

Ingredients in some of the top dog foods - purpose and function

Anise	Anise aids in digestion and helps to eliminate gas and bloat.
Apple Pomace	Apple Pomace is high in fibre, which aids in keeping the digestive track clear. It is also a natural source of calcium, iron and Vitamins A, C, and K
Biotin	Biotin strengthens the claws and keeps them from chipping and cracking.
Brewers Rice	Brewers Rice is one of the most digestible grains available. Rice is a carbohydrate that provides a quick source of energy and good stamina.
Calcium Iodate	Calcium Iodate is a source of Iodine for proper hormone replacement that controls the metabolism.
Calcium Pantothenate`	Calcium Pantothenate is an enzyme for energy metabolism.
Carbohydrates	Carbohydrates provide quick energy and promotes healthy growth your dog needs to stay healthy.
Cassia	Cassia aids the digestive system and acts as an antiviral agent.
Chamomile	Chamomile aids the digestive system.
Choline Chloride	Choline Chloride enhances the digestive system in the stomach.
Cobalt Carbonate	Cobalt Carbonate is required for normal stomach functions and vitamin absorption.
Copper Sulphate	Copper Sulphate is essential to hemoglobin function, as well as bone growth and maintenance.
Corn Gluten Meal	Corn Gluten Meal is an excellent source of protein that gives energy.
Dried Whole Egg	Dried Whole Egg is high in protein with superior bio-availability.
Fats	Fats are essential to every cell in the body. The fat content in Whole Life will supply your pet with the energy needed for an active lifestyle.
Ferrous Sulphate	Ferrous Sulphate is an iron compound that helps prevent anaemia.
Folic Acid	Folic Acid provides the Vitamin B that helps to develop strong claws.
Fresh Chicken	Protein is the building block of life. We use these meat sources for a balanced and complete amino acid profile. Chicken and lamb are among the highest digestible proteins available.
Garlic	Garlic acts as an antibacterial agent and improves the cardiovascular system and may also enhance the immune system functions.
Horseradish	Horseradish is an antibacterial that also adds flavour to the blend.
Iron	Iron is found in Apple Pomace, Oatmeal and Ferrous Sulphate, and is an essential mineral needed to maintain a healthy metabolism.
Juniper	Juniper is a gastrointestinal antiseptic that aids in the function of the kidney.
Kelp Meal	Kelp Meal is a natural product made from Ascophyllum Nodosum seaweed that is harvested from the sea. It supplies natural vitamins and chelated minerals, which increases the immune and glandular systems and improves the digestive capacity.
Lamb Meal	Lamb Meal is an excellent source of protein. It is great for muscle development and overall body maintenance.
Lecithin	Lecithin aids in the absorption of the other ingredients in Whole Life, and helps to improve the condition of the skin and the coat.
Manganese Oxide	Manganese Oxide is an electrolyte that is essential in the maintenance of a strong body.
Menadione Sodium Bisulphite Complex	Menadione Sodium Bisulphite Complex (Source of Vitamin K activity)
Minerals	Minerals are key to building strong bones and strong teeth, maintaining balance of fluids and aiding metabolism. Important minerals include calcium, phosphorus, sodium, zinc and iron are contained in every Whole Life formula.
Natural Flavors	
Niacin	Niacin is a form of Vitamin B that helps in digestion.
Oatmeal	Oatmeal supplies carbohydrates and amino acids, and is a good source of fibre. It is also high in iron.
Potassium Chloride	Potassium Chloride plays a vital role in the osmotic balance between cells and body fluids. It is the water balance in the body.
Poultry Fat	Poultry Fat makes Whole Life Pet Food highly palatable. Poultry Fat is high in Omega 6 (3.4%) and other essential fatty acids needed to develop a healthy skin and shiny coat. It also provides energy, and acts as an antioxidant.

Poultry Meal	Poultry Meal is a good source of protein and fat that provides the essential energy component, and provides the fresh meaty flavour that dogs love. It also promotes muscle, tissue, bone and teeth development.
Protein	Protein provides amino acids essential for maintaining tissue and organs. Coat hair is 95% protein. Skin cells are made up of protein and fats. The Whole Life supplies your pet with the protein needed to maintain strong bones and muscle
Pyridoxine Hydrochloride	Pyridoxine Hydrochloride is a good source of Vitamin B6 that helps protein metabolism, and helps the formation of red blood cells.
Riboflavin	Riboflavin promotes growth and good metabolism.
Rosemary Extract	Rosemary Extract is a natural antioxidant.
Salt	Salt is a natural and necessary element in your pet's overall health.
Sodium Selenite	Sodium Selenite is a source of selenium that acts as a biological antioxidant.
Thiamine Mononitrate	Thiamine Mononitrate is a good source of Vitamin B.
Thyme	Thyme is an overall tonic for the functions of the body.
Tomato Powder	Tomato Powder increases blood circulation and acts an antioxidant.
Vitamin A	Vitamin A
Vitamin B	Vitamin B is provided in Niacin and Thiamine Mononitrate promotes proper metabolism and appetite.
Vitamin B12	Vitamin B12 is a source of enzymes that aid in proper growth.
Vitamin C and E	Vitamin C and E are necessary antioxidants that help to prevent the breakdown of unsaturated fatty acids which are essential for cell membrane growth and thus your pet's growth and development in general. If unsaturated fatty acids breakdown they could affect the flavour of the food.
Vitamin D	Vitamin D helps in the absorption of the calcium.
Vitamin E	Vitamin E helps to maintain a dog's healthy immune system. As dogs age, antioxidants like Vitamin E can help reverse the age-related decrease in immune response
Vitamins	Vitamins play an important role in enzyme reactions and metabolic functions.
Water	Water is the biggest component of blood and cells. It helps disperse heat and regulate body temperature. And it aids in digestion.
Wheat	Wheat is a far better grain to digest than corn or soybean, and using a combination of different forms of grain-ground wheat, wheat flour, wheat germ meal, and ground rice is better than using just one grain. Humans, as well as pets, have certain foods they should not eat. While a wheat base is acceptable to most dogs, it is up to each pet owner to make this determination. We purchase the grains for our dog food recipe from General Mills and Pillsbury, not directly from the farm. The cost is greater; however, we are insured of receiving the finest quality for our healthy dog food without the risk of mold or other harmful toxins.
Whole ground flax seed	Flaxseed is an excellent source of Omega-3 (0.5%) essential fatty acids, which help to keep the skin and coat in tip-top shape, and maintain lower cholesterol levels.
Yeast Culture	Yeast Culture is a beneficial bacteria that assists proper digestion.
Yucca Schidigera Extract	Yucca Schidigera Extract is an anti-inflammatory that reduces joint pain and inflammation. It also reduces urine and stool odour.
Zinc oxide	Beneficial in reproduction and healthy skin.
Zinc Proteinate	Zinc Proteinate gives your pet a healthy skin and a soft coat.