

Superfoods are added in remaining basic receipt of PLATINUM dry dog food.

Bingen am Rhein, 11th March 2019 – Nowadays healthy and balanced nutrition gets more and more important. Superfoods like algae und cranberry seeds are in the line with the trends and find their way on our plates. But not only humans are benefit of the positive health effects of these ingredients – also our dogs!!

Now Platinum charges these special ingredients directly in dog's food bowl, together with the well-known basic receipt with 70 % fresh meat and the familiar carbohydrates like rice, corn and potatoes. Consequently the PLATINUM adult varieties Chicken, Iberico+Greens and Lamb+Rice take advantage of these valuable ingredients as natural resource of essential nutrients. As a positive side effect the amount of added vitamins and minerals as fulfilment of demand could be reduced.

The benefit is obvious: The utilized algae (spirulina) could counteract arteriosclerosis, hypertension and also an increased cholesterol level. Additionally they are rich of essential amino and fat acids and act as source of important vitamins, minerals and fibres. Beside they could promote the intestinal activity and could protect the cell wall.

Oregano - well known as an Italian spice – can be soothing for the entire intestinal tract, regulating the blood pressure and can also act effectively anti-inflammatory for ears and respiratory tract. Seeds of cranberries are rich of antioxidants and could support the cardiovascular system as well as the bladder-renal-tract. They are also known for the regulation of the blood pressure and sugar metabolism of dogs. Green tea has serval positive effects for dogs: Soothing of the gastro-intestinal tract and supporting of metabolic processes, cardiovascular system and immune system. It also contains vitamins, minerals and antimicrobial acting antioxidants.

In this regard we also realised a reduction of the fat content in PLATINUM Lamb+Rice. The proccession of extra lean lamb meat enables the optimization of the composition of the nutrients in this dry dog food which leads to a better balanced ratio of carbohydrates, protein and fat. For this reason it is ideally suited for overweight dog.

Of course Platinum still deliberately refrains from soya- and genetically modified ingredients as well as from flavour enhancers, attractants, artificial colours and odorous substances and guarantees a controlled proccession of solely high-quality ingredients.

Of course our existing stock still will be sold and successively replaced by dog food of the new receipt.