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Pet nutrition by pet people



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MAY 2024

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The Feline Digestive System

An intricate marvel



The feline digestive system is an intricate marvel, finely tuned to process their specialized diet and support their unique nutritional needs. From the moment food enters their mouth to its exit as waste, a series of carefully orchestrated steps ensure efficient digestion and absorption of nutrients.

TEETH

It all begins with the teeth. Cats possess sharp, pointed teeth designed for tearing and shredding prey. Unlike humans, they lack grinding molars, reflecting their carnivorous nature. Once food is ingested, it travels down the esophagus to the stomach, where powerful acids and enzymes start breaking it down.

STOMACH

The stomach plays a crucial role in the digestive process, churning and mixing food with gastric juices. These juices contain hydrochloric acid and digestive enzymes, which further break down proteins and other nutrients. From the stomach, partially digested food moves to the small intestine, where most of the nutrient absorption occurs.

INTESTINES

The small intestine is lined with villi and microvilli, tiny structures that increase its surface area, facilitating nutrient absorption into the

bloodstream. Here, proteins, fats, carbohydrates, vitamins, and minerals are absorbed and transported to various parts of the body to support vital functions.

UNDIGESTED MATERIALS

The remaining undigested material passes into the large intestine, where water and electrolytes are absorbed, and waste is formed into feces. Finally, the feces are expelled through the rectum and anus during defecation.

While the feline digestive system is efficient, it can also be sensitive. Sudden dietary changes or the ingestion of inappropriate foods can lead to digestive upset. Thus, maintaining a consistent and species-appropriate diet is essential for keeping your cat's digestive system healthy and functioning optimally.



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Giving Back



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Fun things to do with your DOG

Organize a doggy playdate with friends' furry companions, letting them romp around and enjoy each other's company.

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Choking in Dogs

What you need to know!

Choking in dogs can be a terrifying experience for both the pet and their owner. It occurs when an object becomes lodged in the throat or windpipe, obstructing the flow of air. This can lead to difficulty breathing, coughing, gagging, and in severe cases, even loss of consciousness and death. Understanding the causes, signs, and appropriate actions to take can be lifesaving for your canine companion.

COMMON CAUSES

Common causes of choking in dogs include swallowing foreign objects such as toys, bones, sticks, or pieces of food that are too large. Dogs, especially curious puppies and avid chewers, may inadvertently ingest items that pose a choking hazard. Additionally, some breeds with short muzzles, such as Bulldogs and Pugs, are more prone to choking due to anatomical factors.

RECOGNISING THE SIGNS

Recognizing the signs of choking is crucial for prompt intervention. Symptoms may include pawing at the mouth, excessive drooling, coughing, wheezing, gasping for breath, or displaying panic and distress. If you suspect your dog is choking, it's essential to remain calm and act quickly.

WHAT TO DO...

The Heimlich maneuver, modified for dogs, can

be effective in dislodging a foreign object from the airway. For small dogs, you can lift them by their hind legs with their head facing down and perform sharp thrusts on their abdomen. For larger dogs, you can stand behind them, place your arms around their abdomen, and exert quick upward pressure.

If the Heimlich maneuver fails or your dog loses consciousness, immediate veterinary attention is imperative. Veterinarians have specialized equipment and training to safely remove obstructions from the airway and provide emergency care.

PREVENTION IS KEY

Prevention is key to avoiding choking incidents in dogs. Always supervise your dog when they are playing with toys or chewing on bones, and choose items that are appropriate for their size and chewing habits. Keep small objects, toxic substances, and food items that pose a choking risk out of reach.

KEEPING YOUR DOG SAFE

By understanding the causes, recognizing the signs, and taking appropriate preventive measures, you can help keep your canine companion safe from choking hazards and ensure their well-being.



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or just anytime treat



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Extra
Treats**

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Breaking down the cost of pet food

A high-quality, nutrition diet is key for your pet's health



The cost of manufacturing pet food encompasses a variety of factors that contribute to the final price consumers pay for these products. From sourcing quality ingredients to processing, packaging, and distribution, numerous components influence the overall manufacturing expenses.

QUALITY HAS NO PRICE

You wouldn't feed your children non-nutritious, low-quality, cheap food so why would you feed it to your dog or cat. One significant cost factor is the quality and sourcing of ingredients. High-quality pet foods often contain premium ingredients such as real meat and vegetables, which can be more expensive to procure. Additionally, manufacturers may prioritize sourcing ingredients from reputable suppliers to ensure safety and nutritional integrity, further adding to the cost.

MANUFACTURING PROCESS

The manufacturing process itself involves significant expenses, including equipment maintenance, labour wages, and energy consumption. Advanced machinery and technology are often utilized to process and blend ingredients efficiently while maintaining product consistency and safety standards. Skilled workers are also essential for tasks such as

quality control, packaging, and labeling.

PACKAGING AND DISTRIBUTION

Packaging materials represent another cost consideration. Manufacturers must invest in packaging that not only preserves the freshness and quality of the product but also complies with regulatory requirements and appeals to consumers. Furthermore, transportation and distribution costs contribute to the overall expense, particularly for products distributed over long distances. Regulatory compliance is paramount in the pet food industry, with manufacturers required to meet stringent standards. This includes adhering to labeling regulations, nutritional guidelines, and safety protocols, all of which incur additional costs for testing, certification, and compliance monitoring.

GOOD QUALITY IS KEY FOR A HEALTHY PET

While the cost of manufacturing pet food varies depending on factors such as ingredient quality, production methods, and brand positioning, these expenses ultimately impact the retail price consumers pay. However, many pet owners prioritize the health and well-being of their furry companions, making them willing to invest in high-quality pet food products that meet their pets' nutritional needs and dietary preferences.

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Complete Pet Nutrition is a quality and affordable dog food with a range of products designed to suit your pocket and your dog's requirements.

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Vital+

- Highly affordable
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- Great for older dogs



Maintenance

- Best value for money
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- Our most popular brand



Classique+

- Excellent for joint and bone care
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- For the energetic dog



Elite

- Contains real ostrich
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- High protein diet

18%
PROTEIN

20%
PROTEIN

22%
PROTEIN

24%
PROTEIN



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Focus on Complete Elite

Complete Elite with Ostrich meets all the nutritional requirements of an active dog.



Complete Pet food is designed to provide your pet with the **best nutrition at an affordable price**.

Complete Elite is scientifically formulated to give your dog a tasty and well-balanced quality dog food, containing all the **essential vitamins and minerals** they need to be in the best condition possible. This product has been specifically formulated with the best available meat products, which is a source of **high-quality protein** and adds flavour to a diet.

Ingredients

Cereals (min 10% rice), meat & animal derivatives (min 4% ostrich), derivatives of vegetable origin, fats & oils, palatability enhancer, select clays, vegetable fibres (including mannan-oligosaccharides) minerals, vitamins and approved antioxidants.



24%
PROTEIN



Available for
Small to
Medium Breed
Dogs and
Large to Giant
Breed Dogs in
2, 10 and 20kg
bags

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Career Paths for people who love animals

Pet groomer: Pampering pets with grooming services such as bathing, haircuts, and nail trimming to keep them healthy and happy.

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Your part in your dog's behaviour

Encouraging bad behaviour in dogs is a common challenge that many pet owners unknowingly contribute to.

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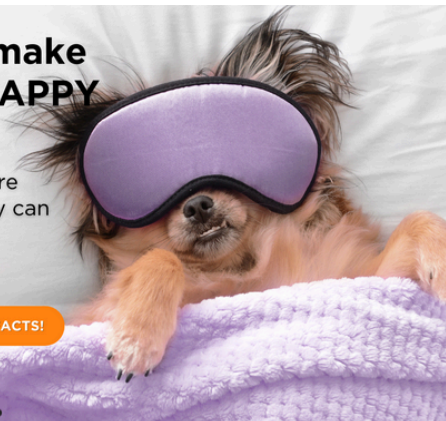


5 Ways to make your dog HAPPY

Let your dog sleep inside where they are safe and where they can keep you and your family safe too.

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Your Dogs PAWS

Dogs have a unique scent gland between their paw pads, which they use for marking territory with their individual scent.

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The best quality without breaking the bank.

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ACCESSIBLE

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Complete Pet Nutrition is a quality and affordable dog food with a range of products designed to suit your pocket and your dog's requirements by breed and age.

**18%
PROTEIN**



Vital+

- Highly affordable
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- Great for older dogs

**20%
PROTEIN**



Maintenance

- Best value for money
- Quality ingredients
- Natural ingredients
- Essential vitamins and minerals
- Our most popular product

**22%
PROTEIN**



Classique+

- Excellent for joint and bone care
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- Natural ingredients
- Essential vitamins and minerals
- For the energetic dog

**24%
PROTEIN**



Elite

- Contains real ostrich
- Quality ingredients
- Natural ingredients
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- High protein diet

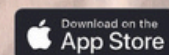

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TEETH & BONES**


**NATURAL
INGREDIENTS**


**ESSENTIAL
VITAMINS &
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