**Putting Pork on your Pets Fork.**

Over time and due to the domestication of the canine and feline species, they have developed certain sensitivities which require alternate options. One sensitivity that has been developed over time is the allergic response and intolerance of particular protein sources, the most common in Australia being beef and chicken. This is due to, in large part, the prolonged consumption of these proteins and the poor development and diversity of the microbiome.

One option of addressing these sensitivities is with the usage of novel proteins. Novel means there would be minimal chance of previous exposure, therefore reducing the likelihood of any potential allergic response or intolerance. Lean, hormone free Australian Pork qualifies as a novel protein for dogs and cats and is one of the reasons we have selected it for Cherish Pet Food.

The quality of lean Australian pork meal has high biological value mainly due to the high levels of L-Lysine and L-Methionine which are critical, rate limiting essential amino acids and they also assist adult cats and dogs sustain muscle mass. The novel nature and high quality of lean Australian pork will decrease the likelihood of an allergic reaction due to food. The main reactions that are caused by a food allergy in pets are inflamed, red and itchy skin as well as inflamed and red peripheries, such as paws. Main intolerances due to food in pets presents as gastrointestinal upset which leads to vomiting and diarrhea. Lean Australian pork meal due to its novel nature is less likely to cause these reactions.

Lean Australian Pork meal is a great source of natural glucosamine and chondroitin. These two substances have been scientifically proven to assist with mobility. Glucosamine is important in the synthesis of glycoproteins, which aid in the lubrication and movement of the joint. Chondroitin, is an example of another joint lubricating glycoprotein which is essential for mobility of the joint. In adult and mature cats and dogs, mobility issues can start to arise, so having glucosamine and chondroitin will assist with potential mobility issues by the efficient reassembly of glycoproteins aiding joint lubrication.

Cherish Pet Food has selected lean Australian pork meal and has incorporated it to provide a single meat protein to provide a novel hypoallergenic option to nourish mind, body & spirit.

**We take care of the science, so you can Cherish more moments together.**