

PREMIL[®]

SUPER PREMIUM QUALITY

Adult / Advanced allergy formula

ATLANTIC

DOG FOOD 23/14



**TUNA
AND RICE**

**ANIMAL
PROTEINS
73%**

GLUTEN FREE

**MONOPROTEIN
DOG FOOD**



Atlantic super premium dog food

Allergies - a disease of the modern age, which does not bypass pets. There are more and more dog and cat owners who are facing this problem that they are not even sure what caused it. In order for every dog owner to understand exactly what is going on with his pet, it is necessary to be adequately and timely informed about the causes of allergies and the manner of remedying the effects thereof.



The most common cause of allergies is **insect bites**, mainly fleas. Symptoms include itching, scratching, licking, skin inflammation and hair loss. This problem is solved by applying insect protection with certain necklaces and preparations.



Of the total number of all skin diseases in dogs, **atopic dermatitis** accounts for 8 to 10% of all cases. It represents the reaction to environmental allergens (grass, dust, mites). The most prominent symptom is uncontrolled itching, mostly on the face, paws, underarms or even all over the body. To solve the problem of atopic dermatitis in dogs, the pet should be isolated from the causative agent.



The cause of **demodicosis** is the parasitic mite *Demodex canis*, which is a natural inhabitant of the skin, which, if it multiplies too much, leads to changes in the skin and the appearance of a disease, also known as red scabies. Some symptoms of demodicosis are small, reddish hairless areas with flaky changes. Another symptom characteristic of demodicosis is hair loss, first around the eyes, and then further all over the body. Treatment of this disease is difficult, long, often expensive and is carried out strictly under the supervision of a veterinarian.

In **food allergies**, the cause is usually a lower quality protein, which triggers a negative immune response upon repeated contact with the food, a potential allergy trigger. For the first time, the organism recognizes it as an antigen, a foreign substance due to which antibodies are formed and when food is re-ingested, histamine is released in the reaction of antigen and antibody. Histamine is a neurotransmitter with the highest concentration in the skin, respiratory

organs, and digestive system, so the consequences of allergies are noticeable there and they are manifested as itching and increased scratching, redness of the skin and paws, rash and flaking of the skin, hair loss, gastrointestinal problems.



On the other hand, **intolerance to certain foods** does not include the response of the immune system, but the symptoms are similar to the symptoms of food allergy and most often include gas, vomiting, diarrhea. An elimination diet, which is implemented in the long run with the introduction of new sources of higher quality protein and completely new foods can be a support to the therapy given by the veterinarian.

In all such cases, Atlantic, our new super premium food can help by keeping the immune system strong, because only strong immune system is a prerequisite for preserving the health and longevity of pets. Atlantic does not contain any supplements and artificial additives that have a therapeutic effect on the diseases described.

Atlantic is formulated to reduce the possibility of dog allergies which are responsible for persistent dermatological changes and difficult digestion. It is a monoprotein food without cereals which contain allergens and it does not additionally burden the dog's digestive tract. Tuna, especially rich in quality proteins in combination with rice forms the basis of our new super premium hypoallergenic food.

All food made in Premil contains only high quality and natural ingredients and raw materials, and in the production of the Atlantic we used:

- **dehydrated tuna meat**, which is a quality source of minerals and contains a high amount of Omega-3 fatty acids responsible for the proper functioning of the cardiovascular and nervous system and which provide support to the immune system, act as an antioxidant, help alleviate inflammation, itching and other skin diseases and contribute to hair firmness and shine.

- **rice**, which is indispensable in alleviating digestive problems and contains fiber, magnesium, potassium, calcium, selenium, zinc, manganese, as well as vitamins B and E,

- **oats** which is rich in minerals - magnesium, potassium, manganese, iodine, phosphorus, copper, zinc and B-group vitamins and vitamin E. It stimulates the functioning of the digestive system, protects the liver function, maintains the proper functioning of the thyroid gland and helps with arthritis, eczema, skin problems, gastritis, pancreatitis; it lowers cholesterol, strengthens the bones and teeth.

- **cold-pressed vegetable oils, fish oil and flaxseed**, which are significant sources of Omega-3 and Omega-6 fatty acids and have many immunostimulatory properties.

Atlantic Ingredients

Dehydrated tuna 27%, rice 27%, oats, cold pressed vegetable oils, chicken fat, fish oil, flaxseed 4%, beet pulp, potatoes, hydrolyzed liver, brewer's yeast, dried apple, inulin (chicory extract), MOS (yeast extract) and lecithin

Feeding Recommendations

dog weight in kg	<5	5-15	15-30	30-45	45-60	60+
daily needs of the dog	55-90	90-200	200-355	355-480	480-580	11 g / kg

Recommended way to switch your dog to Atlantic

- **day 1 – 3:** $\frac{1}{4}$ new food and $\frac{3}{4}$ old food
- **day 4 – 7:** $\frac{1}{2}$ new food and $\frac{3}{4}$ old food
- **day 8 – 11:** $\frac{3}{4}$ new food and $\frac{3}{4}$ old food
- **day 12:** 100% new food.



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