon



Beef Knees



Beef Pieces



Beef Spleens



Dried Liver

## BEEF



Hooves



Paddy Wack



Pizzles



Puffed Jerky



Trachea



Tripe

## MUSCLES/ NECKS



Beef Muscle Pieces



Lamb Muscle Pieces



Chicken Necks



Duck Necks



Turkey Necks

## SKINS/ STRIPS



Goat Skins



Tough Beef Skin Chews



Lamb Shoulder Strips



Veal Strips



Venison Strips

## TAILS/ WINGS



Beef Tails



Pig Tails



Venison Tails



Duck Wings



Goose Wings

## ALL FLAVOURS



100% Pure Sticks



Gourmet Sausages



Gourmet Sticks



Meat Cubes



Slices



Moist Sausages

## FISH/ OTHERS



Baby Shrimps



Dried Sprats



Fish Skin Cubes



Fish Fingers



Antler



Buffalo Horn

## PORK



Pigs in Blankets



Pig Snouts - Natural



Pork Crunch



Pork Rind Bars



Pork Spaghetti



Sausage Rolls





# 5

## Hypoallergen



**Hypoallergenic** means low-allergy-causing and can be used to describe any food that doesn't contain any ingredients that are commonly linked to allergies. Whilst there is no single set of agreed ingredients to avoid within the dog food industry, our products that are free from wheat, maize, dairy, soya and chicken are awarded our Hypoallergenic badge.

Here is a list of our hypoallergenic treats.

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## EARs



Cow Ears - No Hair



Lamb Ears - with Hair



Pig Ears



Rabbit Ears



Sow Ears

## FEET



Chicken Feet



Duck Feet



Goose Feet



Lamb Feet



Pig Feet

## MUSCLES/ NECKS



Beef Muscle Pieces



Lamb Muscle Pieces



Chicken Necks



Duck Necks



Turkey Necks

## SKINS/ STRIPS



Goat Skins



Tough Beef Skin Chews



Lamb Shoulder Strips



Veal Strips



Venison Strips

## TAILS/ WINGS



Beef Tails



Pig Tails



Venison Tails



Duck Wings



Goose Wings

## PORK



Pigs in Blankets



Pork Crunch



Pork Rind Bars



Pork Spaghetti



Sausage Rolls

## BEEF



Beef Abomasum



Beef Achilles Tendon



Beef Knees



Beef Pieces



Beef Spleens



Dried Liver

## BEEF



Hooves



Paddy Wack



Pizzles



Puffed Jerky



Trachea



Tripe



## FISH/ OTHERS



Baby Shrimps



Dried Sprats



Fish Skin Cubes



Fish Fingers



Antler



Buffalo Horn

## SAUSAGES



Beef and Garlic



Duck



Liver



Turkey and Cranberry



Moist Liver



Moist Venison

## STICKS



100% Pure Sticks



Beef and Vegetable



Black Pudding



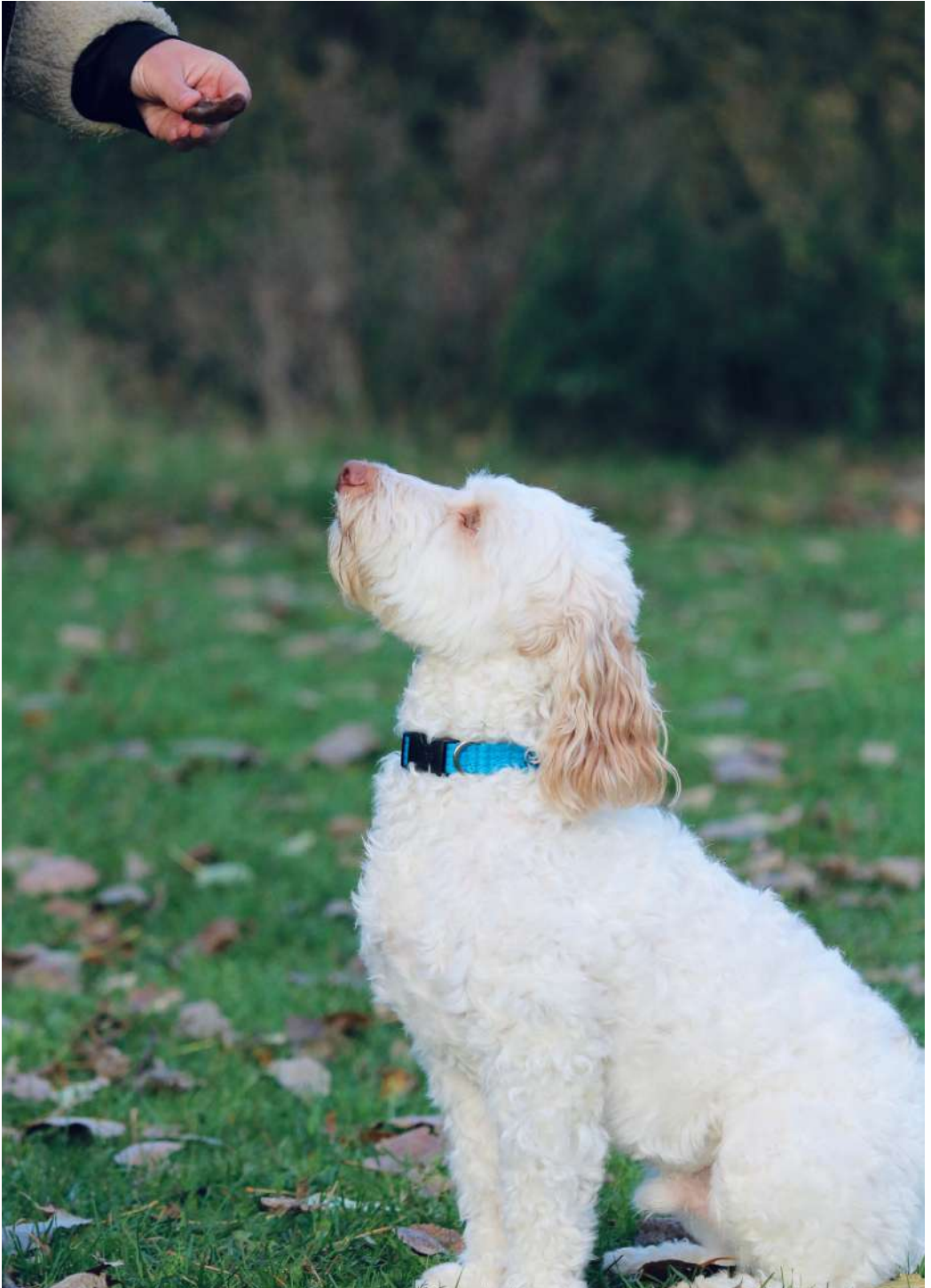
Duck



Turkey and Cranberry



Venison



6

## Joint Care



Around 1 in 5 dogs in the UK are affected by osteoarthritis, and its prevalence increases as dogs age (Identifying Signs of Arthritis - Canine Arthritis Management, 2021). Whilst incurable, many dogs go on to live comfortable lives with correct treatment. A variety of compounds have been found to assist in symptom management, including Omega-3 (Moreau et al., 2012), Glucosamine and Chondroitin (Gupta et al., 2011), and Turmeric. This badge is for treats providing these compounds.





## FEET/ NECKS



Duck Feet



Goose Feet



Lamb Feet



Pig Feet



Duck Necks



Turkey Necks

## FISH/ WINGS



Baby Shrimps



Dried Sprats



Fish Skin Cubes



Fish Fingers



Duck Wings



Goose Wings

## OTHERS



100% Salmon Sticks



Cow Ears



Golden Paste Sausages



Pig Tails



Trachea



Buffalo Horn

# 7

## Omega-3



### FISH/ WINGS



Baby Shrimps



Dried Sprats



Fish Skin Cubes



Fish Fingers



100% Salmon Sticks

**Omega-3** is a group of essential fatty acids, widely renowned for its anti-inflammatory properties. These have been shown to improve gut health (Ephraim, I Jackson, Yerramilli and E Jewell, 2020), improve symptoms associated with osteoarthritis (Moreau et al., 2012) and reduce risk factors for brain aging in elderly dogs (Pan, Kennedy, Jönsson and Milgram, 2018). The most practical way to provide these is to feed products containing a source of oily fish.



# 8

## Skin & Coat Care



Beef Spleen



Dried Sprats



Fish Fingers



Fish Skin Cubes



100% Salmon Sticks



Tripe

A dog's skin (and by extension, their coat) is its largest organ, accounting for about 12% of their body weight. It is made up of around 95% protein, and accounts they use 35% of their daily protein intake on maintenance and growth (Dog Food For a Health Skin and Coat | Eukanuba, 2021). Treats high in protein, as well as beneficial omega 3, will benefit the skin and coat.





# Health Benefit Guide Chart

Products	4+ Weeks	12+ Weeks	Dental Hygiene	Chicken-free	Deworm-er	Grain-free	High Protein	Highly Digestible	Hypoall-ergenic	Immune System	Joint Care	Long-lasting	Low Fat	Omega-3	Skin & Coat	Treat Box
	100% Duck Sticks	✓			✓		✓		✓	✓						
100% Pheasant and Partridge Sticks		✓		✓		✓	✓	✓	✓							
100% Salmon Sticks	✓			✓		✓	✓	✓	✓		✓		✓	✓	✓	
100% Venison Stick	✓			✓		✓	✓	✓	✓				✓			
Baby Shrimps		✓		✓		✓	✓	✓	✓				✓			
Beef Abomasum	✓			✓		✓	✓	✓	✓	✓			✓			
Beef Achilles Tendon			✓	✓		✓	✓	✓	✓			✓	✓			
Beef and Garlic Sausages	✓					✓		✓								
Beef and Garlic Slices	✓					✓		✓								
Beef and Vegetable Slices	✓					✓		✓								
Beef and Vegetable Sticks	✓					✓		✓								
Beef Knees "Doggy Gobstoppers"			✓	✓		✓		✓	✓			✓	✓			
Beef Muscle Chews			✓	✓		✓	✓	✓	✓			✓	✓			
Beef Pieces		✓		✓		✓	✓	✓	✓				✓			
Beef Spleen		✓	✓	✓		✓	✓	✓	✓	✓		✓	✓		✓	
Beef Skin Chews			✓	✓		✓	✓	✓	✓			✓	✓			
Beef Tails		✓	✓	✓		✓	✓	✓	✓			✓	✓			
Black Pudding Slices	✓					✓		✓								
Black Pudding Sticks	✓					✓		✓								
Buffalo Horns			✓	✓		✓	✓	✓	✓		✓	✓	✓			
Camel Skins		✓	✓	✓		✓		✓	✓			✓				
Chicken and Cheese Slices	✓					✓		✓								
Chicken and Cheese Sticks	✓					✓		✓								
Chicken and Salmon Slices	✓					✓	✓	✓					✓			
Chicken and Salmon Sticks	✓					✓	✓	✓					✓			
Chicken Feet - Natural		✓				✓	✓	✓			✓					
Chicken Feet - Puffed		✓				✓	✓	✓			✓					
Chicken Necks		✓				✓	✓	✓			✓					



Products																
	4+ Weeks	12+ Weeks	Dental Hygiene	Chicken-free	Deworm-er	Grain-free	High Protein	Highly Digestible	Hypoall-ergenic	Immune System	Joint Care	Long-lasting	Low Fat	Omega-3	Skin & Coat	Treat Box
Chicken Sausages - Smoked	✓					✓		✓								
Chicken Slices	✓					✓		✓								
Chicken Sticks	✓					✓		✓								
Cow Ears - with no fur/hair			✓	✓		✓	✓	✓	✓		✓	✓	✓			
Dried Liver		✓		✓		✓	✓	✓	✓							
Dried Sprats		✓		✓		✓	✓	✓	✓		✓			✓	✓	
Duck Feet		✓	✓	✓		✓	✓	✓	✓		✓					
Duck Necks		✓	✓	✓		✓	✓	✓	✓		✓					
Duck Sausages	✓			✓		✓	✓	✓	✓				✓			
Duck Sticks	✓					✓		✓								
Duck Wings		✓	✓	✓		✓	✓	✓	✓		✓					
European Puffed Jerky	✓			✓		✓		✓	✓				✓			
Fish Fingers		✓	✓	✓		✓	✓	✓	✓		✓			✓	✓	
Fish Skin Cubes		✓	✓	✓		✓	✓	✓	✓		✓			✓	✓	
Fur Box "The Deworminator"			✓	✓	✓	✓		✓	✓			✓				✓
Goat Skin	✓		✓	✓		✓	✓	✓	✓			✓				
Golden Paste Sausages	✓					✓		✓			✓					
Goose Feet		✓	✓	✓		✓		✓	✓		✓					
Goose Wings		✓	✓	✓		✓		✓	✓		✓					
Hairy Cow Ears			✓	✓	✓	✓	✓	✓				✓	✓			
Hooves			✓	✓		✓		✓	✓			✓	✓			
Lamb Ears - with fur/hair		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓			
Lamb Feet			✓	✓		✓	✓	✓	✓			✓				
Lamb Muscle Meat		✓	✓	✓		✓	✓	✓	✓			✓				
Lamb Shoulder Strips		✓	✓	✓		✓	✓		✓							
Lamb Skins - with fur/hair		✓	✓	✓	✓	✓	✓	✓	✓				✓			
Liver Sausages	✓					✓		✓					✓			
Meat Cubes	✓			✓		✓	✓	✓	✓							
Meat Strips		✓		✓		✓	✓	✓	✓							
Mixed Cut Antlers			✓	✓		✓	✓	✓				✓	✓			✓



Products																
	4+ Weeks	12+ Weeks	Dental Hygiene	Chicken-free	Dewormer	Grain-free	High Protein	Highly Digestible	Hypoallergenic	Immune System	Joint Care	Long-lasting	Low Fat	Omega-3	Skin & Coat	Treat Box
Mixed Grill Platter			✓			✓		✓								✓
Mixed Treat Box			✓		✓	✓		✓				✓				✓
Moist Beef and Garlic Sausages	✓					✓		✓								
Moist Chicken and Cheese Sausages	✓					✓		✓								
Moist Chicken Sausage						✓										
Moist Golden Paste Sausages	✓					✓		✓			✓					
Moist Liver Sausages	✓					✓		✓					✓			
Moist Venison Sausages	✓					✓		✓								
Paddy Wack		✓	✓	✓		✓	✓	✓	✓			✓	✓			
Pig Ears			✓	✓		✓	✓		✓			✓				
Pig Feet "Pig Trotters"			✓	✓		✓	✓	✓			✓	✓				
Pig Snouts - Natural				✓		✓	✓	✓	✓					✓		
Pig Snouts - Puffed				✓		✓	✓	✓	✓							
Pig Tails			✓	✓		✓	✓	✓			✓	✓				
Pigs in Blankets			✓			✓	✓					✓				
Pizzles - Skinny		✓	✓	✓		✓	✓	✓	✓			✓		✓		
Pizzles "Bully Sticks"			✓	✓		✓	✓	✓	✓			✓		✓		
Plain Cow Ears			✓	✓		✓	✓	✓	✓		✓	✓	✓			
Plain Rabbit Ears - no fur	✓		✓	✓		✓	✓	✓	✓			✓				
Pork Crunch		✓		✓		✓	✓	✓	✓							
Pork Rind Bars "Pork Rolls"			✓	✓		✓	✓		✓			✓				
Pork Spaghetti		✓		✓		✓	✓	✓	✓							
Puffed Jerky	✓			✓		✓		✓	✓				✓			
Puppy Treat Box		✓	✓			✓		✓								✓
Rabbit Ears - with fur/hair		✓	✓	✓	✓	✓	✓	✓	✓							
Rabbit Skins		✓	✓	✓	✓	✓	✓	✓	✓							
Sausage Rolls			✓			✓	✓					✓				
Sausage Slices	✓					✓		✓								
Sow Ears			✓	✓		✓	✓		✓			✓				
Trachea - Cut		✓	✓	✓		✓	✓	✓	✓		✓	✓				





Products																
	4+ Weeks	12+ Weeks	Dental Hygiene	Chicken-free	Dewormer	Grain-free	High Protein	Highly Digestible	Hypoallergenic	Immune System	Joint Care	Long-lasting	Low Fat	Omega-3	Skin & Coat	Treat Box
Trachea - Whole			✓	✓		✓	✓	✓	✓		✓	✓				
Tripe - British		✓		✓		✓	✓	✓	✓	✓			✓		✓	
Tripe Sticks - EU		✓		✓		✓	✓	✓	✓	✓			✓		✓	
Turkey and Cranberry Sausages	✓					✓		✓								
Turkey and Cranberry Sticks	✓					✓		✓								
Turkey Necks		✓	✓	✓		✓	✓	✓	✓		✓					
Veal Strips		✓	✓	✓		✓	✓	✓	✓			✓	✓			
Venison Ears - with Hair						✓										
Venison Legs - with fur/hair						✓										
Venison Sausages - 70% Venison	✓					✓		✓								
Venison Skins	✓					✓		✓								
Venison Slices						✓										
Venison Sticks	✓					✓		✓								
Venison Strips			✓	✓		✓	✓	✓	✓				✓			
Venison Tails - with fur/hair		✓	✓	✓	✓	✓	✓	✓	✓			✓				
Yak Bars - Medium & Large			✓	✓		✓	✓					✓	✓			



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*Thank you*

FOR YOUR ONGOING SUPPORT



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EC No. GB286R2660

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