

LIST OF INGREDIENTS

HIGH-QUALITY PROTEINS

Chicken

(AAFCO) Clean combination of meat and skin, with or without the bone. It must not contain any heads, feet, feathers or entrails (guts).

Chicken Meal

(AAFCO) Clean, dry combination of meat and skin, with or without the bone. It must not contain any heads, feet, feathers or entrails (guts). Pound for pound, chicken meal contains 4 times the amount of protein than fresh chicken.

Herring

Herring is the clean tissue of undecomposed whole herring or herring parts. It is a source of protein and long-chain Omega-3 fatty acids, which are critical for healthy skin and coat, proper body function and enhanced learning of young puppies.

Herring Meal

Excellent source of protein and high in EPA and DHA. A great source of Vitamin D.

Lamb Meal

(AAFCO) The rendered product from lamb tissues, exclusive of blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents except in such amounts as may occur unavoidably in good processing practices.

Menhaden Fish Meal

(AAFCO) Clean, dried, ground tissue of undecomposed whole menhaden or menhaden cuttings. Menhaden are cold water fish, caught fresh, preserved naturally with Vitamin C and E, and immediately frozen at sea to retain freshness and quality prior to processing. Menhaden fish is an excellent, highly concentrated source of protein, essential amino acids and Omega-3 fatty acids.

Salmon

A good source of Omega-3 fatty acids.

Salmon is an excellent source of high-quality protein, calcium, phosphorous and long-chain Omega-3 fatty acids, which are critical for healthy skin, coat and proper body function as well as supporting the cognitive development of kittens and puppies.

Pea Protein

An easily digestible source of concentrated protein that's ideal for pets with food sensitivities.

Dried Egg Product

High in quality protein that contains Choline. Provides antioxidant benefits towards eye health.

FIBER & GRAINS

Ground Barley

Complex carbohydrate: assists with controlling blood sugar and lowers glucose levels; good source of dietary fiber.

Chickpea

A great source of dietary fiber that supports digestive tract function and supplies antioxidant support. An excellent ingredient for diabetics, as it regulates the blood sugar.

Ground Grain Sorghum

Digestible, nutrient-rich complex carbohydrate that presents no complications for allergic dogs. The use of sorghum helps satiate dogs, even with reduced feeding volume. It is similar to tapioca starch. Contains natural vitamins and minerals.

Ground Oat Groats

Ground to reduce in particle size by impact, shearing or attrition, these oats are complex carbohydrates that provide the best energy source for your animal.

Millet

Millet is a whole grain that grows in grassy stalks. It serves as an excellent source of highly digestible carbohydrates, vitamins and minerals that can help to support digestion, the immune system and metabolic function.

Flaxseed

Used for superior levels of Omega-3 fatty acids and micronutrients; fiber source. Flaxseed is the entire oilseed, ground, including fiber, lignans and Omega-3 fatty acids. This provides a balance of all the benefits of flaxseed.

Whole seeds from the flax plant that are ground. Flaxseed is an outstanding source of essential Omega-3 fatty acids that contribute to a healthy coat and soluble fiber, which supports digestion.

Lentils

A protein source that is high in dietary fiber and B vitamins. Excellent for managing blood-sugar disorders, such as diabetes. A complex carbohydrate.

Brewer's Dried Yeast

(AAFCO) The dried, non-fermentative, non-extracted yeast of the botanical classification. Contains B vitamins, which are good for skin, coat and metabolism of carbohydrates. It may also assist with preventing fleas.

Chicory Root Extract

(AAFCO) Natural extractive. Used as a form of soluble fiber, it has excellent digestibility and increases calcium absorption. Promotes the growth of intestinal bacteria. Also suitable for diabetics.

Ground Brown Rice

(AAFCO) The entire product is obtained by grinding the rice kernels after the hulls have been removed. It is a very nutritive grain and a good source of protein and dietary fiber.

Rice Bran

(AAFCO) The pericarp or bran layer and germ of the rice contains hull fragments, chipped, broken, or brewer's rice, and calcium carbonate. VĒRUS has only such quantity as is unavoidable in the regular milling of edible rice.

FATS & OILS

Menhaden Fish Oil

Preserved with mixed tocopherols.

Chicken Fat

Preserved with Mixed Tocopherols - used as a natural preservative and increases palatability.

Natural Flavors

Oils/fats from proteins and used as a preservative.

PREBIOTICS & PROBIOTICS

Dried *Pediococcus Acidilactici* Fermentation Product

Functions to prevent the colonization and growth of pathogens and to regulate and optimize the function of the natural microflora. It also increases the energy value of the feed and digestibility of nutrients. Typical pet food probiotics are dead strains that have less than 3% value. VĒRUS probiotics provide over 90% value and can withstand temperatures up to 150 degrees without deterioration.

Dried Plain Beet Pulp

(AAFCO) The dried residue from sugar beets. Once it is dried, there is no color or flavor to the ingredient. It supports a healthy digestive tract by enhancing probiotics, or good bacteria, in the flora of the intestines. High in fiber and extremely digestible, it acts as a natural stool firmer.

FRUITS & VEGETABLES

Dehydrated Alfalfa Meal

(AAFCO) The aerial portion of the alfalfa plant, reasonably free from other crop plants, weeds and mold, which has been sun cured and finely ground.

Dried Carrots

A natural source of beta carotene that is high in Vitamin A. Provides antioxidant nutrients. Provides great levels of fiber.

Dried Cranberry

Partially dehydrated; used for dietary fiber and antioxidant purposes; reduces urinary tract infection by blocking bacteria from adhering to the stomach lining.

Dried Blueberry

Small indigo-colored berries loaded with nutrients. Blueberries are packed with Vitamin C, dietary fiber, complex carbohydrates and powerful antioxidants to help support the immune system, digestion and metabolic function.

Blueberries are rich in Vitamin A & C, Potassium, Fiber and various carotenoids which are valuable anti-oxidants. Blueberries provide flavor, taste and color of fresh fruits.

Apple

An apple is a fleshy round fruit that is the most concentrated source of flavonoids. Flavonoids are powerful antioxidants that can help support the immune system.

Apples are an excellent source of pectin and water-soluble fiber.

Dried Pumpkin

Rich in antioxidants, vitamins (specifically B-Complex vitamins), minerals (phosphorus, potassium, copper and calcium) and dietary fiber. A low-calorie vegetable and complex carbohydrate.

Potato

White potato complements animal-based protein. A complex carbohydrate.

Peas

Provides phytonutrients with key antioxidant and anti-inflammatory benefits. Very small but high-quality fat source of Omega-3 fats (ALA). Offers small amounts of Vitamin B and is a complex carbohydrate.

Sweet Potato

Sweet potatoes are an excellent source of complex carbohydrates, vitamins, minerals and beta carotene. The starch in sweet potatoes converts to sugar easily and provides quick energy. Sweet potatoes are not part of the "Night Shade" family.

The sweet potato is known for being a superb source of energy, fiber, potassium, B vitamins, beta carotene, vitamin A, vitamin C, vitamin E, calcium and iron. Their natural sweetness provides a taste your pets will love.

Tomato Pomace

(AAFCO) The dried mixture of tomato skins, pulp and crushed seeds. Supplies Vitamin B and Vitamin A. A source of fiber and great palatability.

Yams

Antioxidant-rich and contains anti-inflammatory benefits. A source of dietary fiber.

ENZYMES & HERBS

Dried Parsley

(AAFCO) A natural seasoning/ flavor and kidney stimulant.

Yucca Schidigera Extract

(AAFCO) Flavoring agent in feeds of all animals as an aid in the control of manure odor (post-excretion) in the finished feeds of poultry and livestock. Helps to improve digestion.

VITAMINS AND MINERALS & MORE

Dried Kelp

(AAFCO) Dried seaweed of the families laminariaceae and fucaceae. A natural extractive and carbohydrate. Dried kelp helps to thicken kibble.

Tapioca Starch

Made from the root of a cassava plant. Naturally low in fat and a source of iron. Gluten-free and low in sodium.

Dehydrated Chicken Cartilage

A natural source of glucosamine.

Agar Agar

A gelatinous substance obtained from various kinds of red seaweed and used in biological culture media and as a thickener in foods.

Mixed Tocopherols

Often used as preservatives, mixed tocopherols are a source of Vitamin E, which supports healthy skin, coat and eyes, and has antioxidant properties protecting cells in the body.

This a mixture of differing forms of Vitamin E most often used as a preservative or antioxidant to stabilize fats to prevent them from becoming rancid. Their stabilizing effect depends on the type of fat used.

Salt

(AAFCO) An acceptable source of sodium chloride. This is an antioxidant food additive, but there is a VERY minimal amount in formulas.

Vitamin E Supplement

Antioxidant; regulator of vitamin A; protects skin cells; prevents arthritis; prevents cancer; decreases inflammation in the eyes.

L-Ascorbyl-2-Polyphosphate

Source of Vitamin C.

Niacin Supplement

Source of vitamin B3.

Biotin

Essential B-complex vitamin; functions as a carrier of carbon dioxide; important for the structuring of chromosomes (by binding to histones); promotes healthy skin and coat.

Thiamine Mononitrate

Vitamin B1; assists with carbohydrate metabolism.

L- Carnitine

Amino Acid; antioxidant support; helps with weight loss; improves heart disorders; converts fatty acids into energy.

D-Calcium Pantothenate

Vitamin B5; assists with metabolizing energy in the body; supports adrenal function.

Riboflavin Supplement

Vitamin B2; essential micronutrient for metabolizing; easily absorbed.

Pyridoxine Hydrochloride

Promotes red blood cells, a form of vitamin B6; balances hormones.

Vitamin A Supplement

Essential for vision.

Vitamin B12 Supplement

(AAFCO) Feeding material used for its vitamin B12 activity. Essential for brain and nervous system functions; helps in formation of blood.

Vitamin D3 Supplement

(AAFCO) Feeding material used for its vitamin D3 activity. Vitamin D is usually made in the skin by the sun's UV rays, but considering dogs usually have fur covering most of their body, they need supplementation. Assists in bone health; supports immune system; prevents cancer and cardiovascular disease.

Folic Acid

A form of the water-soluble Vitamin B9; synthesizes and repairs DNA; aids rapid cell growth; produces healthy red blood cells.

Choline Chloride

B complex vitamin; necessary for brain function.

Potassium Chloride

A natural salt; important for the heart, muscles and nerves.

Zinc Proteinate

Stimulates the immune system; protects against cell damage; essential to insulin formation.

Betaine Anhydrous

(AAFCO) A partial replacement for choline; naturally occurring.

Iron Proteinate

Combines with copper and protein to form hemoglobin, the molecule in red blood cells that carries oxygen; helps with digestive of fatty acids.

Selenium Yeast

Antioxidant; improves Immune system; helps to fight off cancers; maintains healthy blood vessels.

Copper Proteinate

Aids in bone formation, protein metabolism and iron absorption.

Manganese Proteinate

Nourishes the brain and nervous system; supports a healthy immune system.

Magnesium Sulfate

Magnesium sulfate is a source of magnesium essential for overall body health including heart health, muscle contraction and strong bones.

Monosodium Phosphate

Monosodium phosphate is added as a source of sodium because sodium is an essential nutrient. Sodium supports acid-base regulation and is a key component to supporting the immune system.

Calcium Iodate

Calcium iodate is a form of iodine, a mineral essential for thyroid health. It can be found naturally in seaweed and ocean fish.

Monosodium Phosphate

Monosodium phosphate is added as a source of sodium because sodium is an essential nutrient. Sodium supports acid-base regulation and is a key component to supporting the immune system.

DiCalcium Phosphate

A rich source of both calcium and phosphorus, essential nutrients for the development of healthy bones and teeth in your pet.

Calcium Carbonate

A natural source of calcium essential to the body to build strong teeth and bones.

Sodium Selenite

A source of both sodium and selenium. Sodium is essential for proper cell functioning, working with potassium to maintain acid-base balance. Selenium in proper doses plays a vital role in combating cellular damage caused by free radicals. Since animals require only about 0.1 parts per million of selenium, sodium selenite does not contribute any significant amounts of sodium. This helps to regulate the body's water balance.

Taurine (Only In Feline Life Advantage)

Organic Acid; Used for the maintenance and functioning of the skeletal system; essential for felines as they cannot synthesize this compound; required by AAFCO in Feline formula.