

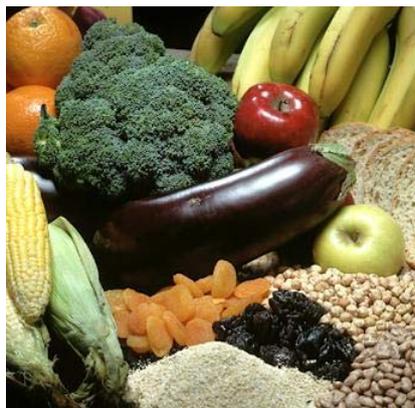
Beneficial fibre sources in Golden Eagle Holistic Health Petfoods

Fiber is an integral part of a diet. Fibres role is to allow the foodmass to travel at a slow and steady pace through the intestine allowing nutrients to be digested at optimal pace.

How Fiber Works:

- Fiber absorbs and holds moisture in the digestive system, acting like a sponge and making the contents of the colon softer and more bulky. This reduces the amount of time waste materials stay in the span of intestinal tract and also eases their passage, lowering the pressure in the colon.
- Fiber reduces problems from constipation and diverticulitis which is a weakening if the wall of large intestine caused by pressure from hard stools and is usually accompanied with infection. Fiber cleans the intestines by means of its natural scrubbing action.
- By increasing the transit rate of materials through the colon, fiber lessens the chance of harmful effects from a number of drugs, food additives and chemicals. It also helps remove toxins released during digestion.
- A diet high in dietary fiber may lower blood cholesterol levels simply by reducing the transit time of dietary cholesterol through the gastrointestinal tract, minimizing the absorption of cholesterol from foods.

The efficacy of the intestine requirer different kinds of fibres, each fibre source having different characteristics and therefore a combination of different types of fibres are extremely important for the animals health.



www.sugar-buster.com

Fibres are also needed for a healthy microflora balance in the digestive tract. Over 25 % of pets suffer from digestive upsets, which is very often the onset of antibiotic treatment destroying the microbial balance in the gut, resulting to malfunction of the GI tract causing yeastinfections, allergic symptoms and insuffiency in nutrient digestibility. For cats, beetpulp together with tomato pomace, helps removal of hairballs.

In high quality petfood, there are several fibre source ingredients, each with its own characteristics. Depending on the inclusion of ingredients that are naturally high in fiber (e.g. brown rice, oats, beetpulp, certain fruits or vegetables) support GI tract health.

Oat fibre has special character to take in and release liquids. (This is the reason why oatmeal is recommended in digestive upsets for human and pet alike). Tomato pomace is an excellent addition as a fibre source on top of its

antioxidant properties. Whole grain brown rice is a good fibre source, but also contains nutrients like magnesium, manganese, and zinc.

Beet Pulp, the isolated fibrous material from sugar beets, is another ingredient that has an undeservedly bad reputation. It is a very gentle, beneficial source of fiber that is not only generally very well tolerated, but also has specific properties that make it suitable as a source of nutrition for the beneficial bacteria that reside in the intestinal tract. The sugar is almost completely removed, what is left in the pulp is only about 1/5 the amount of sugar that you would find in a serving of carrots of equal size. It is also colorless and does not turn a dog's coat red, like urban legends claim. The argument that beet pulp is an "unnatural" ingredient is often brought up, claiming scientific studies.



www.equineink.com

Scientific referral:

There have been several reported problems concerning the use of beet pulp in animal foods, including potential swelling in the stomach, palatability, and plugging of the intestinal villus. Few of these have been substantiated and most refer to the feeding of beet pulp to horses, where amounts are over 15 %.

Some manufacturers (like Hill's and Abady) scare consumers by commenting on " high amounts of beetpulp are dangerous", when actually these refer to over 15 % beetpulp contents.

We all, human and pet alike, need fiber in our diets everyday. In petfoods, total fibre contents average 2-4 % in total fibre, so the amounts of beetpulp are very moderate and do not cause any of the claimed healthproblems.

In Golden Eagle petfoods, we have selected specific dietary fibre sources for their role in maintaining a healthy balance of the GI tract and this can be clearly seen in the pets health. We also add prebiotics and specific scientifically proven starins of probiotics to help maintain an optimal GI tract health, alleviating usual digestive upsets, like diarrhea, yeast infections, irritable bowel syndrome and such upsets, allowing maximum absorbtion of nutrients in the feeds.

For further information on holistic health, see:

www.goldeneaglepetfoods.com or contact your local distributor

