

# PRODUCT PROFILE - NOW FRESH

## NOW FRESH™ Grain Free Small Breed Fish Adult Dog Recipe

| Nutrient profile    | As fed basis | Dry matter basis | Per 1000 kcal |
|---------------------|--------------|------------------|---------------|
| <b>Energy:</b>      |              |                  |               |
| ME per kg           | 3657 kcal/kg | 3975 kcal/kg     | n/a           |
| ME per cup          | 421 kcal/cup | 457 kcal/cup     | n/a           |
| Energy from protein | 26 %         | 26 %             | n/a           |
| Energy from fat     | 40 %         | 40 %             | n/a           |
| Energy from carbs   | 35 %         | 35 %             | n/a           |
| <b>Proximates:</b>  |              |                  |               |
| Moisture            | 8 %          | 0 %              | 21.9 g        |
| Protein             | 27 %         | 29 %             | 73.8 g        |
| Fat                 | 17 %         | 18 %             | 46.5 g        |
| Fibre               | 4.3 %        | 4.7 %            | 11.8 g        |
| Ash                 | 7.5 %        | 8.2 %            | 20.5 g        |
| Carbohydrates       | 36 %         | 39 %             | 99 g          |
| <b>Amino acids:</b> |              |                  |               |
| Arginine            | 1.32 %       | 1.43 %           | 3.61 g        |
| Lysine              | 1.33 %       | 1.45 %           | 3.64 g        |
| Met + Cys           | 0.94 %       | 1.02 %           | 2.56 g        |
| Phe + Tyr           | 1.96 %       | 2.13 %           | 5.36 g        |
| Tryptophan          | 0.29 %       | 0.32 %           | 0.79 g        |
| Taurine             | 0.12 %       | 0.13 %           | 0.33 g        |
| <b>Fatty acids:</b> |              |                  |               |
| Omega-6             | 1.90 %       | 2.07 %           | 5.20 g        |
| Omega-3             | 0.70 %       | 0.76 %           | 1.91 g        |
| DHA                 | 0.10 %       | 0.11 %           | 0.27 g        |
| Linoleic acid       | 1.8 %        | 2.0 %            | 4.92 g        |
| <b>Minerals:</b>    |              |                  |               |
| Calcium             | 1.0 %        | 1.1 %            | 2.73 g        |
| Phosphorus          | 0.6 %        | 0.7 %            | 1.64 g        |
| Potassium           | 0.7 %        | 0.8 %            | 2.02 g        |
| Sodium              | 0.41 %       | 0.45 %           | 1.12 g        |
| Chloride            | 0.41 %       | 0.45 %           | 1.12 g        |
| Magnesium           | 0.10 %       | 0.11 %           | 0.27 g        |
| Iron                | 138 mg/kg    | 150 mg/kg        | 37.7 mg       |
| Copper              | 16 mg/kg     | 17 mg/kg         | 4.32 mg       |
| Manganese           | 26.6 mg/kg   | 28.9 mg/kg       | 7.27 mg       |
| Zinc                | 134 mg/kg    | 146 mg/kg        | 36.6 mg       |
| Iodine              | 3.4 mg/kg    | 3.7 mg/kg        | 0.94 mg       |
| Selenium            | 0.43 mg/kg   | 0.47 mg/kg       | 0.12 mg       |
| <b>Vitamins:</b>    |              |                  |               |
| Vitamin A           | 19081 IU/kg  | 20740 IU/kg      | 5218 IU       |
| Vitamin D           | 1493 IU/kg   | 1623 IU/kg       | 408 IU        |
| Vitamin E           | 172 IU/kg    | 187 IU/kg        | 47.0 IU       |
| Thiamine            | 14.7 mg/kg   | 16.0 mg/kg       | 4.02 mg       |
| Riboflavin          | 12.0 mg/kg   | 13.1 mg/kg       | 3.29 mg       |
| Pantothenic acid    | 28.1 mg/kg   | 30.5 mg/kg       | 7.68 mg       |
| Niacin              | 33 mg/kg     | 36 mg/kg         | 9.1 mg        |
| Pyridoxine          | 3.7 mg/kg    | 4.0 mg/kg        | 1.01 mg       |
| Folic acid          | 0.5 mg/kg    | 0.5 mg/kg        | 0.14 mg       |
| Biotin              | 0.50 mg/kg   | 0.54 mg/kg       | 0.14 mg       |
| Vitamin B12         | 0.06 mg/kg   | 0.07 mg/kg       | 0.018 mg      |

## Ingredients

De-boned trout, whole dried egg, potatoes, peas, potato flour, pea flour, flaxseed, canola oil (preserved with mixed tocopherols), natural flavour, de-boned salmon, de-boned herring, coconut oil (preserved with mixed tocopherols), calcium carbonate, pea fibre, apples, monocalcium phosphate, tomato, suncured alfalfa, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, salt, sodium tripolyphosphate, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulphate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulphate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, parsley, peppermint, green tea extract, yucca schidigera extract, dried rosemary.

NOW FRESH™ Grain Free Small Breed Fish Adult Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for Maintenance.



\*Not available in US

