

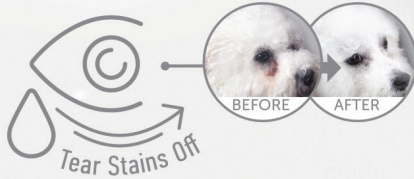


superior
care

White Dogs
GRAIN FREE



**FUNCTIONAL
NUTRITION FOR
PERFECT WHITENESS!**





BRAND STORY

Nature's Protection Superior Care White dog story began in early 2012 when a passionate breeder Janita J. Plunge, held herself a goal to create a perfect nutrition formula for white-coated dogs. Janita is breeding white dogs for more than 30 years now.

To her team, she invited veterinary professors and doctors, pet nutrition experts, and RnD department. The team started looking for a perfect recipe and it took more than 3 years to develop a formula that showed very good results.

What was the process? You produce one formulation, give it for testing, and to see the results you need to wait 12 weeks. You repeat it once and once more until the perfect

results. During this time some of the team members said it is impossible to create such a formula that would work almost in 100 %, but Janita was stubborn and said that if we started, we must finish this task till the end and that she will not give up at a half of this journey to a perfect formula.

So, during 3 years of creation process, more than 1000 dogs participated in testing, more than 14 different breeds, after millions of tests of nutrients, blood indicators, came the day when we had a perfect result and Janita could bravely represent the first natural healthy nutritional solution for white dogs.

Already at that time, Janita knew that one product, one recipe will not be enough. So, she started to develop

new protein sources, new formula combinations. And as a tailor-made result, there was created a lifelong nutrition system for white dogs. Now the full product line contains 8 SKUs for different life stages, starting with the first feed for lactating bitches and their puppies to the adult range, and containing different protein sources, such as lamb, white fish, salmon, insects, and herring.

Here at Nature's Protection team, we can bravely say that we are not going to stop, we proceed to develop new products and improve our formulas, and we say, "Perfectly white dog is possible!".

"When everybody said it is impossible, we kept trying and we have created perfect product, which now helps for million pets all over the world to fight against brown tear stains and stay in perfect shape."

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



LONG WAY TO A PERFECT RESULT



WHAT IS THE BIGGEST PROBLEM FOR **WHITE DOGS** AND NOT ONLY FOR THEM?

~85%

→ Faces brown stains around eyes, nose and paws

WHAT CAUSES THEM?

80%

→ Nutrition

20%

- Parasitology
- Eye hygiene
- Ear hygiene
- Dental hygiene
- Stress ("hormonal storms")
- Use of cosmetics
- Other reasons.



RESEARCH AND RESULTS

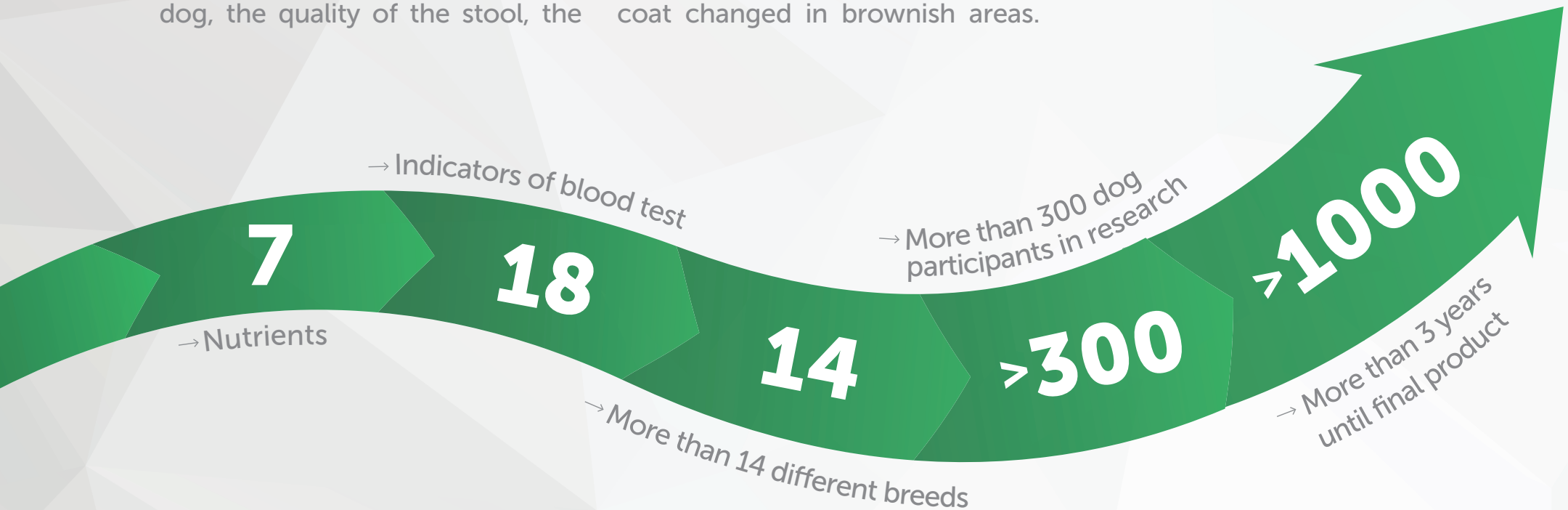
SC WD was created by breeders, together with veterinary and animal nutrition experts through deep research that lasted more than 3 years. **Why so long?**

- We have run lots of tests to evaluate - the general condition of the dog, the quality of the stool, the

pressure, the blood tests according to 18 indicators.

- While creating this unique feed, we also tested 7 nutrient indicators - such as protein, fat, fiber etc.
- Lastly, we observed the external changes, that is, as the animal's coat changed in brownish areas.

The new, perfectly white coat growth was noticed in 12 weeks. To be ensured, the studies were performed on different breeds, testing more than 300 dogs.



PROBLEM

Brown tear stains around eyes, muzzle and paws

Allergic reactions

Gastrointestinal disorders

SOLUTION

A balanced amount of amino acids that maintains the correct transparent tear composition.

Free from wheat, pork and beef which are the most common allergens.

MicroZeoGen.

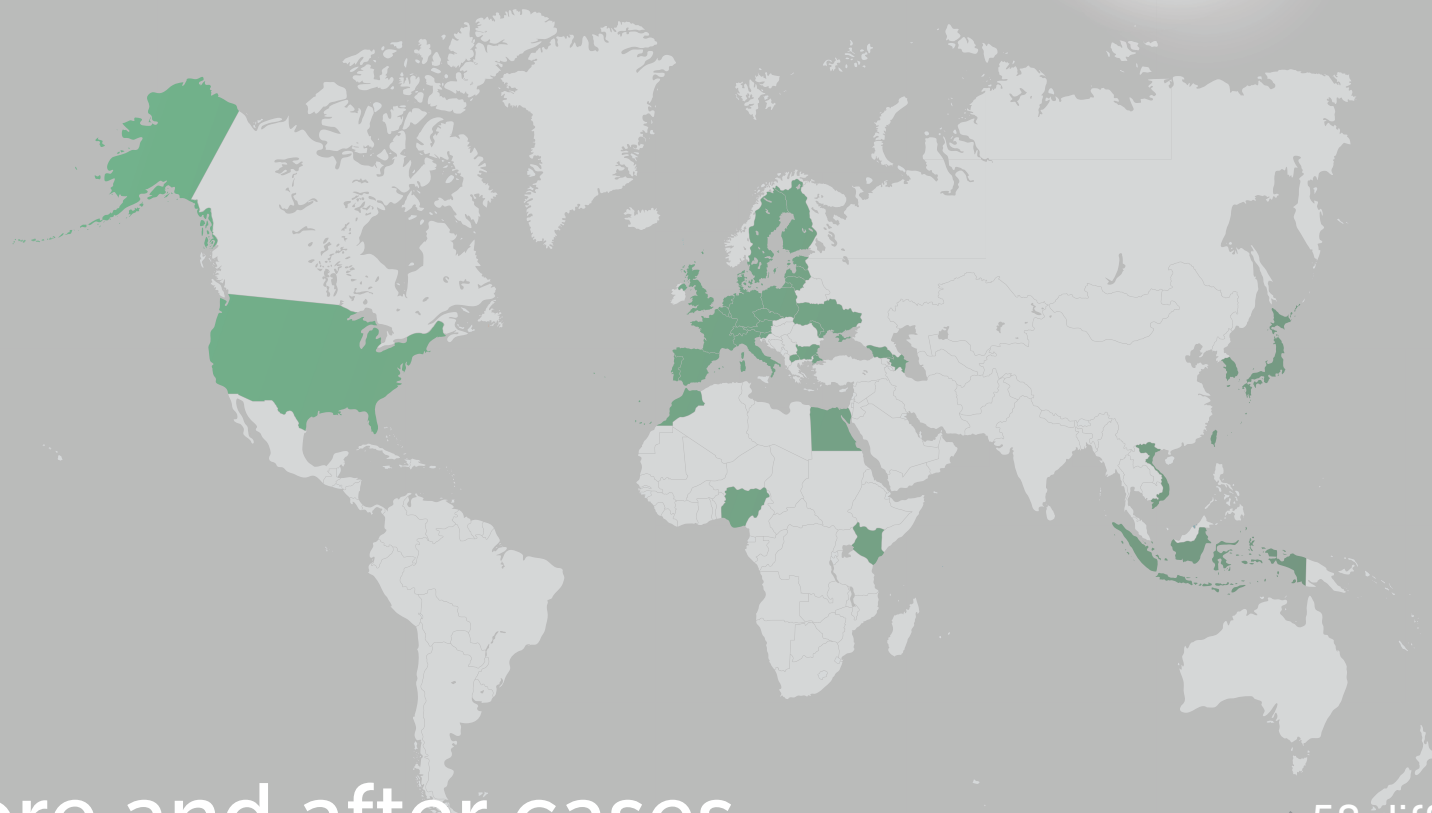


SOLUTION FOR YOUR PET

Our breeders together with veterinary and animal nutrition experts have put their research and manufacturing technologies to work in order to alleviate problems of

white and light-coated dogs. Due to their coat color, skin condition and immune response systems these dogs require tailor-made solutions, which can be provided

through state-of-the-art nutrition. We proudly present the unique outcome of our work: this complete feed.



Before and after cases From all over the world

- 58 different countries
- More than 1150 cases of visible effect



HOW DOES IT WORK?



Selected the right amino acid balance in the feed clarifies the composition of tears and saliva, helping to prevent brown / red spots on the coat due to tearing and saliva. **No artificial ingredients or chemicals.**

BEFORE AND AFTER CASES

PROTEIN SOURCES



The main and easily digestible source of the highest quality proteins - white fish, which is hypoallergenic, perfect source of vitamin A and D, suitable for weight control.



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



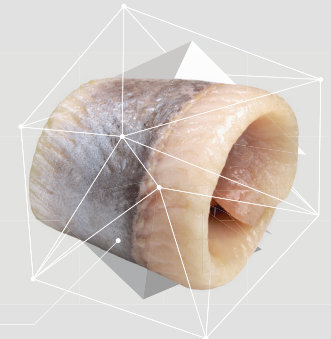
Insects are a great sustainable source of high quality protein and nutrients. Most of insect meal fats are lauric acids, which have antimicrobial and hypoallergenic properties.



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



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



The main source of protein in this feed is herring. It is rich in Omega -3 fatty acids and vitamin D, which are valuable for a healthy pet development.

SUSTAINABILITY: YOU CAN START RIGHT NOW

Climate changes and it becomes obvious from year to year. There is no time, we must start right now. Let's start even from small steps.



9 „YES“ TO INSECTS: → Insects as a main protein source in your pet's food

- **X3** more **PROTEIN** than beef
- **X5** more **OMEGAS** than salmon
- **+10%** more **VITAMIN B12** than salmon
- **X2** more **IRON** than spinach
- **HYPOALLERGENIC** source of protein
- **X3** less in **FOOD WASTE**
- **X0,5** more **CALCIUM** than milk
- Full of **VITAMINS, ZINC, CHITIN, LAURIC ACID** for antibacterial properties
- All 10 essential **AMINO ACIDS** (including Taurine)



LAND USE

→ Insects farms save a vast amount of usable land.



2,540 m²/
2 years



510 m²/
2 years



0.80 m²/
40 days



GREENHOUSE GASS

→ Insects farming produces significantly less CO₂.



1,750 kg/
2 years



370 kg/
2 years



61 kg/
40 days



WATER

→ Insects farming hardly uses any water.



57 200 l/
2 years



4 800 l/
2 years



2,4 l/
40 days

BRAND ADVANTAGES



REMOVED BROWN TEAR STAINS

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



MICROZEOGEN

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 white fish amount. It's healthy, included with right amount of iron and all the nutrients needed feed for the perfectly white dog.



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 white and light coat dogs using the latest research and production technology. Therefore, a special complete nutrition solution was created exclusively for white coat dogs.



72 %ANIMAL PROTEINS*
*out of total protein level



DRY FEED

WHITE DOGS SALMON AND KRILL STARTER ALL BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



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.



First After Mother's Milk - formulated by veterinarians and nutritionists to help the pups overcome the difficult weaning period in optimal condition, assuring a good start in life.

Starter

All breeds



82 %ANIMAL PROTEINS*
*out of total protein level



WHITE DOGS SALMON AND KRILL JUNIOR ALL BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



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.



Healthy Growth - formula is rich in animal protein that provides the energy required for the healthy growth and stamina of growing dogs.

Junior

All breeds



82 %ANIMAL PROTEINS*
*out of total protein level



WHITE DOGS WHITE FISH AND KRILL JUNIOR SMALL AND MINI BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



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.



Hypoallergenic - cod, whiting, and saithe are valued for their hypoallergenic properties. In addition, white fish has more vitamin A and D, than other fish, which is vital for dogs.

Junior

Small breeds
1-10 kg



DRY FEED

82 %ANIMAL PROTEINS*
*out of total protein level



WHITE DOGS WHITE FISH AND KRILL ADULT SMALL AND MINI BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



Intensive Colour - superior sources of Omega-3 fatty acids - borage and salmon oils - could help to maintain intensive color of the coat and perfect condition of the skin.



Hypoallergenic - cod, whiting, and saithe are valued for their hypoallergenic properties. In addition, white fish has more vitamin A and D, than other fish, which is vital for dogs.

Adult

Small and mini
breeds 1-10 kg



72% ANIMAL PROTEINS*
*out of total protein level



DRY FEED

WHITE DOGS SALMON ADULT SMALL AND MINI BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



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.



Rich in Omega-3 & Omega-6 - essential fatty acids are especially valuable for strengthening the immune system, maintaining proper brain and cardiovascular function, and reducing inflammatory processes.

Adult

Small and mini
breeds 1-10 kg



WHITE DOGS LAMB ADULT SMALL AND MINI BREEDS



Tear Stains Off - carefully selected protein sources maintain the right composition of tears and can help to remove brown stains around the eyes, mouth and paws.



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.



Intensive Colour - superior sources of Omega-3 fatty acids - borage and salmon oils - could help to maintain intensive color of the coat and perfect condition of the skin.

Adult

Small and mini
breeds 1-10 kg



Tear Stains Off

75 %ANIMAL PROTEINS*
*out of total protein level



NPSC47297

WHITE DOGS HERRING ADULT SMALL BREEDS



Weight Control - herring is known as the most easily digestible animal protein source. This feed has low calories and is great for overweight dogs.



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.



Rich in Omega-3 & Omega-6 - essential fatty acids are especially valuable for strengthening the immune system, maintaining proper brain and cardiovascular function, and reducing inflammatory processes.

Adult

Small breeds



DRY FEED

59 %ANIMAL PROTEINS*
*out of total protein level



NPSC47299

WHITE DOGS INSECT ADULT SMALL BREEDS



Healthy Fats - this feed contains mono- and polyunsaturated fatty acids that strengthen the immune system as well as saturated fatty acids that provide energy to a dog.



Intensive Colour - superior sources of Omega-3 fatty acids - borage and salmon oils - could help to maintain intensive color of the coat and perfect condition of the skin.



Low Carbon Emission - feed with Insects makes this feed the lowest CO₂ producing ethical pet food in the world.

Adult

Small breeds





SUPPLEMENTAL SNACKS ADVANTAGES



TREATS-SUPPLEMENTS

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



MEAT OR 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 meat or fish.



FUNCTIONAL

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



SEMI-MOIST

These functional treats - supplements have a wetter and softer texture than usual. Wetter products reveal more natural aroma, making it 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.





KIKNPSC47198

BRAIN DEVELOPMENT

For young dogs with white coat to ensure smooth brain development.



Immunity Booster - Clinoptilolite, strengthens the animal's immune system and supports the body's protective functions.



With Seaweed - Vitamins in seaweed - A, C, K and B6, calcium, potassium, copper, iodine and manganese help to remove dental plaque.



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.



Brain development

Soft & Moist
with Salmon



SUPPLEMENTAL SNACKS



KIKNPSC47199

HYPOALLERGENIC & DIGESTIVE CARE

For adult dogs with white coat prone to food allergies.



With Chitosamine - Chitosamine is often recommended by veterinarians to maintain healthy liver function in pets and to ensure good urinary function.



Corn, Wheat & Soy free - The treats do not contain ingredients of grain origin, corn or soy products that can cause allergic reactions. Therefore, this product is suitable for pets with a sensitive digestive system.



Healthy Metabolism - Probiotics and prebiotics help ensure the smooth breakdown of food and its conversion into energy. Natural pea fiber and inulin contribute to the good functioning of the digestive system.



Hypoallergenic & Digestive Care

Soft & Moist
with Salmon





KIKNPSC47202

HYPOALLERGENIC DENTAL

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



Fresh Breath - The seaweed in the treats and the special production technology take care of your pet's fresh mouth odor and prevent the growth of bacteria that cause the animal's bad breath.



Corn, Wheat & Soy free - The treats do not contain ingredients of grain origin, corn or soy products that can cause allergic reactions. Therefore, this product is suitable for pets with a sensitive digestive system.



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
Dental**

Soft & Moist
with White fish



SUPPLEMENTAL SNACKS



KIKNPSC47201

CLEAR VISION

For adult dogs with white coat to maintain full visual function.



Cell Protection - Natural antioxidants - vitamin E and green tea extract help protect cells from the harmful effects of free radicals.



With Seaweed - Seaweed is a natural source of vitamins A, C, K and B6, calcium, potassium, copper, iodine and manganese help to maintain good visual function and protects teeth from plaque and stones.



Brain & Eyes Function Support - The seaweed promotes good brain and vision development and is an excellent source of iron.



Clear Vision

Soft & Moist
with Salmon





KIKNPSC47200

SUPPLEMENTAL SNACKS

HEALTHY HIPS & JOINTS

For adult dogs with white coat, for hip and joint health support.



With Chitosamine - Chitosamine is often recommended by veterinarians to maintain healthy liver function in pets and to ensure good urinary function.



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.



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.



**Healthy
Hips & Joints**

Soft & Moist
with White fish



100*
%
EFFECTIVENESS

OUR STRONG RECOMENDATION

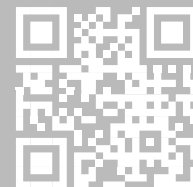
For the best results of the feed it is mandatory to follow these recommendations:

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

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

 NATURE'S PROTECTION  NATURESPROTECTION_OFFICIAL

NATURESPROTECTION.EU





8 „YES“ TO HERRING: → Herring as a main protein source in your pet's food



Omega-3 fatty acids – improve coat and skin from the inside, so it's looks glossy and shiny.



Hemp oil helps dog in various cases like arthritic pain, anxiety, inflammation etc.



Mineral phosphorus and calcium keeps bones and teeth strong as well as muscle contract.



Vitamin A helps maintain best vision.



Mineral selenium, vitamin D provides your pet stay healthy by fighting diseases and strengthens immune system.



Amino acids: lysine, Isoleucine, valine together with vitamin B12 keeps healthy nervous system, fights against cold and stress, calms and focuses pet.



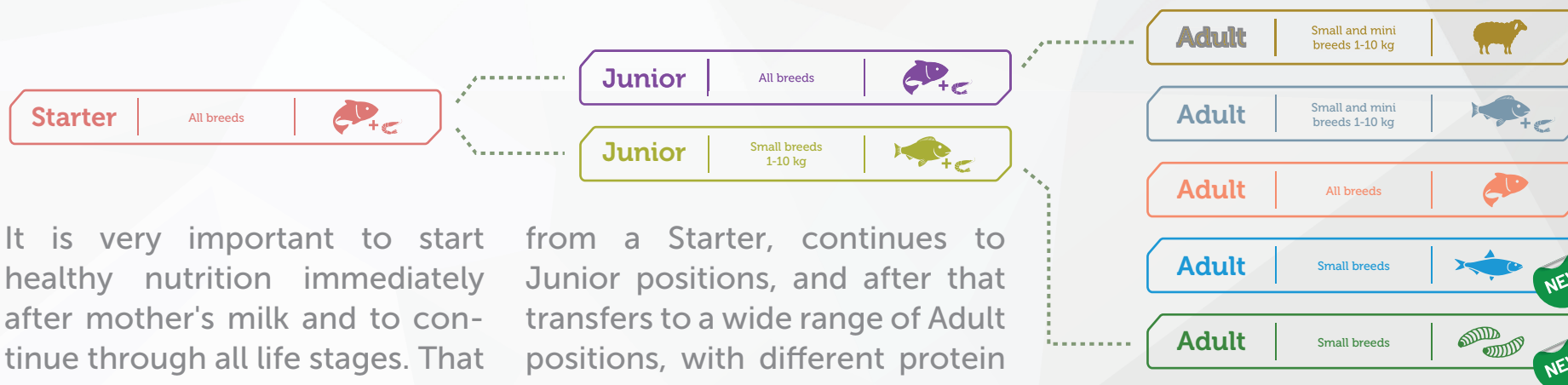
Less likely to cause sensitivity or allergy to it. Most dogs have never been exposed to herring or its oils.



Lean protein can help lose weight and has benefits for hair and nails, bones, muscles, skin and blood.



LIFELONG NUTRITION SYSTEM



It is very important to start healthy nutrition immediately after mother's milk and to continue through all life stages. That is why we have created a lifelong nutrition system, which starts

from a Starter, continues to Junior positions, and after that transfers to a wide range of Adult positions, with different protein sources, like lamb, white fish, salmon, insects and herring.