

Barentz.



PET FOOD PRODUCT

Dental stick supporting oral health

- Insect protein
- Seaweed
- Cellulose fiber
- Potato or pea starch
- Sorbitol
- Lecithin
- Yeast extract
- Natural color

Dental stick

This is a concept with many recipe varieties. It is meant to use as a base to identify customer's best solution.



Concept description

Supporting oral health

Insect, seaweed and polyphosphates are the effective components in the dental stick that improve oral health. These three ingredients all help in preventing plaque and soften existing tartar on dogs' teeth and reducing the risk on periodontal diseases, but they have a different mode of action, due to different active substances.

Insect protein, particularly from black soldier fly larvae, can reduce harmful bacteria in the mouth and it helps to reduce bad breath.

Seaweed contains fucoidan and alginate, which have anti-inflammatory and antibacterial properties. Next to this, seaweed will bring additional minerals like magnesium and calcium, which strengthen teeth and bones.

Creating right texture and an appealing dental stick

To create a good texture, ingredients as starches, lecithin, cellulose fibers and sorbitol are beneficial. Sorbitol or other polyols help to make a chewy and palatable stick, due to moisture retention. Cellulose fibers contribute to a good structure of the stick, but also the fibers as natural abrasives to remove plaque.

Yeast extracts improve the palatability and help to secure that the dog will 'brush their teeth'. To make it even more appealing, natural colors can be added.

Benefits

- Reduces plaque and tartar
- Freshens dog breath
- For sensitive or hypoallergenic dogs
- Includes sustainable ingredients
- Natural ingredients
- Supports digestive health

Total recipe

Insect protein, Starches (pea and potato), Cellulose fiber, Seaweed, Glycerin, Polyol (sorbitol), Lecithin, Vitamins and minerals, Yeast extract, Freshening extracts (parsley, mint, chlorophyll, coconut), Natural color.