PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Senior Dog Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3321 kcal/kg	3610 kcal/kg	n/a
ME per cup	365 kcal/cup	397 kcal/cup	n/a
Energy from protein	26 %	26 %	n/a
Energy from fat	29 %	29 %	n/a
Energy from carbs	45 %	45 %	n/a
Proximates:			
Moisture	8 %	0 %	24.1 g
Protein	25 %	27 %	73.8 g
Fat	11 %	12 %	34.3 g
Fibre	6.9 %	7.5 %	20.8 g
Ash	6.5 %	7.1 %	19.6 g
Carbohydrates	43 %	46 %	129 g
Amino acids:			
Arginine	1.24 %	1.35 %	3.74 g
Lysine	1.23 %	1.33 %	3.69 g
Met + Cys	0.75 %	0.82 %	2.26 g
Phe + Tyr	1.71 %	1.86 %	5.16 g
Tryptophan	0.28 %	0.30 %	0.84 g
Taurine	0.12 %	0.13 %	0.36 g
Fatty acids:			
Omega-6	2.10 %	2.28 %	6.32 g
Omega-3	0.80 %	0.87 %	2.41 g
DHA	0.06 %	0.06 %	0.18 g
Linoleic acid	2.0 %	2.2 %	6.02 g
Minerals:			
Calcium	1.1 %	1.2 %	3.31 g
Phosphorus	0.6 %	0.7 %	1.20 g
Potassium	0.7 %	0.8 %	2.19 g
Sodium	0.26 %	0.28 %	0.78 g
Chloride	0.36 %	0.39 %	1.08 g
Magnesium	0.10 %	0.11 %	0.30 g
Iron	149 mg/kg	162 mg/kg	44.9 mg
Copper	18 mg/kg	19 mg/kg	5.30 mg
Manganese	26.6 mg/kg	29.0 mg/kg	8.02 mg
Zinc	146 mg/kg	158 mg/kg	43.9 mg
Iodine	3.6 mg/kg	3.9 mg/kg	1.07 mg
Selenium	0.48 mg/kg	0.52 mg/kg	0.15 mg
Vitamins:			
Vitamin A	20424 IU/kg	22200 IU/kg	6150 IU
Vitamin D	1538 IU/kg	1672 IU/kg	463 IU
Vitamin E	178 IU/kg	193 IU/kg	53.6 IU
Thiamine	15.2 mg/kg	16.5 mg/kg	4.56 mg
Riboflavin	13.4 mg/kg	14.6 mg/kg	4.04 mg
Pantothenic acid	30.9 mg/kg	33.6 mg/kg	9.30 mg
Niacin	38 mg/kg	41 mg/kg	11.4 mg
Pyridoxine	3.8 mg/kg	4.1 mg/kg	1.14 mg
Folic acid	0.6 mg/kg	0.7 mg/kg	0.19 mg
Biotin	0.65 mg/kg	0.71 mg/kg	0.20 mg
Vitamin B12	0.10 mg/kg	0.10 mg/kg	0.029 mg

Ingredients

De-boned turkey, peas, potatoes, potato flour, pea fibre, whole dried egg, natural flavour, apples, flaxseed, de-boned salmon, de-boned duck, calcium carbonate, canola oil (preserved with mixed tocopherols), tomato, suncured alfalfa, coconut oil (preserved with mixed tocopherols), monocalcium phosphate, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, salt, 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, DL-methionine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, potassium chloride, glucosamine hydrochloride, New Zealand green mussels, yucca schidigera extract, chondroitin sulphate, L-carnitine, dried rosemary.

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

