



WAG & WHISTLE

# Natural Treat Health Guide

Health Features and Benefits



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Explore the assortment of treats at any pet shop, and the options can be overwhelming. Navigating this array requires careful consideration, and we're here to simplify the process.

This comprehensive guide breaks down each treat, showcasing its distinct features and benefits through expertly assigned health badges.

Take a detailed tour with us as we delve into the advantages of each health badge, shedding light on the uniqueness of our products and their benefits for your pup.



# 1

## *Dental Treats*



Periodontal disease is a prevalent concern for dogs, with around  $\frac{2}{3}$  of those aged over 3 years affected to some extent (Hiscox and Bellows, 2021). The primary culprit is the formation of tartar due to plaque buildup.

To tackle this issue, chewing on robust treats plays a crucial role in preventing plaque mineralisation.

Our carefully curated treats not only delight your dog's taste buds but also contribute to maintaining optimal dental hygiene.

Here is a list of our treats that help support your dog's dental hygiene.







Yak Bars



Buffalo Horns



Turkey Wings



Braided Pizzle Pops



Hairy Cow Ears



Braided Tendons



Duck Necks



Beef Trachea



Beef Tails



Goose Feet



Pig Ears



Duck Wings



Calf Hooves



Furry Rabbit Ears



Rabbit Ears

Dental treats serve as more than just tasty rewards; they play a vital role in maintaining your dog's oral health. These specially formulated treats are designed to combat plaque and tartar buildup, promoting healthy gums and teeth.

By encouraging chewing, dental treats help reduce the risk of periodontal disease, a prevalent concern among dogs. Beyond the delicious flavors, these treats provide a simple yet effective way to support your canine companion's dental hygiene, contributing to their overall well-being.

## 2

## Deworming Treats



Hairy Cow Ears



Furry Rabbit Ears

Numerous dog owners seek alternatives to routine chemical worm treatments, opting for more natural approaches. The fur ingested during grooming provides indigestible fiber that, as it moves through the intestines, gently brushes the inner lining, assisting in the physical removal of worms.

While not entirely foolproof, this method may contribute to maintaining a lower worm burden (de Blerk, 2021). It's essential to note that regular worm counts and treatments remain necessary for comprehensive parasite management.







3

**Highly Digestive Treats**



Puffed Pork Snouts



Golden Moonbones



Tripe Sticks



Chicken Feet



Beef Trachea



Goose Feet



Duck Wings



Salmon Paté



Chicken Paté



Duck Paté



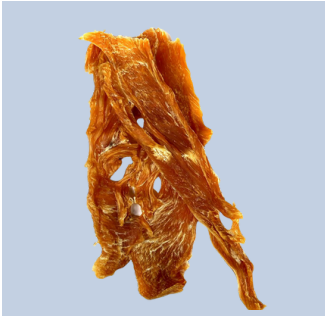
Turkey Coins



Lamb Coins



Beef Coins



Chicken Breast Jerky



Sprats



Kangaroo Sticks



Duck Sticks



Beef Sticks





Venison Training Treats



Ostrich Training Treats



Salmon Training Treats



Furry Rabbit Ears



Rabbit Ears

Digestibility refers to the proportion of nutrients in food that becomes available to the dog after breakdown and absorption (Watson, 2011). The digestibility of a diet is mainly influenced by its ingredients, processing methods, and the quantity consumed.

Foods rich in organ, muscle, and offal meats exhibit the highest digestibility levels. These products are well-suited for both young and older dogs, as well as those transitioning to a natural treat diet.



# 4

## High Protein Treats



Puffed Pork Snouts



Yak Bars



Golden Moonbones



Buffalo Horns



Turkey Wing



Braided Pizzle Pop



Hairy Cow Ear



Tripe Sticks



Braided Tendon





Duck Necks



Puffed Chicken Feet



Beef Trachea



Beef Tail



Pig Ears



Duck Wings



Duck Paté



Salmon Paté



Chicken Paté



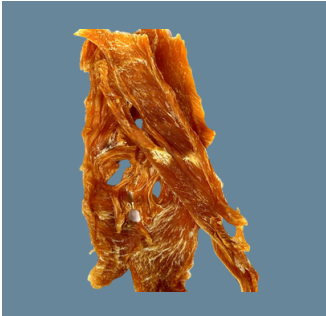
Lamb Coins



Beef Coins



Turkey Coins



Chicken Jerky



Calf Hooves



Sprats



Kangaroo Sticks



Duck Sticks



Beef Sticks



Venison Training Treats

Salmon Training Treats

Ostrich Training Treats



Furry Rabbit Ears



Rabbit Ears

The 22 amino acids serve as the foundational units of proteins and play a crucial role in maintaining the healthy functioning of cells throughout the body. Out of these, 10 are deemed essential, necessitating their intake through a well-rounded diet.

While dogs can digest plant proteins, meat, including natural chews, stands out as the optimal source due to its high bioavailability (Scott, 2021). Our high protein range boasts a protein content exceeding 40%.





5

**Hypoallergenic**



Yak Bars



Buffalo Horns



Turkey Wings



Hairy Cow Ears



Tripe Stick



Braided Tendon



Duck Neck



Beef Trachea



Beef Tail



Goose Feet



Pig Ears



Duck Wings



Salmon Paté



Turkey Coins



Lamb Coins



Kangaroo Sticks



Calf Hooves



Sprats



Duck Sticks



Venison Training Treats



Ostrich Training Treats



Salmon Training Treats



Furry Rabbit Ears

Hypoallergenic signifies a low-allergy-causing nature, making it an ideal choice for pet owners seeking alternatives to routine allergenic ingredients. It is used to describe products free from common allergy triggers.

In our commitment to providing high-quality and sensitive options, treats awarded our Hypoallergenic badge are meticulously crafted without the inclusion of wheat, maize, dairy, soya, and chicken. Discover the reassurance of hypoallergenic treats in our range, ensuring a thoughtful choice for dogs with sensitivities or allergies.







6

**Joint Support Treats**



Duck Necks



Puffed Chicken Feet



Beef Trachea



Beef Tail



Goose Feet



Duck Wings



Sprats



Roughly 20% of dogs in the UK experience osteoarthritis, and its occurrence rises with the aging process of dogs (Identifying Signs of Arthritis - Canine Arthritis Management, 2021). While not curable, numerous dogs can lead comfortable lives with appropriate treatment.

Various compounds, such as Omega-3 (Moreau et al., 2012), Glucosamine, and Chondroitin (Gupta et al., 2011), along with Turmeric, have been identified to aid in symptom management. This badge signifies treats containing these beneficial compounds, contributing to the well-being of dogs coping with arthritis symptoms.

# 7

## Omega 3 Treats



Sprats



Venison Training Treats



Salmon Training Treats



Omega-3 represents a cluster of crucial fatty acids, recognised for their notable anti-inflammatory attributes. Scientific evidence supports the positive impact of Omega-3 on various aspects, including enhancing gut health (Ephraim, I Jackson, Yerramilli, and E Jewell, 2020), alleviating symptoms linked to osteoarthritis (Moreau et al., 2012), and minimising risk factors associated with brain aging in elderly dogs (Pan, Kennedy, Jönsson, and Milgram, 2018). A convenient approach to incorporate Omega-3 into a dog's diet is by offering products containing a source of oily fish.





8

*Grain Free Treats*



Yak Bars



Puffed Pork Snout



Golden Moonbone



Buffalo Horn



Turkey Wings



Braided Pizzle Pops



Hairy Cow Ears



Tripe Sticks



Braided Tendon



Duck Necks



Puffed Chicken Feet



Beef Tails



Salmon Paté



Chicken Paté



Duck Paté



Lamb Coins



Beef Coins



Turkey Coins



Pig Ears



Chicken Jerky



Calf Hooves



Sprats



Furry Rabbit Ears



Rabbit Ears



Duck Sticks



Beef Sticks



Venison Training Treats



Salmon Training Treats



Ostrich Training Treats

Grain-free treats are designed to meet the dietary preferences and potential sensitivities of dogs. Our range of grain-free treats at Wag & Whistle, carefully crafted without common grains like wheat or maize, aligns with this philosophy.

Dogs, like their wolf ancestors, may benefit from diets free from certain grains. By avoiding these grains and incorporating alternative ingredients, our grain-free treats aim to provide a wholesome and easily digestible option for your canine companions, emphasising their overall well-being and dietary preferences. (Reference: Canine nutrition: The right choice, 2021)



9

**Low Fat Treats**



Yak Bars



Puffed Pork Snout



Golden Moonbone



Buffalo Horn



Turkey Wings



Braided Pizzle Pops



Hairy Cow Ears



Tripe Sticks



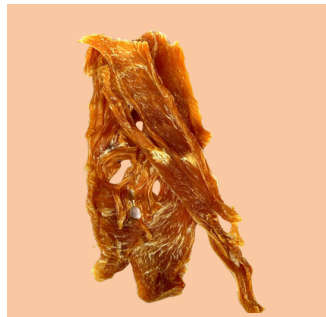
Braided Tendon



Beef Tail



Goose Feet



Chicken Jerky



Salmon Paté



Chicken Paté



Duck Paté



Calf Hooves



Beef Sticks



Kangaroo Sticks



Venison Training Treats



Ostrich Training Treats



Low-fat treats cater to the dietary needs of dogs that require or benefit from reduced fat intake. At Wag & Whistle, our range of low-fat treats is thoughtfully crafted to provide a delicious and satisfying experience for your four-legged friends without compromising their health.

These treats are ideal for dogs with weight management goals or those prone to pancreatitis or dietary sensitivities. With a focus on maintaining a balanced diet, our low-fat treats offer a tasty alternative while promoting your dog's overall health and well-being.

(Reference: Canine dietary considerations, 2021)



THANK YOU FOR  
YOUR SUPPORT





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