



# SHOW STOPPER®

## Healthy Skin & Coat Formula



K9 Power **Show Stopper**® is formulated with a wide array of proven ingredients meant to enhance skin and coat health, leading to a glossy, shiny coat and optimal skin condition.

Your dog's appearance reflects their overall health. Dull, dry coats, itchy skin, and excessive shedding are indicators that your pet may be experiencing a wellness challenge.

K9 Power **Show Stopper**® is replete with key functional ingredients that aid in promoting a lustrous, shiny coat and supple, clear skin.

- + Promotes Healthy Skin and Coat
- + Help for Dogs with Sensitive Skin
- + Rich in Omega Fatty Acids
- + Supports Pets with Seasonal Allergies

## Product Facts

**Active Ingredients per 10 g scoop: 45 scoops per container. Scoop included.**

Proprietary Blend.....	1,380 mg
(Icelandic kelp powder, Blueberry powder, Beet juice powder, Vitamin C powder, Green tea extract, Citrus bioflavonoids)	
Collagen Type I (pork) .....	500 mg
Salmon oil powder .....	500 mg
ProbioSeb Duo™* .....	250 mg
<i>(Bacillus subtilis, Bacillus coagulans, Lactobacillus sporogenes)</i>	
Cod liver oil powder .....	150 mg
L-glutamine .....	60 mg
L-taurine .....	30 mg
Zinc (as amino acid complex) .....	10 mg
Manganese (as amino acid complex) ....	10 mg
Copper (as amino acid complex).....	10 mg

\*20 billion CFU/g: contains *Bacillus subtilis* (8 billion CFU/g) and a mixture of *Bacillus coagulans* and *Lactobacillus sporogenes* (12 billion CFU/g).

**Inactive Ingredients:** Camelina meal, carrot powder, chicken powder, mixed tocopherols, pork liver powder, stabilized rice bran, Vitamin E (alpha-tocopherol acetate).



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## SHOW STOPPER® INGREDIENT PANEL

- In developing the next generation Show Stopper® supplement, we start with our **Proprietary Blend of Icelandic kelp powder, blueberry powder, beet juice powder, vitamin C powder, green tea extract, and citrus bioflavonoids** since antioxidant protection and immune support are, first and foremost, critical to optimal health of the skin and coat of dogs. These are all natural antioxidant ingredients so they contain additional substances that enhance health and well-being of the dog, including dietary fibers, prebiotics, phytonutrients, and vitamins. All of these substances act synergistically in the dog's body to support multiple organ systems to include skin and coat.
- The next ingredient of critical importance is **Collagen Type I**. There are five types of collagen, but this specific type makes up 90% of the body's natural collagen and contains the amino acids, glycine, proline, and hydroxyproline. It is densely packed and used to provide structure to the skin, among other organs. Specifically as related to skin health, **Collagen Type I** aids fibroblasts (collagen-synthesizing cells) to form in the dermis, the middle skin layer, which helps new cells grow and proliferate. **Collagen Type I** also plays a role in replacing dead skin cells in addition to providing structure, strength, and elasticity to the skin. As the dog ages, less collagen is produced, and existing collagen breaks down at a faster rate. Also, the remaining collagen is of lesser quality than that of the collagen in younger animals. Thus, our goal is to supply a high quality source of **Collagen Type I** in our supplement so as to diminish the effects of this natural consequence of the aging process. Whole proteins like **Collagen Type I** cannot be absorbed but rather are broken down into peptides or the individual amino acids listed above, all of which aid in partial restoration of the body's collagen matrix so as to improve skin hydration and skin elasticity.
- Inflammation is part and parcel of nearly all health-related issues experienced by the dog to include problems with skin and coat. Omega-3 fatty acids have been shown to be powerful anti-inflammatory ingredients and are today found in most dog foods, treats, and supplements. K9 Power uses two of the very best sources of omega-3's, **salmon oil powder and cod liver oil powder** to support skin and coat health. The primary omega-3 fatty acids found in these ingredients include eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).



Research has linked these two fatty acids to a variety of health benefits as they suppress the body's inflammatory response by reducing concentrations of pro-inflammatory chemicals produced by the immune cells. As regards skin health specifically, omega-3 fatty acids reduce symptoms associated with dermatitis and promote wound healing. **Cod liver oil powder** has the added advantage of being a rich source of Vitamins A and D. In addition, its omega-3 fatty acids may reduce chronic inflammation by suppressing the proteins that promote it (TNF-alpha, IL-1, IL-6).

- **ProbioSeb Duo™** is a synbiotic, a mixture of probiotic microorganisms and a prebiotic. In this case, the probiotic microorganisms include *Bacillus subtilis*, *Bacillus coagulans*, and *Lactobacillus sporogenes*, three microbes believed to contribute to gut and immune health, along with the prebiotic, short-chain fructooligosaccharides, that serves as a readily available food supply for the probiotic microbes. Synbiotics support and enhance the resident microbiota in the large bowel of the dog and, as a result, positively impact immune health. This trait affects nearly all organ systems in the body to include skin and coat.
- **L-glutamine** is the most abundant amino acid in the blood and body fluids of the dog. It optimizes small intestinal and large intestinal cellular growth and proliferative responses. It serves to modulate gut immunity so as to strengthen the function of the various organ systems in the body to include skin and coat. It is the main fuel source for the body's lymphocytes (white blood cells) that fight infection and disease.
- **L-taurine** is a conditionally essential amino acid, meaning that the dog needs more of it during periods of stress or illness. As related to skin and coat health, it functions to maintain proper hydration and electrolyte balance in the cells of the body and regulates immune system health (as an anti-inflammatory) and antioxidant function.
- **Zinc, manganese, and copper** are three trace minerals most important to achieving optimal skin and coat health. Given the variable bioavailability of all minerals, to include the trace minerals, it is more effective to feed the dog the **chelated** form of these minerals in a supplement. **Chelated minerals** are the "free" mineral version of this nutrient category, not the typical salt version (e.g., Zinc sulfate) of the mineral found in many foods and supplements, and that are less bioavailable (absorbable) by the body. Mineral salts require a specific digestive tract pH to be broken down, digested, and absorbed. The proper pH usually is not achieved. **Chelated minerals**, on the other hand, are different because they do not need any specific environment to be absorbed because they are "free" to be absorbed readily.
- As regards skin and coat health, **zinc** is probably the most important of the three. The outer layer of the skin has 5 times more **zinc** than the layer underneath. **Zinc** helps skin heal after injury. It keeps skin cells stable. It is needed for cells to divide and specialize as they grow. **Zinc (as a chelated amino acid complex)** is extremely important for enhanced immune function and



for its role as an antioxidant. **Copper (as a chelated amino acid complex)** aids in blood flow to the skin. **Manganese (as a chelated amino acid complex)** is critical for proper structure of skin and bone cells.

- While the **active ingredients** are the most important components of the next generation Show Stopper supplement, the **inactive ingredients**, too, contribute to its excellent nutritional quality. For example, **camelina meal** is a unique source of plant-derived omega-3 fatty acids that will support skin and coat health. **Camelina** is an emollient (skin softener) that is high in antioxidant content, helps control inflammation, and supports immune function. **Chicken powder** contains a well-balanced amino acid profile that supports many metabolic functions within the body. It is also a good source of fat, minerals, and B-complex vitamins. **Carrot powder** is an excellent source of beta-carotene, fiber, and antioxidants. A blend of natural **mixed tocopherols** serves to neutralize free radicals formed in the body. They also provide emulsifiers and chelating agents for complete protection against rancidity, thus contributing to supplement stability. **Pork liver powder**, along with **chicken powder**, contributes to the desirable taste of the supplement, while **stabilized rice bran** is responsible for providing proper texture and flow characteristics.