

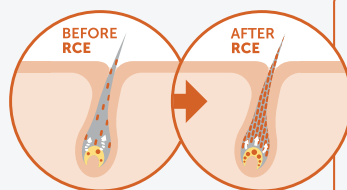
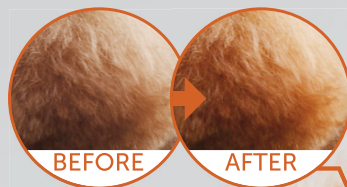


superior
care



Red Coat
GRAIN FREE

HEALTHY NUTRITION FOR
YOUR TRUE COLOUR



Provides a
healthy and
balanced diet





BRAND STORY

The most common esthetical issue for red and brown coated dogs is coat colour fading, which becomes more and more actual from year to year.

Few years ago we held ourselves a goal - as Nature's Protection Superior Care team to create a nutritional solution for colour depigmentation, in order all the owners of brown and red coated dogs could be proud of their pets' true coat color.

It took several years to create a formula. In cooperation with pet nutrition specialists, breeders and veterinary doctors we were searching for reasons why pet coat color is fading. There might be few reasons - genetics, nutrition, seasonal changes

and others. However research results showed that the most important factor for coat color pigment is the quantity of primal amino acids - tyrosine and cysteine - in pets body. Both of them act important role in the synthesis of melanins, which are responsible for the colour of the coat (dark eumelanins and yellow and orange pheomelanins). An insufficient intake of amino acids (cysteine and tyrosine) can adversely affect the synthesis of eumelanin, what causes coat depigmentation.

After all researches were done, we already knew that our nutritional solution should guarantee proper amino acids (tyrosine and cysteine) quantity. That is how we created

Nature's Protection Superior Care red Coat - a grain free nutritional solution with the highest quality protein sources and unique RCE (Red Coat Enhancer) amino acids tyrosine and cysteine complex for the true colour of a coat.

"I was always looking for the best solutions to make pets and their owners' life easier. It took several years to create a nutritional solution for red and brown colour depigmentation. After all researches were done, we already knew that our formula is the key to a true colour of red and brown coated dogs."

-product line creator, famous cynologist and breeder
Janita Januškauskaitė-Plungė



A UNIQUE SOLUTION FOR **RED AND BROWN** COATED DOGS





3 MAIN BENEFITS OF RED COAT PRODUCT LINE

The nutrition formula for red and brown coated dogs includes three main benefits. The first one is the RCE formula, a special amino acid complex that acts as a red colour enhancer in order to promote and

improve coat pigmentation. The second one - the tear stains off formula, which consists of an appropriate amount of amino acids that help to remove brown tear stains around your pet's eyes. The

third one is healthy and balanced nutrition, which ensures healthy pet life due to carefully selected ingredients.

1

→ Helps to promote and improve coat pigmentation

2

→ Fights against brown tear stains

3

→ Provides a healthy and balanced diet

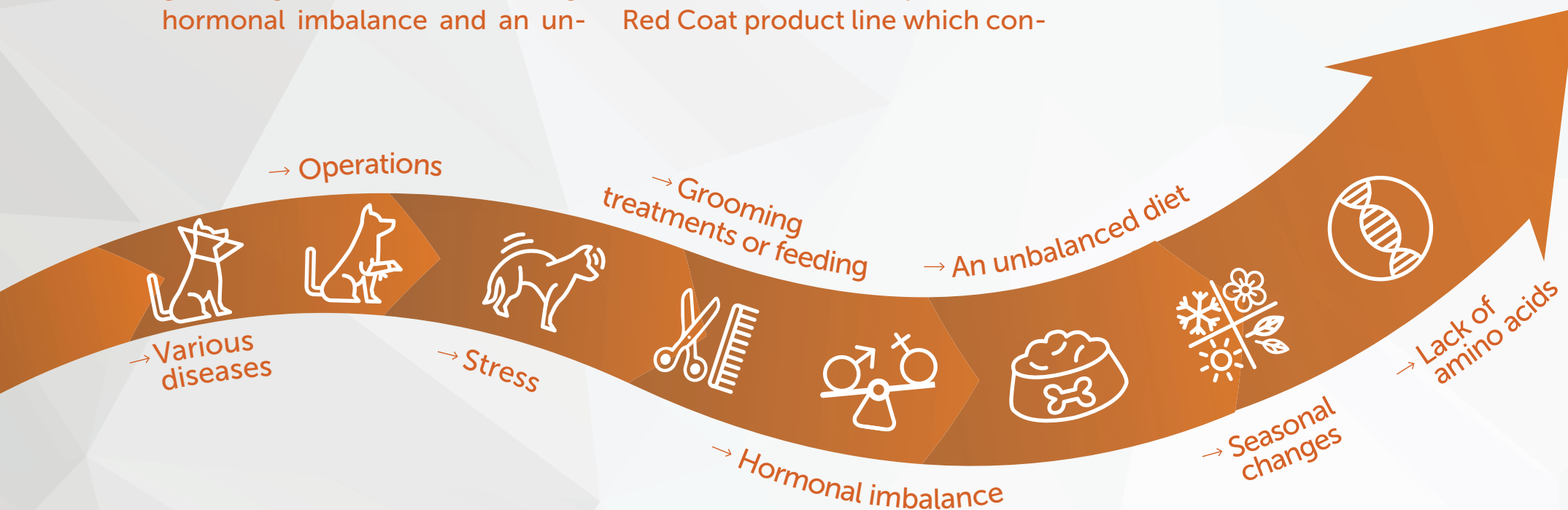


COAT PIGMENT: WHAT CAUSES COAT DISCOLORATION?

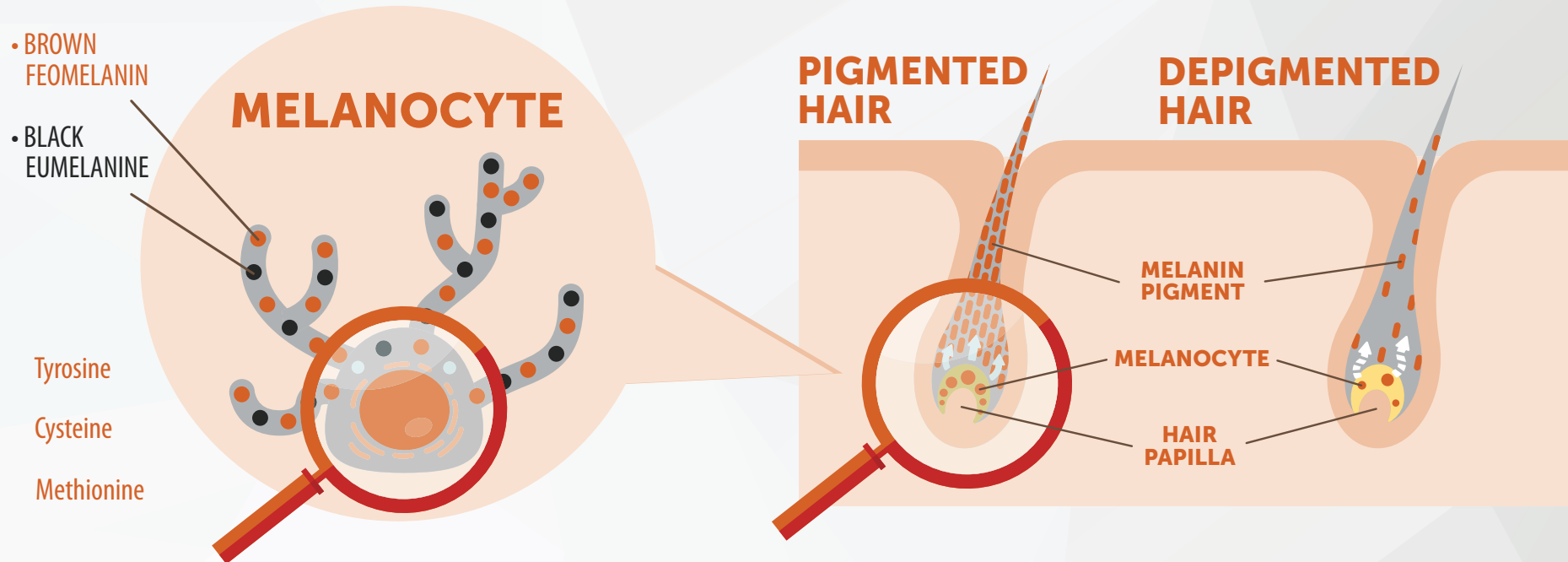
The most common issue that usually faces brown and red coated dogs is coat depigmentation and it can be caused by various diseases, operations, stress, grooming treatments or feeding, hormonal imbalance and an un-

balanced diet or seasonal changes. However, the most important factor in coat depigmentation problem is a lack of amino acids. We have found a perfect solution - Nature's Protection Superior Care Red Coat product line which con-

tains the right amount of amino acids that function in the hair roots and increase colour pigments in melanocyte cells.



WHAT DETERMINES THE INTENSITY OF COLOR?



1. The color of a pet's coat is determined by the melanocyte cells in the hair follicle.

2. Melanocyte cells produce two types of color pigments: Black eumelanin and Brown pheomelanin.

3. Both color pigments are fed by the amino acids CYSTEINE, TYROSINE and METHIONIN.

4. The lack of amino acids in the hair roots changes the color of pets' coat. This is due to a decrease

in the production of color pigments in melanocyte cells.

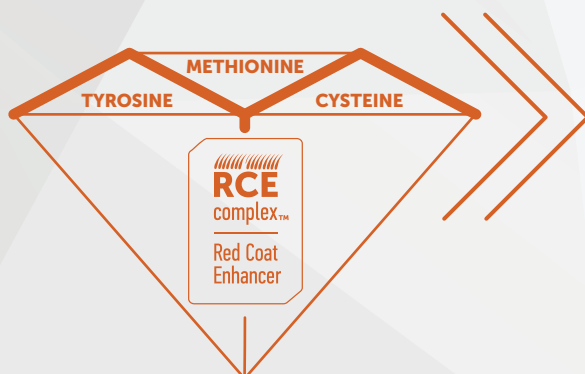
A UNIQUE INGREDIENT - THE RCE COMPLEX

RCE Complex (Red Coat Enhancer Balanced Amino Acid Complex) is a balanced amino acid complex that helps protect and enhance the natural pigmentation of brown and red coat.

It is these amino acids that promote the sufficient production of color pigment.

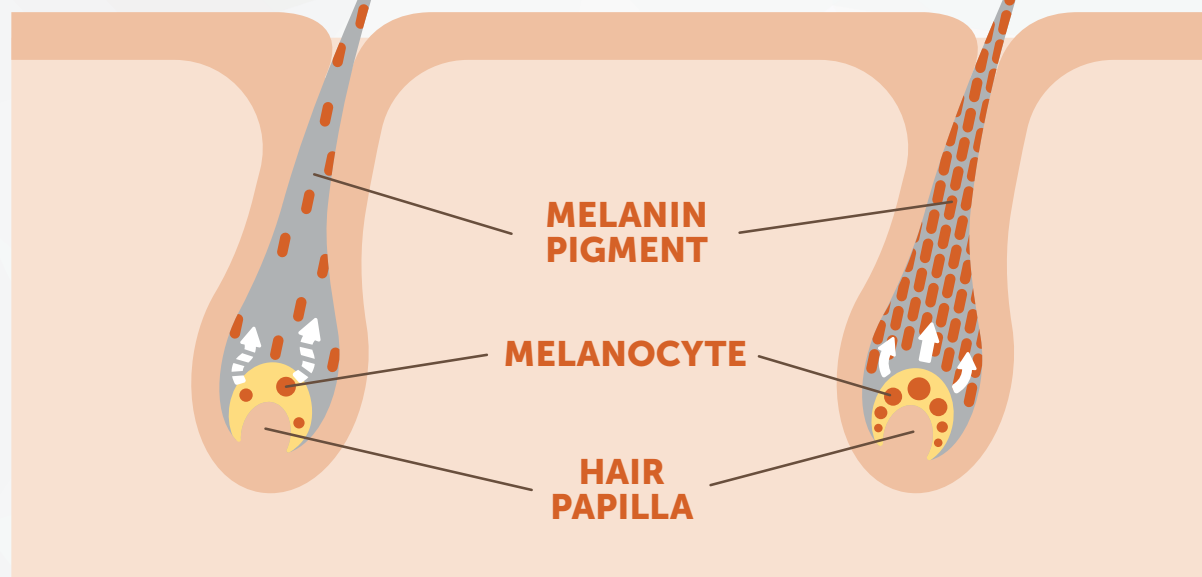
The RCE complex in the feed provides the pet with a sufficient amount

of amino acids that affect coat pigmentation.



**BEFORE
RCE**

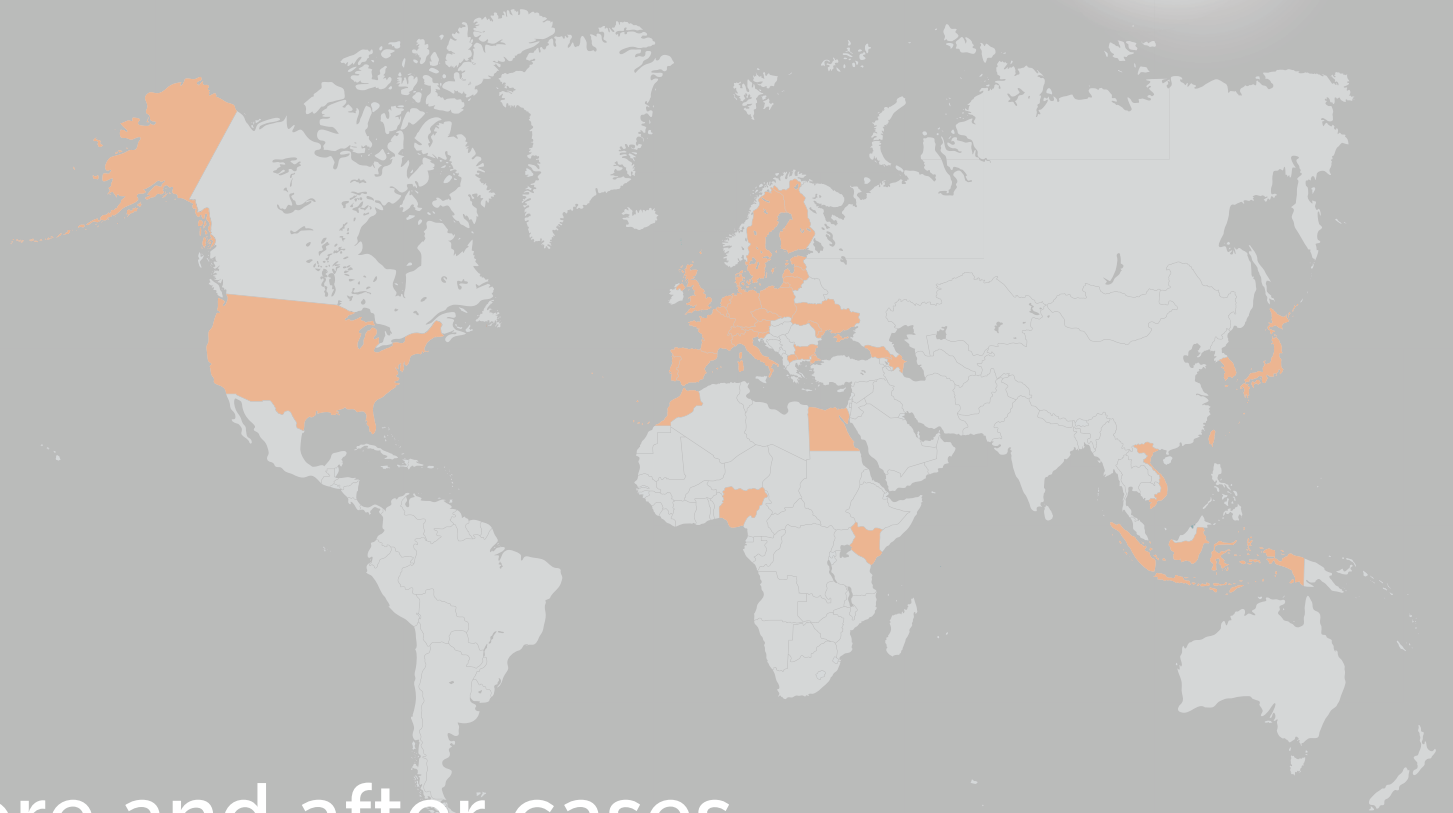
**AFTER
RCE**



TEAR STAINS: HOW TO FIX THEM?

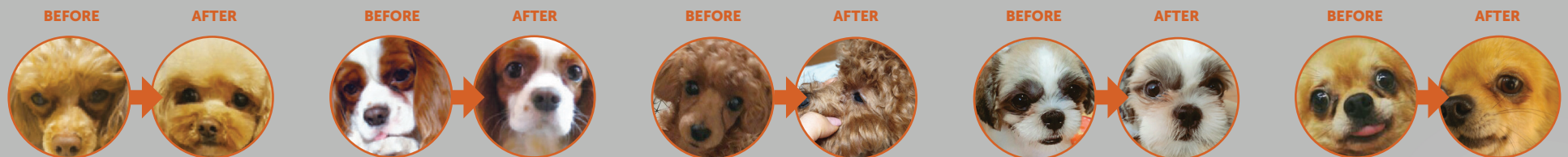


The carefully selected balance of amino acids in the feed makes the tear and saliva structure transparent, thus helping to protect the pet from brown coat spots. **No artificial ingredients or chemicals.**



Before and after cases From all over the world

→ 12 different countries



PROBLEM

Red and brown coat fading

Brown tear stains around the eyes

Orthopedic disorders

SOLUTION

RCE formula

Glucosamine and chondroitin

MicroZeoGen.



SOLUTION FOR YOUR PET

While creating this formula we have consulted with veterinary and pet's nutrition experts. After several years of research and work - we had a pleasure to introduce

Nature's Protection Superior Care Red Coat feed line to the world, which is supplemented with a special RCE formula (Red Coat Enhancer) that helps to protect

and naturally highlight brown and red coat pigment!

HEALTHY NUTRITION: BALANCED FORMULA FOR HEALTHY PET



REMOVED TEAR STAINS

Due to the balanced amount of amino acids, the proper composition of tears is maintained which helps to prevent tear stains around the eyes, muzzle and paws.



MICROZEAGEN

A natural mineral, dynamically micronized clinoptilolite, actively stimulates the intestinal microflora and nutrient uptake. Thanks to a special microstructure, it helps to remove toxins from the body and strengthens the immune system.



TOP QUALITY INGREDIENTS

NATURE'S PROTECTION SUPERIOR CARE feeds are supplemented with balanced salmon, krill and lamb meat amount. It's healthy, included with right amount of iron and all the nutrients needed feed for the perfect dog's coat.



GRAIN FREE

Suitable for pets with a sensitive digestive system, as grain free feed does not irritate the digestive tract.

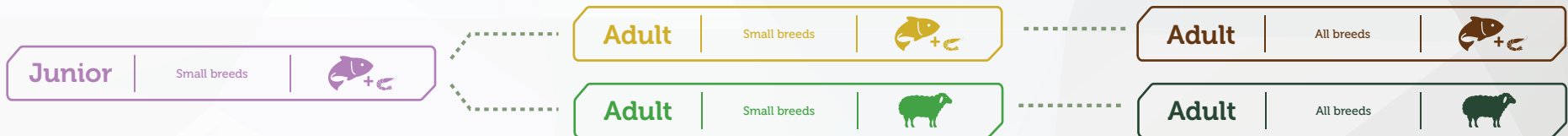


CREATED BY BREEDERS

Our breeders, together with veterinarians and pet nutrition experts, have been looking for solutions to the problems faced by red and brown coat dogs using the latest research and production technology. Therefore, a special complete nutrition solution was created exclusively for red and brown coat dogs.



LIFELONG NUTRITION SYSTEM



As red and brown coated dogs tend to a depigmentation, it is important to start healthy nutrition from an early stage of a pet's life.

Nature's Protection Superior Care Red Coat product line offers you a selection of products that include different protein sources and spe-

cial amino acid complex for coat pigmentation.

PROTEIN SOURCES



KRILL

Antarctic krill, unique and 100% sustainable source of Omega-3 and choline for healthy development, proper brain development, healthy grow.



SALMON

Certified the highest quality salmon from Norway for healthy skin and shiny coat.



LAMB

The highest quality lamb as a main source of animal proteins an especially beneficial source of Iron and Vitamin B.



We carefully select and use only the highest quality protein sources in our production of Nature's

Protection Superior Care Red Coat product line. In the first place on the ingredient list is the

source of protein with the highest raw materials content: lamb and salmon with krill.



--- DRY FEED AND SUPPLEMENTAL SNACKS ---

80% ANIMAL PROTEINS*

*out of total protein level



BEFORE

AFTER



NPSC47228

DRY FEED

RED COAT SALMON AND KRILL JUNIOR SMALL BREEDS



Vivid Coat - certified Atlantic salmon oil supplements the feed with Omega-3 and Omega-6 fatty acids, which are essential for healthy skin and dense and shiny coat.



Rich in Omega-3 & Omega-6 - essential fatty acids are especially valuable for strengthening the immune system, maintaining the smooth functioning of the brain, cardiovascular system and facilitating inflammatory processes.



Healthy Growth - microalgae are an excellent source of iron, which promotes the good development of the brain and a strong immune system. Carefully selected ingredients provide your pet's brain with the ingredients it needs from the first months of a puppy's growth.

Junior

Small breeds



80% ANIMAL PROTEINS*

*out of total protein level



BEFORE

AFTER



NPSC47230

RED COAT SALMON AND KRILL ADULT SMALL BREEDS



Vivid Coat - certified Atlantic salmon oil supplements the feed with Omega-3 and Omega-6 fatty acids, which are essential for healthy skin and dense and shiny coat.



Rich in Omega-3 & Omega-6 - essential fatty acids are especially valuable for strengthening the immune system, maintaining the smooth functioning of the brain, cardiovascular system and facilitating inflammatory processes.

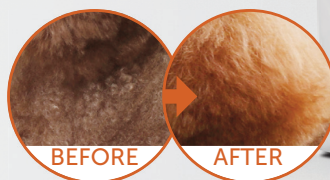


Hypoallergenic - this feed is prepared without ingredients of grain origin, which often cause allergies in animals. As a result, this feed is also suitable for pets with a sensitive digestive system.

Adult

Small breeds





RED COAT LAMB ADULT SMALL BREEDS



High Digestibility - complete, great palatable feed for dogs, created from precisely selected ingredients of the highest quality, processed in a professional way result in a highly digestible product and small, firm stools.



Immune System Booster - the right amount of Omega-6 and Omega-3 fatty acids together with the system of natural antioxidants helps to maintain the body's protective functions. The clinoptilolite in this feed strengthens the animal's immune system.



Vivid Coat - the balanced amino acid complex in the composition helps to nurture the natural colour of fur.

Adult

Small breeds



NPSC47232

DRY FEED



77% ANIMAL PROTEINS*
*out of total protein level



NPSC47234

RED COAT SALMON AND KRILL ADULT ALL BREEDS



Vivid Coat - certified Atlantic salmon oil supplements the feed with Omega-3 and Omega-6 fatty acids, which are essential for healthy skin and dense and shiny coat.



Rich in Omega-3 & Omega-6 - essential fatty acids are especially valuable for strengthening the immune system, maintaining the smooth functioning of the brain, cardiovascular system and facilitating inflammatory processes.



With Glucosamine & Chondroitin - Glucosamine and chondroitin help keep a pet's joints healthy and flexible at all times, strengthen tendons, ligaments, articular cartilage and spinal discs.

Adult

All breeds



DRY FEED



NPSC47236

RED COAT LAMB ADULT ALL BREEDS



High Digestibility - complete, great palatable feed for dogs, created from precisely selected ingredients of the highest quality, processed in a professional way result in a highly digestible product and small, firm stools.



With Glucosamine & Chondroitin - Glucosamine and chondroitin help keep a pet's joints healthy and flexible at all times, strengthen tendons, ligaments, articular cartilage and spinal discs.



Vivid Coat - the balanced amino acid complex in the composition helps to nurture the natural colour of fur.

Adult

All breeds



DRY FEED





SUPPLEMENTAL SNACKS ADVANTAGES



SNACKS-SUPPLEMENTS

Products whose composition is equivalent to a supplement and can be used as treats.



FISH - 1st INGREDIENT

In the first place in the list of ingredients of the composition, the sources of protein with the highest content of raw materials are fish.



FUNCTIONAL

The ingredients in these functional treats- supplements help maintain the vital functions of the pet.



SEMI-MOIST

These functional snacks-supplements have a more moist and soft texture than usual. Moist products reveal a natural aroma, making them especially popular with even the most discerning pets.



UNIQUE MATERIAL COMPLEX:

1 - A balanced **vitamin** complex stimulates the absorption of nutrients and the well-being of your pet.

2 - Necessary nutrients that the body needs on a daily basis. **Minerals** are involved in the formation of strong bones and teeth, ensure the proper functioning of the nervous system and the whole body.

3 - A balanced amount of **prebiotics and probiotics** helps ensure a proper balance of intestinal bacteria, a healthy intestinal environment, and a smooth digestive process.





HEALTHY SKIN & COAT

For adult dogs with red coat to maintain healthy skin and coat.



Hypoallergenic - these snacks are prepared without ingredients of grain origin, which often cause allergies in animals. As a result, this feed is also suitable for pets with a sensitive digestive system.



With Salmon Oil - salmon oil stimulates collagen production, strengthens immunity and maintains healthy skin and coat.



Supplemented With Zinc - zinc is especially important for the immune system, helps cells to regenerate and maintains proper hormonal activity.



Healthy Skin & Coat

Soft & Moist
with **Salmon**



SUPPLEMENTAL SNACKS



HYPOALLERGENIC ORAL CARE

For adult dogs with red coat prone to food allergies to maintain proper dental hygiene.



With Chitosamine - the function of chitosamine is full-fledged bone and joint care, as well as weight control, reduced risk of heart disease, improved and strengthened immunity.



With Green Tea Extract - green tea extract protects animal cells from the harmful effects of the environment and promotes the separation of dead skin cells.



Tartar & Plaque Off - the unique formula of the treats is supplemented with seaweed, which enhances the effect of removing dental plaque and stones. Thanks to these algae, the plaque simply does not stick to the pet's teeth, and the stones gradually soften and disappear over time.



Hypoallergenic Oral Care

Soft & Moist
with **Salmon**





HYPOALLERGENIC & INTESTINAL CARE

For adult dogs with red coat, prone to food allergies to maintain digestive system.



Anti-inflammation - the function of chitosamine is full-fledged bone and joint care, as well as weight control, reduced risk of heart disease, improved and strengthened immunity.



High In Dietary Fiber - the shells of chia seeds in the treats help to remove slag from the body and facilitate defecation.



Balanced Intestinal Bacteria - the balanced amount of prebiotics and probiotics in the treats help to ensure a proper balance of intestinal bacteria, a healthy intestinal environment and a smooth digestive process.

**Hypoallergenic
& Intestinal Care**

Soft & Moist
with Salmon



SUPPLEMENTAL SNACKS

100*%
EFFECTIVENESS

OUR STRONG RECOMENDATION

*For the best results of the feed it is mandatory to follow these recommendations:

- Do NOT give any other dry or wet food but Nature's Protection Superior Care Red Coat line.
- Do NOT give any treats other than recommended for Nature's Protection Superior Care Red Coat line.
- Do NOT give any table scraps.
- Do NOT use whitening shampoos.

Only by following these guidelines, the maximum effect can be reached.



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