



Brand Training

K-9 Kraving – What's In The Mix

K-9 Kraving: What's In The Mix

Key Features:

- K-9 Kraving Patented Formula designed by Dr. Richard Patton, PhD Animal Nutrition
- Each of our (6) Complete & Balanced Diets and Mackerel & Vegetable contain 6% (of 100% food volume) of the 24-combined Vitamins, Minerals & Trace Minerals
- Ensures canines are receiving all necessary trace nutrients on a day-to-day basis
- All components are Pharmaceutically-blended and prescreened for: *Aflatoxins & Vomitoxins*
- Product of the USA



K-9 Kraving: What's In The Mix

Glossary listed in order of Most to Least

Linseed Meal: (skin, coat, metabolism and immune system)

A high source of plant protein. High in alpha-linolenic acid. A natural source of Omega-3 Fatty Acid used by the body to make cell signaling messengers (prostaglandins) and help regulate immune response.

Sunflower Meal: (muscle support & metabolism)

A source of plant protein and plant fiber.

Tomato Pomace: (metabolism & general wellness)

Source of plant fiber. An excellent source of plant carotenoids (pigments) lutein & lycopene, a plant pigment with natural Provitamin A activity.

Kelp: (glandular health, metabolism, general wellness)

A sea plant, kelp is a natural source of iodine and Omega-3s.



K-9 Kraving: What's In The Mix

Glossary listed in order of Most to Least - *continued*

Choline Chloride: (general wellness)

Source of choline, a very critical component of phospholipids and is essential for all cell membranes.

d-a-Tocopheryl Acetate: (general wellness)

A natural source of Vitamin E serving various roles in the body; one of the most being a sink for free radical species generated by normal life processes.

Manganese Sulfate: (general wellness)

Source of Manganese, a trace mineral, essential for animals. Among other roles, it is a cofactor needed for proper function, in several enzymes systems, including manganese superoxide dismutase.

Zinc Sulfate: (skin & coat health)

A source of the trace mineral Zinc, present in virtually all cells, and is essential for animals and humans. A common deficiency symptom is poor skin and coat health and slow wound healing.



K-9 Kraving: What's In The Mix

Glossary listed in order of Most to Least - *continued*

Vitamin A Supplement: (vision health)

An essential nutrient well known for its role in vision. Vitamin A interacts closely with Zinc in some pathways and plays an important role in red blood cell production.

Niacin: (general wellness)

The generic term used for Nicotinic Acid; is a critical molecule of metabolism found in every cell.

d Calcium Pantothenate: (general wellness)

Source of Pantothenic Acid, a critical part of the molecule Coenzyme A (CoA) vital to all cells.

Vitamin D3 Supplement: (bone health)

Converted to its active form by sunshine on the skin, Vitamin D is involved in healthy calcium and bone metabolism.



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Glossary listed in order of Most to Least - *continued*

Copper Sulfate: (organ health & metabolism)

Source of the trace mineral Copper, essential as a cofactor in numerous enzyme systems. Copper is most famously found in Cytochrome C, an enzyme system used to reduce molecular oxygen to water.

Riboflavin: (general wellness & reproduction)

A water-soluble vitamin that serves mainly as a component of the molecule FAD (Flavin Adenine Dinucleotide), essential in intermediary metabolism in all cells.

Selenium Yeast: (muscle & heart health)

An organic source of Selenium. At least 18 enzymes or proteins have been identified as containing selenium. Selenium is an essential trace mineral and lack can cause different problems in different species. The most common deficiency symptom is White Muscle Disease and Heart Pathology.

Biotin: (general wellness & reproduction)

Biotin is a water-soluble vitamin involved as a factor in several enzyme systems, with a role in DNA transcription and replication.



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Glossary listed in order of Most to Least - *continued*

Vitamin B12 Supplement: (heart, nerve system, metabolism & muscle support)

This vitamin is unique in the history of nutrition because there was a specific human disease, *Pernicious Anemia*, that resulted in death before B12 was discovered and oral supplementation became possible. B12 is a very complicated molecule with Cobalt at its center. Only microorganisms can make this vitamin.

Cobalt Carbonate: (!)

The major need for Cobalt, a trace mineral, is for incorporation into Vitamin B12. If intake of B12 is adequate, Cobalt Deficiency is unlikely.

Pyridoxine HCL: (biological use of protein, hormone & neurotransmitter health)

Vitamin B6. An important cofactor in over 100 enzymes systems, Vitamin B6 is widely distributed in meats, grains, vegetables and nuts. As various conditions can hinder its bioavailability, prudent supplementation is often recommended.

Thiamin Mononitrate: (general wellness & disease prevention)

An essential catalyst in several key enzymes involved in carbohydrate metabolism.



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Glossary listed in order of Most to Least - *continued*

Folic Acid: (metabolism, general wellness & neural health)

Folate is a term for different forms of a coenzyme essential for the metabolism of amino acids and other key cellular components.

Ethylenediamine Dihydroiodine/EDDI: (disease prevention and general wellness)

An organic form of Iodine, EDDI is a trace mineral essential for proper function of thyroid hormone. The thyroid hormone has multiple roles in the regulation of cell activity and growth.

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