



# pet nutrition 101

Presented by Castor & Pollux Natural PetWorks






## the details

**Protein** is an important building block of pet nutrition. But not all proteins are created equal. Protein can be derived from both animal and plant sources, but not all contain adequate amounts of one or more amino acid. It's important to combine different sources to ensure all amino acids are supplied.

There are also variations in protein quality and biological value, which is the ability of the protein to be used by the body. Egg, chicken, chicken meal and fish meal have the highest biological value. Plant protein has a much lower biological value. That's why it's important to look for named animal based protein sources in the first few ingredients of your pet's food.

Signs of a protein deficiency may include:

-  **Weight loss**
-  **Rough or dull coat**
-  **Flaky skin**






### Choose the right formula.

If your pet has a specific need, or is at a stage of life that requires different nutrition, you should look for foods that are formulated to address those needs.

For example, Castor & Pollux Indoor cat food is lower in fat and calories than our regular adult cat food and has a special blend of fiber that aids in hairball control. And our Less Active and Weight Management dog foods contain L-carnitine that helps support a leaner body mass by converting fat to energy, and glucosamine and chondroitin to support healthy joints.



You know that fat, fiber, carbs, vitamins and minerals are essential for your pet, but what specific sources are best? We hear a lot about “SuperFoods” when talking about human nutrition- foods that are nutrient dense and are provide more than one health benefit. Let's take that same concept into pet food.

-  **Whole Grains.** Whole grains, like brown rice, milo and oats provide steady energy. They are also rich in fiber, vitamins, minerals and antioxidants.
-  **Peas.** A good source of fiber, B vitamins, potassium, protein, amino acid and are relatively low in fat.
-  **Salmon meal.** Supplies protein, calcium, phosphorous, Omega-3 fatty acids and vitamins. It's also a source of DHA- a fatty acid that helps support healthy cognitive development.
-  **Flaxseed.** Rich in Omega-3 fatty acids, high in fiber, and a great source of Vitamin B folate and cancer-fighting antioxidants. Flaxseed contributes to your pet's healthy coat, skin and bones.

So you see, these multi-tasking foods pack a wallop of essential nutrition for your pet—naturally.

**At Castor and Pollux, we take your pets' nutrition, healthiness and happiness as seriously as we do our own. That's why we work so hard to offer the best pet food we can—for every life stage.**

## thanks for reading!

Be sure to check out our other videos to learn more about natural and organic pet food—and healthy, happy pets!

