

No Bad Anything

NUTRIENCE

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No bad anything.



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No By-Products

By-products are parts of animals other than meat (much too unappetising to list here), which can be used in pet food. They are a cheaper source of protein than chicken or chicken meal, but they are also inferior ingredients that are harder for your pet to digest, and provide less nutrition. A comprehensive look into the protein sources used in Nutrience food can be found in the 'Protein' section.

Nutrience foods contain no by-products.

No Fillers

Fillers are not dangerous, but are virtually useless ingredients in a food. These pass right through your pet, giving them very little nutrition. Fillers bulk up a food and help your pet feel satisfied after a meal, but since they contribute less to their nutrition than quality ingredients, they will need to eat a bigger portion of the food to meet their caloric and nutrient requirements. They eat more, you buy more; you both are better off buying and consuming less of a higher-quality food.

Eating large volumes of food containing fillers also means more clean-up in the yard!

Nutrience foods do not contain fillers, and instead use high-quality ingredients for all formulas.

No Added Glutens

Glutens are used in many pet foods as an additional source of protein that helps a food meet its minimum protein requirements. Glutens are a cheaper source of protein than meat, but they are also less digestible than meat protein and don't provide your pet with as many benefits as meat protein.

Nutrience foods contain no added glutens.



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No Artificial Colours or Flavours

Why add artificial colours and flavours to food? These ingredients make food more appealing and palatable, and can help your pet enjoy his meal. But studies on humans have shown that some artificial colours and flavours can be bad for your health. At Nutrience, we believe that nature has provided all the colours and flavours we need for our pet's food and our own.

Nutrience foods contain no artificial colours or flavours.

No Ingredient Splitting

Ingredient-Splitting means dividing a single, less nutritious ingredient into parts so that it falls lower on a pet food's ingredient list. Some companies do this to maintain a desired ingredient as number #1 on their ingredient list, or to disguise how much of a particular ingredient (often a grain such as rice) is in their food. Ingredient splitting is covered in more depth in the 'Interpreting Pet Food Labels' section.

Nutrience does not split ingredients.
