

# MY DOGGY

## Health features & benefits

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.





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.



## 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





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).





## 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  
ted, 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.



## 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

## ALL FLAVOURS



Meat Cubes



Moist Sausages



Sausages

## ALL FLAVOURS



Sticks



Slices



Dried Liver

## OTHERS



Pig Snouts



Lamb Muscle Pieces



Pork Crunch







## 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

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.



## 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



## Hypoallergenic



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.



## 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



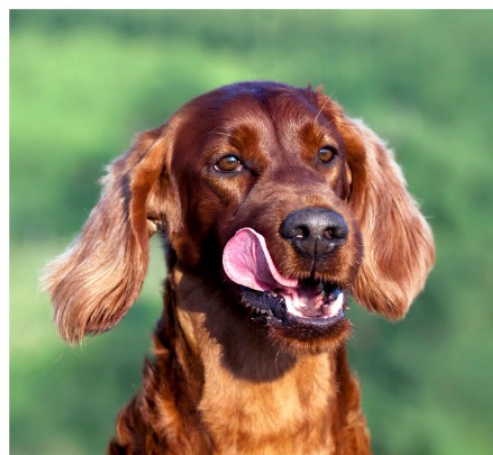
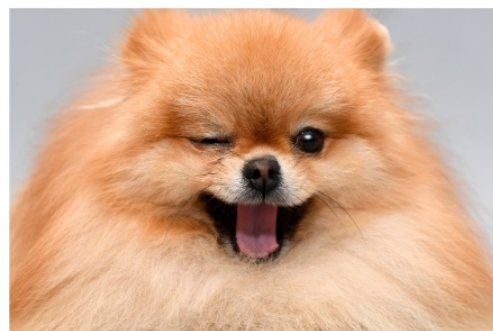
Puffed Jerky



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

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.



Beef Spleen



Dried Sprats



Fish Fingers



Fish Skin Cubes



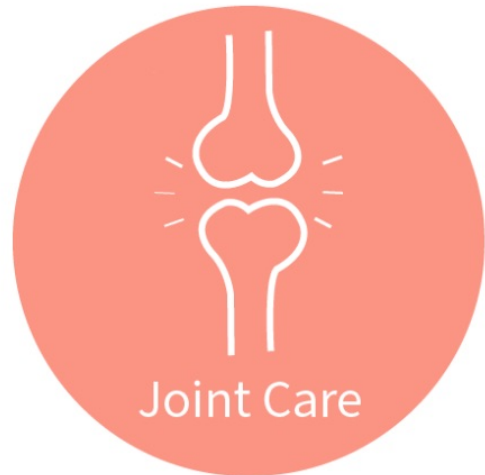
100% Salmon Sticks



Tripe







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



## 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.