



Ingredient Benefits - an A to Z guide



Alfalfa Extract

A natural supply of vitamins and aids digestion.



Bioflavonoids

Natural antioxidants that help fight cellular ageing.



Brewers Yeast Extract

Source of vitamin B, necessary for carbohydrate, fat and the metabolising of protein.



Carob

Rich in natural calcium for good teeth and bones.



Carrots

Rich in dietary fibre, antioxidants and naturally occurring minerals.



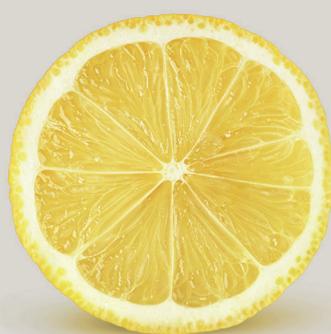
Fresh & Dried Chicken

Helps to provide the maximum level of amino acids to maintain long term good health.



Chicory Extract

A proven prebiotic which promotes healthy digestion.



Citrus Extract

Helps to naturally preserve the freshness of our food.



Coconut Oil

A natural source of special dietary fats which supports the anti-ageing process.



Cranberry Extracts

Helps to maintain healthy skin and supports the immune system.



DHA

Supports the 'building blocks' of the brain, as well as healthy eye function and vision.



EPA

Considered to be one of the most vital nutrients for the brain.



Fennel Extract

Helps reduce flatulence and bloating and acts as a natural flea repellent.



Fish Fillet

An excellent source of Omega 3 & 6 fatty acids to help maintain a silky coat.



Mango

An excellent natural source of vitamins A and C.



Muscle Meat

Provides a natural source of essential amino acids (taurine, arginine and lysine).



Mussels

A natural source of Vitamin B12, Selenium, Zinc, Vitamin C and Omega 3.



Natural Cellulose Plant Fibre

Enhances digestion and reduces fur balls.



Oregano Extract

High in antioxidants.



Paprika Extract

Rich in vitamin C and packed with many natural antioxidants.



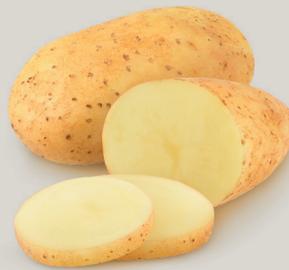
Peas

A natural source of the antioxidant Glutathione, which is important for many functions in the body, including regulating immune response.



Peppermint Extract

Helps to relieve digestive disorders such as flatulence and upset stomachs.



Potato

A low allergen source of both protein and carbohydrates.



Poultry Gravy

All Applaws kibbles are smothered in our unique chicken gravy, making our natural dry food the most delicious tasting food you can give your pet.



Rosehip Extract

High in Vitamin C, D and E, essential fatty acids and antioxidant flavonoids, that help to maintain good health.



Rosemary Oil Extract

When distilled, it acts as a fat-soluble antioxidant, that will work with the Citrus Extracts to help keep the food fresher for longer.



Salmon Oil

Source of Omega 3 & 6 fatty acids, to help maintain a silky coat.



Seaweed & Seaweed Extract

Creates the foundation for an optimal metabolism, that is able to process and eliminate harmful toxins from the body.



Thyme Extract

A natural prebiotic that aids digestion.



Tomato

A natural source of Vitamin C, Biotin, Molybdenum and Vitamin K.



Turmeric Extract

Contains natural fluoride and aids digestion.



Yucca Extract

Contains a natural prebiotic that has a deodorizing effect.