

NATURAL PET[®] Care



What are the essential nutrients for beautiful skin and shiny coat?

Daily intake of these skin enriching nutrients from diet or supplementation are required to promote and maintain healthier skin and stronger fur. Hence, your dog and cat will have less scratching and shedding, giving them fuller, softer and glossier coat.

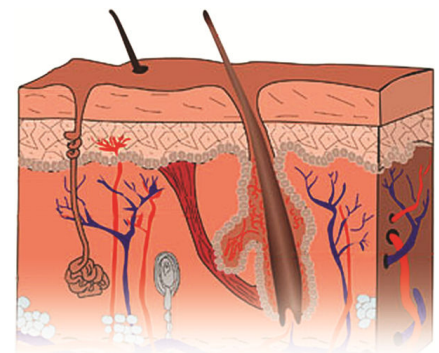
Deficiency of essential vitamins can result in poor health and lead to serious health problems. Poor nutrition and deficiency in vitamins can result in loss of fur and poor fur growth. This can lead to a reduction in the thickness of the coat.

Lack of vital minerals in their daily diet can cause poor fur growth and unhealthy skin and coat. Minerals are one of the major components in the formation and maintenance of fur and connective tissue and can prevent flaky skin and weak fur.

A dietary shortage of proteins (amino acids) can have negative impact on your pet's health. Amino acids are essential to many vital functions in the body including growth, maintenance and renewal of body cells from muscles and bones to fur and nails. Inadequate intake of

Skin Enriching Nutrients

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|--------------|--------------|---|
| ❖ Vitamin A | ❖ Zinc | ❖ Threonine |
| ❖ Vitamin B2 | ❖ Iodine | ❖ Essential Fatty Acids - Omega-3 & Omega-6 |
| ❖ Biotin | ❖ Manganese | ❖ Alpha-lipoic Acid |
| ❖ Vitamin B6 | ❖ Arginine | ❖ Coenzyme Q10 |
| ❖ Vitamin C | ❖ Leucine | ❖ Hyaluronic Acid |
| ❖ Vitamin E | ❖ Lysine | ❖ Collagen |
| ❖ Niacin | ❖ Methionine | |
| ❖ Folic Acid | ❖ Proline | |
| ❖ Copper | ❖ Selenium | |



amino acids can be characterized by dry and flaky skin as well as brittle and sparse coat. We the body is not getting enough essential fatty acids such as Omega-3, it can result in poor general health and will also affect the development of healthy skin and shiny coat.

When the nutrients from ingested food are not absorbed sufficiently, this in turn will affect the body's ability to maintain a healthy skin and shiny coat.

Low immune system can also affect the body's ability to fight against infections and will lead to illnesses and skin problems.

Health benefits of vitamins

Vitamin B2 - *is essential for normal growth, fur coat, muscle development and metabolism of amino acids. During high intake of proteins (amino acids), the presence of Vitamin B2 is most beneficial because it helps to promote the growth of healthy skin, fur and nails.*

Biotin - *is important for the synthesis of collagen and has important role in maintaining healthy skin, glossy fur and stronger nails. Daily intake of Biotin will help to improve the condition of the skin and prevent dry skin and poor fur growth. It helps in the breakdown of carbohydrates, fatty acids and proteins to release energy.*

Vitamin C - *is a powerful antioxidant to fight against free radicals and pollutants. Most importantly, it is required for the production of collagen in connective tissues. It is necessary for normal tissue growth and repair during wound healing and speed up the recovery from skin problems. Vitamin C is required for bone formation and mineralization which is important for growing puppies and kitten. Vitamin C may help to protect against infection and increase body's resistance against infection.*

Vitamin E - *is a potent antioxidant, thus protecting various hormones and cells against oxidation and neutralizing free radicals and pollutants that can cause damage. It helps to keep the skin looking younger, promote healing and slow down the aging process. It plays a role in the formation of cell membranes and increases the endurance of the body.*

Folic Acid - *is involved in the synthesis of DNA and important for cell reproduction including red blood cells. It helps to promote fur, nails and wound healing.*

Health benefits of minerals

Copper - *is crucial for the production of collagen and elastin for proper fur growth and enables the body to repair and renew damaged cells. It is also an antioxidant*

and is required for the pigmentation of fur.

Zinc - *is required by the skin tissues, fur and nails to remain healthy and in top conditions. Deficiency of this essential mineral may lead to loss of fur, scaly and crusty skin and the development of skin lesions which are prone to skin problems and infections. Regular intake of Zinc is necessary for the maintenance and improvement of the quality of skin and fur. It is also needed by cells and enzymes in the body which helps to stimulate wound healing and strengthen body's immune system.*

Iodine - *is important for growth and development of healthy skin, fur, teeth and nails. It also plays a role in the formation of the thyroid hormone. Deficiency of this essential mineral may lead to loss of fur and poor growth.*

Health benefits of amino acids

Arginine - *helps to improve the immune system to fight against bacteria, viruses and tumor cells. It promotes the formation of collagen, wound healing, skin repair as well as the release of growth hormone.*

Leucine - *has a key role in stimulating protein synthesis within the muscle tissue which is essential to promote growth, muscle and bone healing as well as skin repair. It also prevent the breakdown of muscles proteins that sometimes occur after trauma or stressful situation.*

Lysine - *aids in the synthesis of collagen, antibodies, enzymes and hormones in the body to ensure normal function.*

Methionine - *helps to improve skin tone and fur, and also helps to strengthen the nails. It helps the body to better absorb Zinc and minimize allergies. It also helps prevent the build-up of excess fat in the liver and arteries.*

Proline - *improves the texture of the skin and protects the loss of collagen during aging process. Collagen in the skin consists of Hydroxyproline and Hydroxylysine which are synthesized from Proline and Lysine with the presence of Vitamin C. Collagen contains about 15% of Proline in its structure.*

Thereonine - *is involved in the formation of tooth enamel, protein, collagen and elastin. It aids in the absorption of other nutrients and controls the build-up of fat within the liver.*

Getting all these essential nutrients on a daily basis are necessary to maintain a healthy skin and shiny coat for your pets.