



# ELIMINATION LINE

- NEW PRODUCTS, PACKAGE CHANGES

Diagnostics  
Medicines  
Nutrition  
Cosmetics

September 2021



# ELIMINATION FAMILY INTESTINAL, RENAL & MOBILITY



**2KG PACK  
UPDATE!**



**NEW!**



**NEW!**

# KEY ADVANTAGES OF ELIMINATION LINE

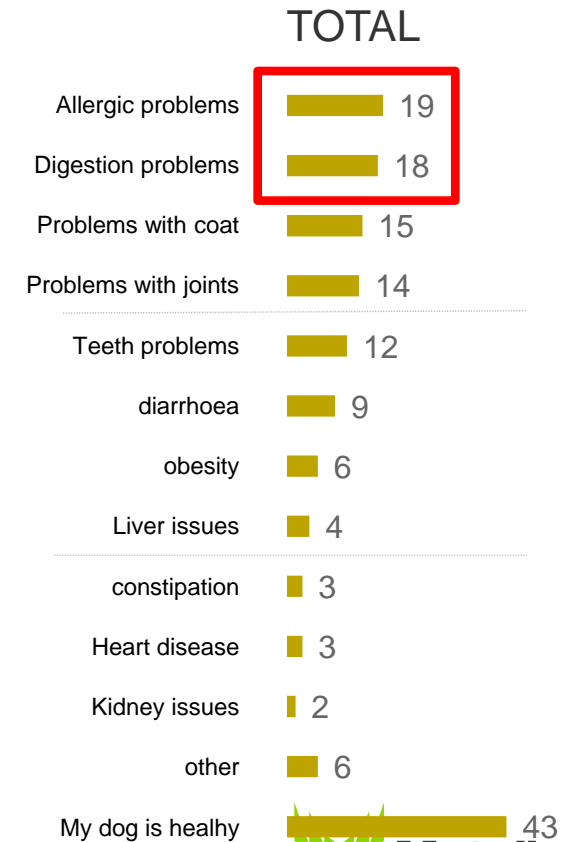
## DIETS for allergic dog

- Products suitable for a lot of dogs suffering from allergy and digestion issues
- **Unique and innovative products:**  
**2 ADVANTAGES IN 1 DIET** (main indication plus **risk reduction of food intolerance**)
- **High palatability** of all **ELIMINATION variants**, thanks to high meat content
- **Highest quality diet** - monoprotein, gluten- free



### Health problems in dogs

Data in %





# ELIMINATION DIET PACKAGE

DIET for allergic dog

THE LINE AND PRODUCT NAME

COMMUNICATE **DOUBLE-ACTION**



INFORMATION ABOUT 2 INDICATIONS:

MAIN INDICATION

ADDITIONAL INDICATION





# NEW ELIMINATION DIETS



## EXTENTION OF MOBILITY PRODUCTS PORTFOLIO

- FOR DOGS THAT COULDN'T BE FED WITH MOBILITY DIET
- 2KG ORAZ 12KG – 2 SKU



## REPLACEMENT OF RENAL PRODUCTS PORTFOLIO

- **NEW, BETTER FORMULA WITH HIGH PALATABILITY** IN THE CATEGORY OF LOW PALATABILITY DIETS – RENAL
- 2KG AND **8KG** – 2 SKU
- **PACKAGE WEIGHT REDUCTION FROM 14KG TO 8KG**







# DIETS - PORTFOLIO

DIET	DOG		INFO	CAT		INFO
	DRY	WET		DRY	WET	
DERMATOSIS	X	X				
INTESTINAL	X	X	ELIMINATION	X	X	
HEPATIC	X	X			X	
HYPOALLERGENIC	X		INSECT		X	
MOBILITY	X		ELIMINATION			
OBESITY	X	X			X	
RECOVERY		X				
RENAL	X		ELIMINATION		X	
URINARY		X		X	X	



**VET  
EXPERT**

BASED ON EVIDENCE

## ELIMINATION LINE

Diagnostics  
Medicines  
Nutrition  
Cosmetics

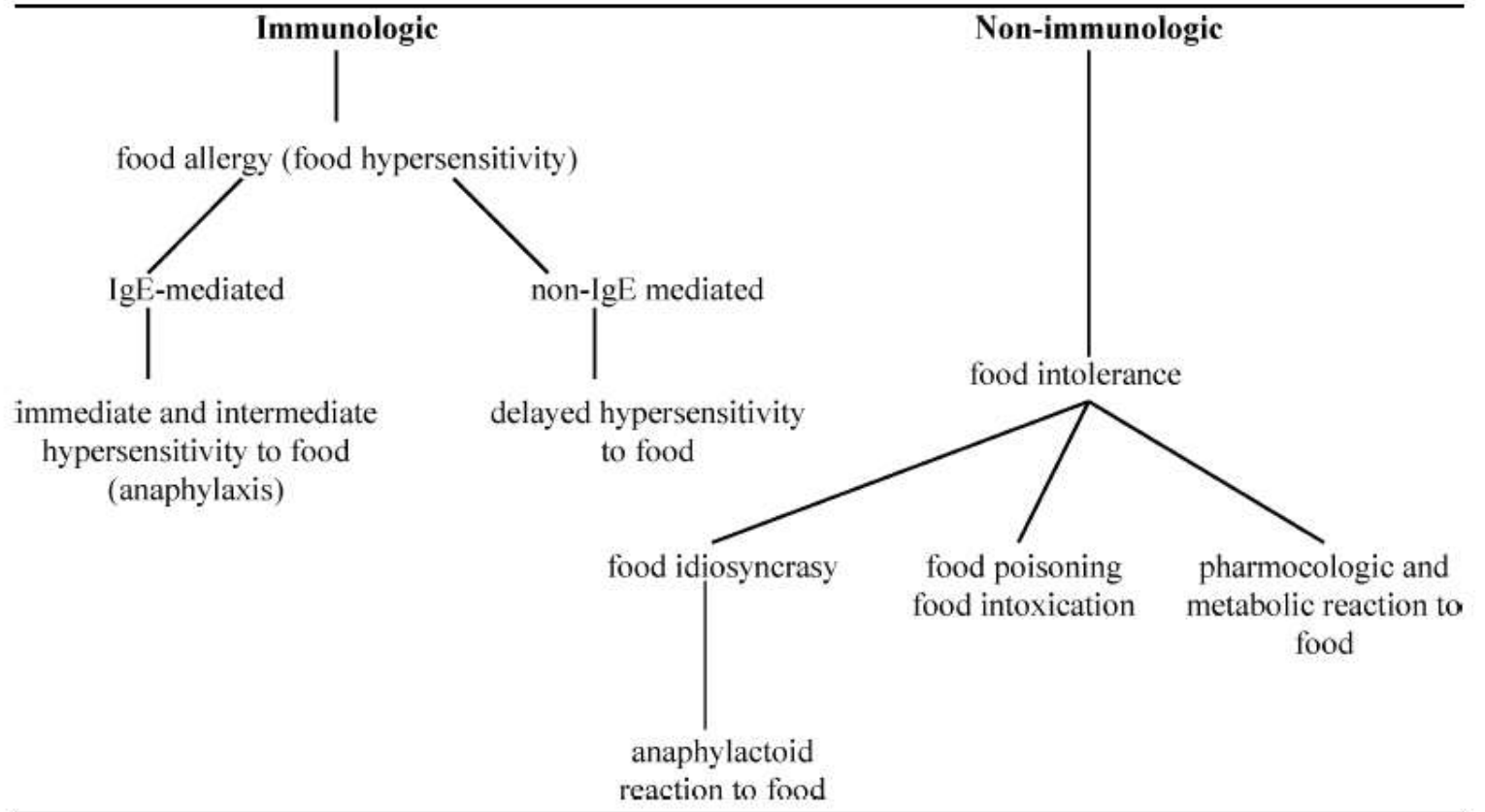
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# ADVERSE REACTION TO FOOD AND ADDITIVES

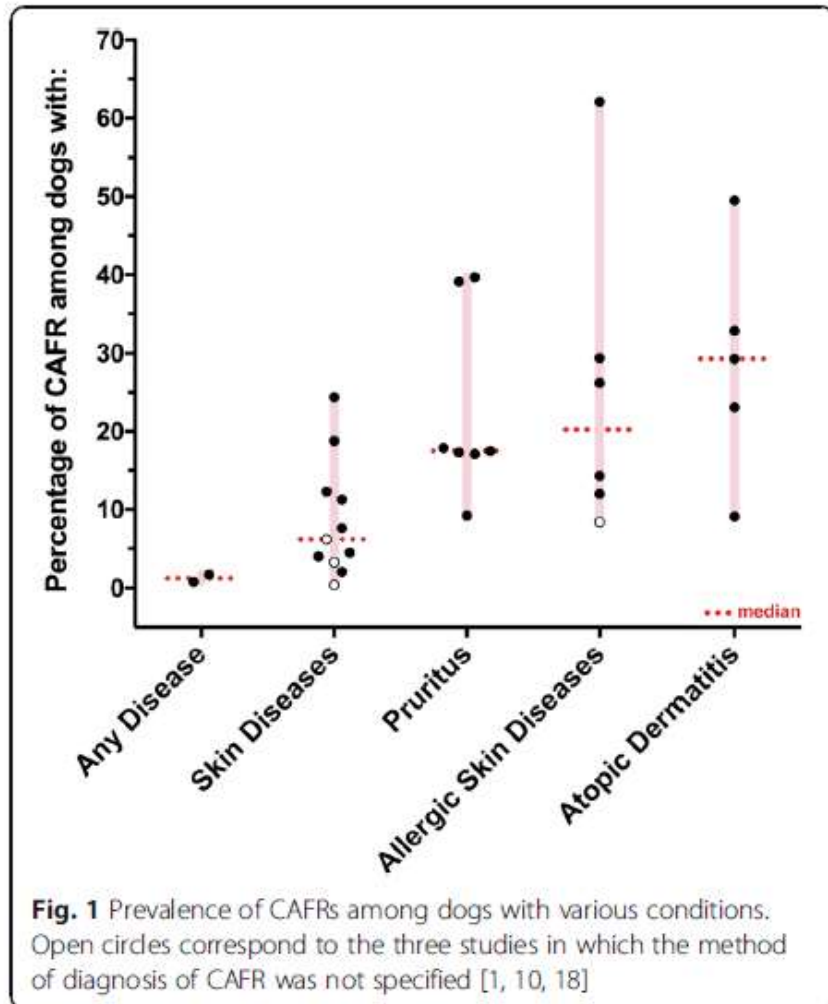
- Skin
- digestion
- general
- neurology
- breathing
- etc

**Table 1** Classification of adverse reactions to food (adapted from Guilford, 1996a; Roudebush et al., 2000)





# CUTANEUS ADVERSE FOOD REACTION- CAFR



## Cutaneus adverse food reaction- CAFR

- 1-2% of any disease in dogs
- 0-24% (av: 6%) skin diseases
- 9-40% (średnia: 18%) pruritus
- 8-62% (średnia: 20%) allergic skin diseases
- 9-50% (średnia: 29%) atopic dermatitis

Olivy and Müller *BMC Veterinary Research* (2017) 13:51  
 DOI 10.1186/s12917-017-0973-z

BMC Veterinary Research

RESEARCH ARTICLE

Open Access

Critically appraised topic on adverse food reactions of companion animals (3): prevalence of cutaneous adverse food reactions in dogs and cats



Therese Olivy and Ralf S. Müller

## GASTROINTESTINAL ADVERSE FOOD REACTION

- Chronic diarrhea, vomit, faecal quality decrease, animal condition decrease



## BREEDS IN RISK

- Boxer
- Cocker Spaniel i Springer Spaniel
- Scottish Sheperd Collie
- Dalmatian
- German Sheperd
- Lhasa Apsos
- Miniature shnaucer
- Golden Retriever
- Shar-Pei
- Wheaten Terrier
- Dachshund
- WHWT



## DIAGNOSTIC & THERAPY

- Tests to eliminate skin and intestinal diseases
- Blood tests – not very adequate
- Gold Diagnostic Standard – **elimination diet**
- **Main diet = no allergen diet**





# INTESTINAL ELIMINATION

- MONOPROTEIN
- GLUTEN – FREE RECIPE
- HIGH DIGESTIBILITY



**2KG PACK UPDATE!**

	INTESTINAL ELIMINATION
ANALYSIS	<b>Turkey 47%</b> (27% dry turkey, 17% freshly prepared turkey, 2% turkey sauce, 1% turkey fat), sweet potatoes, brown rice, potatoes, pea, pea protein, chick pea, <b>linseed</b> , vitamins, minerals, dried ginger (0,08%), dried psyllium (0,01%), Yucca extract, fruktooligosaccharide (FOS; 1000 mg/kg), manooligosaccharide (MOS; 1000mg/kg)
CHEMICAL ANALYSIS	Crude protein: 31%, crude fat: <b>8%</b> , crude fibre: 2%, Crude ash: 9%, Moisture: 8%; Energyy: 348kcal/100g; Omega-6: 1,7%, Omega-3: 0,3%: Calcium: 1,7%; Phosphorous: 1,1%; Potassium: 0,085%; Sodium:0.23%
ADDITIVES	Omega-3 <b>0,3%</b> Omega-6 <b>1,7%</b> FOS 1000mg/kg, MOS 1000mg/kg, Ginger 0,08%,Psyllium 0,01%
BENEFITS	<b>MONOPROTEIN: TURKEY; GLUTEN – FREE RECIPE</b>
INDICATION	<ol style="list-style-type: none"> <li>1. Intestinal diseases with allergic background</li> <li>2. Pancreas diseases requesting low fat diet (&gt;10% fat)</li> <li>3. Dogs as above with hyporexia</li> </ol>



# RENAL ELIMINATION

Allergy

Kidney disease

Renal  
&  
Food Intolerance

**Age:** tendency to CRF – increases with age :

- < 6 y old: 0%
- 6-8 y old: 3,26%
- 8-10 y old: 9,30%
- >10 y old: 13,94%

**Breed:** higher tendency in :

Labrador Bulldog, Dalmatian, Rottweiler, Doberman, German Shepard, Pomeranian

**Gender:** dogs>bitches



Ahmad, A., Swarup, D., Dey, S. (2021). Influence of Age Breed and Sex on Incidence of Renal Disorders in Dogs, Indian Journal of Animal Research. DOI: 10.18805/IJAR.B4341.



# RENAL ELIMINATION

- MONOPROTEIN
- GLUTEN – FREE RECIPE
- HIGH PALATABILITY



KIDNEY SUPPORT



LOW PHOSPHORUS & SODIUM



SUPPORT URINARY TRACT HEALTH



MONOPROTEIN: RABBIT



GLUTEN FREE RECIPE

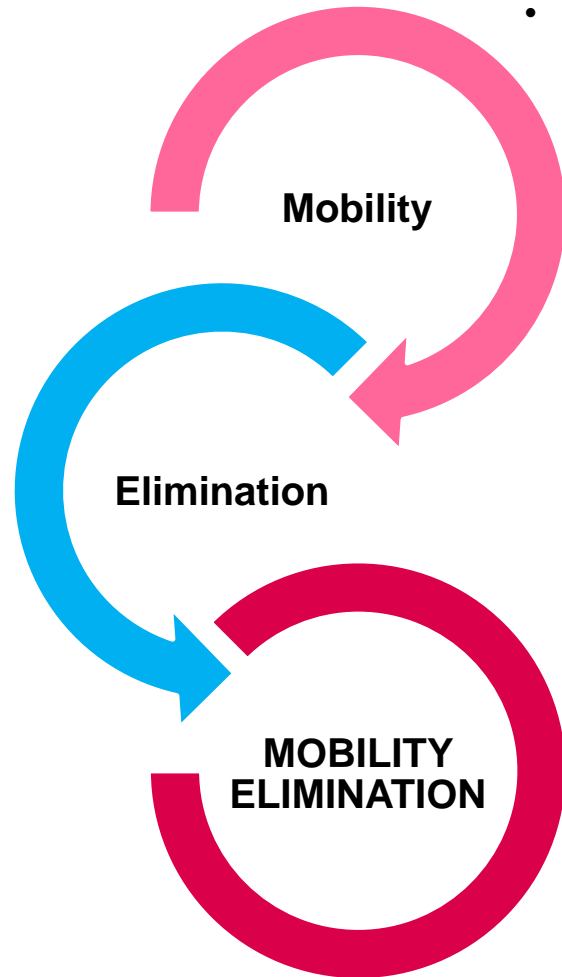


	RENAL ELIMINATION
ANALYSIS	Brown rice; white rice; <b>duck fat</b> ; <b>dried rabbit(10,5%)</b> ; pea; <b>linseed (5%)</b> , beet pulp(5%); minerals; <b>dried cranberry (0.01%)</b>
CHEMICAL ANALYSIS	<b>Crude protein 15,8%</b> ; Crude fat 19,5%; Crude fibre 3,50%; Crude ash 4%; Calcium 0,7%; Phosphorous 0,4%; Sodium 0,2%;Potassium 0,4%; EM: 403kcal/100g
ADDITIVES	Omega-3 <b>1,2%</b> Omega-6 <b>3,9%</b>
BENEFITS	<b>MONOPROTEIN, GLUTEN – FREE RECIPE</b>
INDICATION	<ol style="list-style-type: none"> <li>1. <b>Kidney failure in dogs with intolerance</b></li> <li>2. <b>Ill dogs as above with hyporexia</b></li> <li>3. <b>Ill dogs as above with secondary urinary tract infecions - cranbery</b></li> </ol>



# MOBILITY ELIMINATION

- Joints support in dogs with OA
- Especially dogs with food intolerance





# MOBILITY ELIMINATION



JOINT SUPPORT



OMEGA-3 FA



MONOPROTEIN: SCOTTISH SALMON



GLUTEN FREE RECIPE

- MONOPROTEIN
- GLUTEN – FREE RECIPE
- HIGH DIGESTIBILITY



	MOBILITY ELIMINATION
ANALYSIS	Salmon (30,5%) Freshly prepared scottish salmon (21,5%); salmon oil (7,5%); salmon gravy(1,5%); brown rice; white rice; pea; linseed(7,2%); beet pulp;brown rice protein; minerals; sodium; tumeric (0,1%); chondroitin sulphate (770 mg/kg); Glucosamine (770 mg/kg)
CHEMICAL ANALYSIS	Crude protein 20%; Crude fat 13%; Crude fibre 5%; Crude ash 4,5%; Calcium 0,7%; Phosphorous0,6% EM: 362kcal/100g
ADDITIVES	Omega-3 <b>3,2g</b> Omega-6 <b>1,3g</b> EPA <b>0,36g</b> Vitamin E 350 mg/kg
BENEFITS	<b>MONOPROTEIN (rabbit), GLUTEN – FREE; TUMERIC; GLU+S.CHONDR.</b>
INDICATION	<ul style="list-style-type: none"> <li>• Joint support in adult dogs with OA</li> <li>• Especially dogs with high food intolerance</li> </ul>

# SUMMARY

## DIETS for allergic dogs



**ELIMINATION line** – suitable for a large group of dogs suffering for allergies and food intolerance .

**Unique and innovative: 2 BENEFITS IN 1 DIET** (main indication + reduction of food intolerance).

**High palatability** and better content: fresh/ dried meat, monoprotein, gluten – free recipe.

**High meat/ fish content:** 47% turkey in Intestinal Elimination; 30,5% salmon in Mobility Elimination; 10,5% dry rabbit in Renal Elimination.

