

# H-Allergen HA+

HYPO-ALLERGENIC

## H-Allergen HA+ Complete Hypoallergenic pet food range

### Questions & Answers



Designed to be kind to your dog's stomach

# GENERAL

**Q: What is so special about the H-Allergen HA+ Complete Hypoallergenic Pet Food range?**

**A:** H-Allergen HA+ Pet Foods are EXCLUSION diets, which means that they are specially made to reduce the risk of sensitivity and allergic reactions to ingredients used in pet foods. The term hypoallergenic is used to describe many pet foods but not all keep to the same rules of exclusion. Exclusion means that ingredients, especially less digestible protein sources, known to be high risk in terms of sensitivities and allergies are not used, and the formulation and manufacture is strictly controlled to avoid ingredients not shown on the ingredients list.

**Q: Why feed H-Allergen HA+ instead of other super premium products?**

**A:** Even super premium pet foods can contain mixed meat protein sources which raises the likelihood of a possible allergic response in your pet. H-Allergen HA+ restricts meat protein in its recipes to only one source, minimising the risk of allergic response as far as possible.

**Q: Why is there a range of H-Allergen HA+ Pet Food?**

**A:** We recognise that even hypoallergenic diets may cause reactions in susceptible individual pets, and therefore we offer a range such as turkey and rice and duck and rice. This means that if your pet is sensitive to one of the ingredients there is still choice within the range.

**Q: Why do you use any sensitive ingredients in H-Allergen HA+ Complete Pet Food?**

**A:** All animals require protein for growth and maintenance of health. It is also important for animals to consume food which they enjoy. The protein sources such as turkey and duck which we use in our recipes are more easily digested compared to many proteins. The high digestibility is a factor likely to reduce the risk of sensitivities and allergies. Allergies can develop to foods that have been fed for years and may develop with a sudden onset. H-Allergen HA+ Complete has been developed to combat many of the common allergies pets suffer from.

**Q: My pet has problems keeping his food down and has loose stools.**

**A:** We recommend that veterinary advice be taken if this situation has not cleared up in a day or two. It may be a simple viral disease which, as in humans, may clear quickly or it may be some underlying complaint needing more specialist attention. However the problem may be because your dog is sensitive or allergic to food ingredients such as wheat, beef, soya or dairy products. It is for these pets that the H-Allergen HA+ Complete range of diets was formulated. The range allows common sensitising ingredients to be simply excluded in a well-balanced and highly digestible diet.

**Q: Why do you use poultry digest or gravy on these products?**

**A:** We use a special low-allergen gravy to ensure that our pet foods are savoury and appealing to your pets. Digests are made by partly digesting or 'hydrolysing' the meat source to create small pieces of protein called peptides and amino acids. These are easily digested by animals and have been shown to reduce the risk of allergic reactions because they are too small to be recognised.

**Q: Why do you use poultry oil in some of the H-Allergen HA+ products?**

**A:** We use a poultry oil which does not contain protein material and is considered to be at low risk of causing sensitivities or allergic reactions in pets.



**Q: My existing pet food claims no artificial preservatives just EEC permitted antioxidants, is this a natural product?**

**A:** Probably not. If it does not state that it is using a natural antioxidant it is probably using a synthetic antioxidant such as Ethoxyquin.

**Q: Do you use any GM ingredients in H-Allergen HA+ Complete?**

**A:** It is not illegal to use GM feed materials in pet food and many American brands have used GM ingredients in their pet food formulas for many years without any known side effects. However, H-Allergen HA+ does NOT use GMO feed materials in its range. Using exclusion diets where feed materials like soya are completely avoided also reduces the risk of accidental contamination from GMOs.

**Q: Why do you use ingredients such as rice, potato, sorghum and barley in the food; surely all a dog needs is just meat?**

**A:** No. If you go to the butchers and buy your dog just meat alone this could actually be very bad for your dogs long-term health. Dogs, just like humans require a nutritionally balanced diet and benefit from the carbohydrates found in cereals or potato. In the wild, dogs obtain the vitamins they require from vegetables, often from the stomachs of the animals they eat. The prey's stomach acts like a cooker that breaks down the vegetable cereals into a form the dog can easily absorb. In the H-Allergen HA+ recipe we are using carbohydrates that are gently cooked and which are more easily digestible to replicate this process.

**Q: Do you use BHA, BHT or Ethoxyquin in H-Allergen HA+ Complete Pet Food?**

**A:** No. We use more expensive natural antioxidants to preserve the freshness and taste of the product including rosemary, marigold, vitamins C and E (declared as tocopherol rich extracts of natural origin).

**Q: Why do you need a separate food for puppies?**

**A:** H-Allergen HA+ Puppy food has been developed to meet the unique nutritional needs of young, growing pets by providing high quality, easily digestible protein along with an appropriate level of calcium and phosphorus – in a smaller kibble. A young animal's nutritional needs vary from breed to breed, and even litter mates will eat different amounts. Because young animals experience growth spurts, pay close attention to your pet's food consumption and its overall condition. Growth needs to be controlled and if it is too rapid there is a danger of complications such as hip dysphasia. H-Allergen HA+ recipes have been developed to ensure a careful balance of ingredients to ensure your pet has the right start in life.

**Q: What is the best way to introduce puppy food to my pet?**

**A:** Introduce from about 4 weeks of age or when the puppies are able to lap from a dish. Initially, soften the food with warm water and feed at body temperature. Do not use cow's milk. Gradually decrease the amount of water over the next two weeks.

**Q: How do I prevent my puppy having problems with his food?**

**A:** Start with feeding a good quality food such as H-Allergen HA+ Puppy. Also it is very important to understand that to prevent future behavioural problems remember that your dog is a pack animal and you must establish at an early age that you are the head of the pack. To help achieve this always feed your puppy after your own meal and this will help to establish your pet's position in the family. Feed your puppy in a quiet out of the way place. Occasionally when your dog is having its meal, take the bowl away for a minute before replacing the bowl. Again this helps to establish your position in your dog's eyes as the leader of the pack.



**Q: Why do you need a separate recipe for an older pet?**

**A:** When ageing, various changes occur. Metabolism is slower and the kidneys are less active. The pet is less active than before, the skeletal system may partially decalcify, hearing and visual problems can originate, the skin becomes less elastic etc. So to ensure a good condition for as long as possible, it is necessary to adjust the nutrition to accommodate these changes in metabolism. H-Allergen HA+ Senior is especially composed so that older pets keep their condition in an optimal way. It helps to slow down some of the symptoms of old age. The lower protein percentage is gentle on the kidneys, and the vitamins and minerals are appropriately balanced to the other food materials.



**Q: My pet suffers from hip and elbow problems. What causes this, and what can I do?**

**A:** A common problem - particularly in older cats and dogs - as they may suffer from bone and joint abnormalities because their bones are less dense. These include hip and elbow dysplasia, arthritis and degenerative joint disease. Healthy joints require glucosamine and chondroitin, which are available from natural sources such as cartilage. H-Allergen HA+ Senior recipes are specially formulated with high levels of cartilage and a unique blend of fats to help reduce joint inflammation.

**Q: My pet has some skin and coat problems**

**A:** We recommend that Veterinary advice be taken if the situation is severe. Sometimes the cause can be simply a flea problem, which is easily treated. Occasionally it may be caused by an allergic response to factors from the environment or food. H-Allergen HA+ complete range can help reduce the risk of this by excluding common allergens. The range has also been formulated to contain a balance of omega fatty acids that help to maintain healthy condition for coat and skin.

**Q: How do I help keep my pet healthy?**

**A:** Regular check ups at the Vet's, feeding the right food such as H-Allergen HA+ Complete and regular exercise. There is no substitute for regular exercise and you should try to exercise your dog for a minimum of 30 minutes a day, at least three times a week.

**Q: Why is it so important not to over-feed with H-Allergen HA+ Complete pet food?**

**A:** Many dogs will eat more food than they require if given the opportunity. This is probably because the wild dog ancestor never knew where its next meal was coming so eating extra food helped survival. However with regular balanced meals we can help your dog maintain a fit and healthy weight for long life. Pets today have the opportunity of living longer lives and if one regularly over-feeds you risk problems associated with obesity such as joint problems, diabetes etc.

**Q: I am told to always give my pet fresh water with his meal but my pet never drinks water?**

**A:** Yes, it is extremely important that your pet has access to a plentiful supply of water to prevent urinary tract problems in the future. However some pets, and particularly cats, will not drink fresh water out of the tap. This is because fresh tap water can often contain high levels of chlorine, which some pets are particularly sensitive to. In such a case, leave the water for 24 hours to allow the chlorine to dissipate before you give the water to your pet.

**Q: My pet suffers from a wheat allergy. When can I expect to see an improvement to my pet's well-being by feeding H-Allergen HA+ Complete.**

**A:** Within 6 – 12 weeks you should see an improvement and find that your pet will stop scratching and biting itself. If your pet has lost fur and has developed a bald spot as a result of an allergy, it can take six months for the fur to grow back although in some cases it may not grow back at all. Always consult with your Vet.

**Q: My dog has a wheat allergy and as yet I have seen no improvement since switching to H-Allergen HA+ Complete - why?**

**A:** We often cause problems to our pet's health through kindness. Who can resist giving their pet a biscuit as a treat, or giving then leftovers such as spaghetti from the dinner table? These products all contain wheat. Also many of the pet treats you can buy contain wheat. Children in particular understandably find it hard not to give their dog a treat from the biscuit tin when parents are not looking. It has also been known for dogs to eat the bread that has been put out for the birds. It is very important that if your dog has a wheat allergy that the whole family knows the importance of not giving your dog any product that contains wheat. The term gluten is used in human food labelling and refers to a particular protein of cereals. Humans showing an allergy to wheat gluten will probably also show some allergy to other cereals. Dogs appear to be more specific in that other cereals such as barley, oats, maize, rice and sorghum can be fed to a wheat gluten sensitive dog without ill effect.

**Q: Is H-Allergen HA+ more expensive than supermarket brands?**

**A:** The cost of feeding H-Allergen HA+ can work out less than feeding many leading supermarket brands. Because of the quality of the ingredients there is no waste or fillers and more of the food is utilized, so your pet needs a smaller amount than he would compared with many supermarket brands especially semi-moist or canned varieties. Your pet will produce smaller firmer stools with less offensive odour, making clean up faster and easier.

**Q: Why is H-Allergen HA+ cheaper than other super premium brands? Are you using cheaper ingredients and are your manufacturing standards lower?**

**A:** H-Allergen HA+ Complete Pet food has been developed with the assistance of leading pet food experts from the USA, Europe and the UK to produce a pet food that has been developed using the latest advances in pet food nutrition. Our factory is one of the most sophisticated and advanced in the world and operates to the highest human food standards. We use only the finest quality ingredients available including many highly specific ingredients to produce a unique product range of exceptional quality that is designed to help your pet reach it full potential. Unlike certain brands that are imported from the USA, H-Allergen HA+ is made in the UK and therefore the money that is saved on transport costs is passed onto you the pet owner.

**Q: Why is fibre from sugar beet so important?**

**A:** A large part of the nutritional fibre in H-Allergen HA+ Complete comes from the soft fibrous tissue of sugar beet. Beet contains an excellent combination of soluble and insoluble nutritional fibres that help support the optimal health of the intestines. Because many pets are confronted with intestinal disorder at some point in their lives, our nutritionists developing H-Allergen HA+ Complete have paid particular attention to the support of a normal intestinal flora and to the maintenance of a sound intestinal balance. In the digestive system good bacteria (Lactobacilli, Bifidobacteria etc) are helped to develop. The bacteria, which multiply is for a large part determined by the food present in the intestine. Scientists have established that good bacteria favourably use certain prebiotics. Their presence in the food assures therefore that the good bacteria are stimulated and the pathogenic bacteria are repressed.

**Q: I have noticed that on the label of all pet foods it states that 'ash' is in the product, why?**

**A:** There is no 'ash' as the average pet owner would know it in any pet food, as nothing is burnt and added to the food. Ash is the rather confusing 'feed industry' term that a pet food company has to use by law to measure the total mineral content in the food. It represents important minerals such as calcium, sodium, potassium, phosphorus, magnesium, zinc, iron, copper, manganese etc.

**Q: Is having fat in pet food bad for the animal?**

**A:** Too much fat is bad for you, but the correct level of fats in a pet's diet is essential for the following three reasons:

- (i) The fats act as a concentrated source of calories, giving sustained energy.
- (ii) They are essential for your pet to absorb fat-soluble vitamins, especially A, E and D.
- (iii) They supply essential fatty acids, such as linolenic acid, DHA and linoleic acid, to maintain a healthy coat and skin.

**Q: Dry food upsets my dog's tummy – why?**

**A:** When we as humans go on holiday we sometimes try different foods for the first time, some of which at the beginning of our holiday can upset our stomachs. This can happen even though the food may be well cooked, and even if it is healthier for us than our normal diet. Our digestive system may take a few days to adjust to the sudden change in our diet but after this period we can really enjoy the food. In the same way, some pets may have upset tummies even when switching to a better food. If this happens to your pet, then mix the new food with the existing food and gradually reduce the old with the new over a period of 7-10 days.

**Q: My Vet suggests that I feed a good dry complete food to both my dogs, but they prefer tinned food. What should I do?**

**A:** Pets like people are creatures of habit and some pets may need some help in switching to a new food. Unless recommended by a Vet, gradually introduce the new diet over a 5 to 10 day period. Mix the new diet with your pet's former food, gradually increasing the proportions.

Most pets will readily accept a good complete diet but some are more reluctant than others to give up what is familiar to them. If your pet does not easily switch, you may want to try one or more of the following suggestions:

- Hand feed the new diet for the first few days.
- Mix the diet with a small amount of warm water and wait 10 minutes before serving (do not use this method for cats).
- Introduce the complete food as a mixer and gradually reduce the amount of tinned food over a 5 to 10 day period.
- Put the food down for 15 minutes only, after which remove the bowl until the next feeding time, and repeat.

**Q: Is there anything wrong in feeding tinned meat with H-Allergen HA+ Complete?**

**A:** If your pet suffers from a wheat allergy or beef allergy you should be very cautious if feeding tinned food, as the main protein source in virtually all tinned meat is beef protein which is known to cause allergies in some dogs. You will find that even if a tin is labelled chicken, rabbit, lamb etc that the main protein source may still be beef. This is because virtually all tinned foods are only flavoured with these ingredients. The ingredient 'beef' does not have to be stated in the ingredients on the can as long as you use the legal description 'Meat and Animal Derivatives'. This covers any meat protein, which could include beef. You will also find that if a brand is declaring 'cereals' in their ingredients that this may include wheat, which is another ingredient that is known to cause allergies in some pets. However, we do know that pet owners still like to feed tinned meat with their dry food occasionally and as long as your pet is in good health then there should be no problem - but please remember to reduce the amount of dry food you feed to prevent your pet becoming overweight. If you have any concerns please consult your vet.

**Q: I am concerned about BSE in human food; can pets get BSE from their food?**

**A:** According to government sources there have been less than a handful of recorded cases in the past decade and the risk is considered to be negligible. However, if you are concerned avoid any pet food that contains beef protein. If the ingredients on the pet food state 'Meat and Animal Derivatives' remember this may contain beef. H-Allergen HA+ Complete is free from all beef products.

**Q: What digestive ailment or skin complaints can be alleviated by feeding H-Allergen HA+ Complete?**

**A:** These can range from eczema, dermatitis, red meat allergy, and colitis. If you have any concerns regarding your dog's diet then please consult your vet.

**Q: What is digestibility and why is it so important?**

**A:** Digestibility measures the amount of nutrients absorbed into the body. These nutrients are needed for proper growth, stamina, reproduction and maintenance of overall good health and body condition.

**Q: I am worried about urinary tract problems. My Vet has informed me that this can be prevented by the use of an appropriate diet. Is H-Allergen HA+ complete suitable?**

**A:** Problems can occur in a pet with the formation of stones in the urinary tract. H-Allergen HA+ Complete has been formulated to help maintain a healthy urinary tract. However, there are many forms and causes of urinary tract disorders and if you have any concerns please consult your Vet.

**Q: My pet struggles when he goes to the toilet - what should I do?**

**A:** You may find that your pet is constipated. This can be caused by obesity, lack of exercise, ill health, dehydration, stress or due to the food your pet is eating. Constipation means that there is difficulty with the passage of stools. The longer the stool remains in the colon, the more water is absorbed from it, resulting in stools, which are dry and hard to pass. A common belief is that constipation is caused by a lack of fibre in the diet. However this problem is often seen in low quality foods, which are difficult to digest. Diets high in fibre produce a larger stool size, which may be difficult to pass. A pet suffering from constipation should be fed small amounts of highly digestible food such as H-Allergen HA+ Complete. This should produce smaller stools, which are easier for your pet to pass. It is important that you do not overfeed. Remember to ensure that your pet has access to plenty of fresh water and ensure that your pet has sufficient exercise. If your pet is an indoor pet, stimulate your pet with more exercise by having toys for your pet to play with, and change the toys regularly to prevent them getting bored. If you have any concerns please consult your Vet.

**Q: My pet is loose all of the time, what should I do?**

**A:** This may be a cause of ill health so please see your vet immediately. It is important for long term good health that your pet produces a firm stool. There may be many reasons why your pet is loose such as stress, depression, ill health and one common reason are owners who give their pets a human food diet as opposed to a pet food diet. Dogs are not small humans and the wrong diet can make your pet unhealthy and loose. This problem is often seen in toy dogs whose owners tend to spoil them with too many human food meals or treats. To help this problem, feed a good quality food such as H-Allergen HA+ Complete. It is important that you do not overfeed. You will find that once your pet's stools start to firm up that your pet may struggle to begin with but it is important that you persevere, as a firm stool is important for long-term health. If you have any concerns see your Vet.

**Q: My pet suffers from an allergy to gluten, would your pet food be suitable?**

**A:** Different types of cereal gluten can cause a problem in some pets. The allergy can result in excessive scratching, hair loss and excessive body odour. H-Allergen HA+ Complete is particularly suitable for dogs suffering from wheat gluten allergy. However, if you have any concerns please consult your Vet.

**Q: The stools have changed colour since feeding H-Allergen HA+ Complete?**

**A:** As more of the food is digested there is less waste matter to get rid of and you can expect the stools to be darker, firmer and smaller. This makes collection less unpleasant too.