

LIST OF INGREDIENTS

- Chicken- (AAFCO) Clean combination of meat and skin, with or without the bone. It must not contain any heads, feet, feathers, or entrails (guts)
- Chicken Meal – (AAFCO) Dry clean combination of meat and skin, with or without the bone. It must not contain any heads, feet, feathers, or entrails (guts)
 - Pound for pound chicken meal contains 4 times the amount of protein than fresh chicken
- Herring Meal- Excellent source of protein; High in EPA and DHA; Great source of Vitamin D
- Lamb meal- (AAFCO) the rendered product from lamb tissues, exclusive of blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents except in such amounts as may occur unavoidably in good processing practices.
- Menhaden Fish Meal- (AAFCO) Clean, dried, ground tissue of undecomposed whole menhaden or menhaden cuttings. Menhaden are cold water fish, caught fresh, preserved naturally with Vitamin C and E, and immediately frozen at sea to retain freshness and quality prior to processing. Menhaden fish is an excellent source of protein, essential amino acids, and Omega 3 fatty acids; Highly concentrated protein
- Menhaden Fish Oil (preserved with mixed tocopherols)
- Salmon- Good source of Omega 3 fatty acids

- Alfalfa Meal – (AAFCO) the aerial portion of the alfalfa plant, reasonably free from other crop plants, weeds and mold, which has been sun cured and finely ground
- Barley- Complex carbohydrate: assists with controlling blood sugar, lowers glucose levels; Good source of dietary fiber
- Beet Pulp- (AAFCO) The dried residue from sugar beets. High in Fiber, extremely digestible
 - There have been many misconceptions about the use of beet pulp in premium dog foods. Some people feel that it is not only an indigestible fiber but it is also a cheap filler and therefore slows down the digestive system. Others think that it is similar to the beets we buy and eat from the grocery store with the purplish-red color. These statements are untrue. From the AAFCO handbook, Dried Beet Pulp is the dried residue from sugar beets. Once it is dried, there is no color or flavor to the ingredient. However, it does support a healthy digestive tract by enhancing probiotics, or good bacteria, in the flora of the intestines. It not only has amazing digestibility but is also high in fiber to provide a natural stool firmer.
- Brewer's Dried Yeast- (AAFCO) the dried, non-fermentative, non-extracted yeast of the botanical classification. Contains B vitamins (good for skin, coat, and metabolism of carbohydrates); May assist with preventing fleas
- Chick pea- Great source of dietary fiber; Supports digestive tract function; Supplies antioxidant support; Excellent ingredient for diabetics as it regulates the blood sugar
- Chicory Extract- (AAFCO) Natural extractive. Used as a form of soluble fiber; has excellent digestibility; increases calcium absorption; Promotes the growth of intestinal bacteria; suitable for diabetics
- Dried Carrots- Natural source of Beta Carotene; High in Vitamin A; Provides antioxidant nutrients; Great levels of fiber
- Dried Cranberry- Partially dehydrated; Used for dietary fiber and antioxidant purposes; Reduces urinary tract infection by blocking bacteria from adhering to the stomach lining.
- Dried Pediococcus Acidilactici Fermentation Product- Functions to prevent the colonization

and growth of pathogens regulate and optimize the function of the natural micro flora. It also increases the energy value of the feed and digestibility of nutrients.

- Typical pet food probiotics are dead strains which have less than 3% value. VerUS probiotics provide over 90% value and can withstand temperatures up to 150 degrees without deterioration
- Dried Pumpkin- Rich in antioxidants, vitamins (specifically B-Complex vitamins), minerals (phosphorus, potassium, copper, and calcium) and dietary fiber; Low calorie vegetable; Complex carbohydrate
- Eggs- High in quality protein; Contains Choline; Antioxidant benefits towards eye health; In Feline formula- used to prevent crystallization
- Flaxseed Meal- Remaining portion of the flaxseed after the oil has been pressed out of it. Used for superior levels of Omega 3 fatty acids and micronutrients; Fiber source
- Flaxseed Oil- The oil pressed from the seed; Excellent source of omega 3 fatty acids; Good source of dietary fiber
- Ground Brown rice- (AAFCO) The entire product obtained by grinding the rice kernels after the hulls have been removed; Very nutritive grain; Source of protein and dietary fiber
- Ground Grain Sorghum- Digestible, nutrient rich, complex carbohydrate that presents no complications for allergic dogs. The use of sorghum helps satiate dogs even with reduced feeding volume. Similar to tapioca; Has natural vitamins and minerals.
- Ground Oats- Ground (AAFCO) reduced in particle size by impact, shearing, or attrition. Oats- Complex carbohydrates to provide the best energy source for your animal.
- Ground Whole Flaxseed- Used for superior levels of Omega 3 fatty acids and micronutrients; Fiber source. Flaxseed is the entire oil seed, ground, including fiber, lignans, and Omega-3 fatty acids. This provides a balance of all the benefits of flaxseed
- Kelp- (AAFCO) Dried seaweed of the families Laminariaceae and Fucaceae. Natural extractive; Carbohydrate; Helps to thicken kibble
- Lentils- High in dietary fiber; B-vitamin, and protein source; Excellent for managing blood-sugar disorders, such as Diabetes; complex carbohydrate
- Parsley- (AAFCO) Natural seasoning/ flavor; Kidney stimulant
- Potato- white potato, Complements the animal-based protein; complex carbohydrate
- Rice Bran-(AAFCO)the pericarp or bran layer and germ of the rice, with only such quantity of hull fragments, chipped, broken, or brewer's rice, and calcium carbonate as is unavoidable in the regular milling of edible rice.
- Split Green Peas- Provides phytonutrients with key antioxidant and anti-inflammatory benefits; Very small but high quality fat source of Omega 3 fats (ALA); Offers small amounts of Vitamin; complex carbohydrate
- Sun Cured Alfalfa- (AAFCO) reasonably free from other crop plants, weeds and mold, which has been sun cured and finely ground; Provides chlorophyll; Contains a higher nutrient content than other forms of alfalfa due to the nature of processing and drying in the direct rays of the sun.
- Tapioca- Made from the root of a cassava plant; Naturally low in fat; Source of iron; Gluten free option; Low in sodium
- Tomato Pomace- (AAFCO) the dried mixture of tomato skins, pulp, and crushed seeds. Supplies Vitamin B and Vitamin A; Source of fiber; Great palatability.
- Yams- Antioxidant rich; Anti-inflammatory benefits; Source of dietary fiber

- Yucca Schidigera Extract-(AAFCO) Flavoring agent in feeds of all animals; as an aid in the control of manure odor (post excretion) in the finished feeds of poultry and livestock. Helps to improve digestion.
- Chicken fat (preserved with mixed tocopherols)- Used as a natural preservative; Increases palatability.
- Natural Flavors- Oils/fats from proteins; Used as a preservative
- Salt- (AAFCO) is an acceptable source of sodium chloride. Antioxidant food additive. VERY minimal amount in formulas.

Vitamins and Minerals

- Vitamin E Supplement- Antioxidant; Regulator of Vitamin A; Protects skin cells; Prevents arthritis; Prevents cancer; Decreases inflammation in the eyes
- L-Ascorbyl- 2- Polyphosphate (source of Vitamin C)
- Niacin Supplement- Vitamin B3
- Biotin- Essential B-complex vitamin; functions as carrier of carbon dioxide; important for the structuring of chromosomes (by binding to histones); Promotes healthy skin and coat
- Thiamine Mononitrate- Vitamin B1; Assists with carbohydrate metabolism
- L- Carnitine- Amino Acid; Antioxidant support; Helps with weight loss; Improves heart disorders; Converts fatty acids into energy
- D-Calcium Pantothenate- Vitamin B5; Assists with metabolizing energy in the body; Supports adrenal function
- Riboflavin Supplement- Vitamin B2; Essential micronutrient for metabolizing; Easily absorbed
- Pyridoxine Hydrochloride- Promotes red blood cells, form of vitamin B6, balances hormones.
- Vitamin A Acetate- Essential for vision
- Vitamin B12 Supplement- (AAFCO) feeding material used for its vitamin B12 activity. Essential for brain and nervous system functions; Helps in formation of blood
- Vitamin D3 Supplement- (AAFCO) feeding material used for its vitamin D3 activity. Vitamin D is usually made in the skin by the sun's UV rays but considering dogs usually have fur covering most of their body, they need supplementation; Assists in bone health; Supports immune system; Prevents cancer and cardiovascular disease
- Folic Acid- A form of the water- soluble Vitamin B9 ; synthesizes and repairs DNA; aids rapid cell growth; produces healthy red blood cells
- Choline Chloride- B- complex vitamin; Necessary for brain function
- Potassium Chloride- a natural salt; important for the heart, muscles, and nerves.
- Zinc Proteinate- Stimulates the immune system; Protects against cell damage; Essential to insulin formation
- Betaine Anhydrous- (AAFCO) A partial replacement for choline; Naturally occurring
- Iron Proteinate- Combines with Copper and protein to form hemoglobin, the molecule in red blood cells that carries oxygen; Helps with digestive of fatty acids
- Selenium Yeast- Antioxidant; Improves Immune system; Helps to fight off cancers; Maintains healthy blood vessels
- Copper Proteinate-Aids in bone formation, protein metabolism, and iron absorption
- Manganese Proteinate- Nourishes the brain and nervous system; Supports a healthy immune system

- Calcium Iodate- Essential nutrients for strong bones and to help regulate the thyroid (which is important for growth, development and metabolic rate)
- Taurine (Only in the Feline Life Advantage)- Organic Acid; Used for the maintenance and functioning of the skeletal system; Essential for felines as they cannot synthesize this compound; required by AAFCO in Feline formula