***Why Novel Proteins are a Smart Choice for Your Pet’s Health***

Pet parents are becoming more aware of food sensitivities and allergies in their companions—and one of the best ways to support gut health and reduce inflammation is by incorporating novel proteins into their diet.

* **What is a novel protein?**  
  Proteins your pet hasn’t been exposed to before like goat or duck. You’ll find these available in The Paw Grocer range
* **Why novel proteins matter:**
  + Great for pets with allergies to common proteins (like beef or chicken)
  + Easier on sensitive stomachs
  + Naturally lean and nutrient-dense
* **When to consider novel proteins:**
  + Your pet is experiencing skin irritation, itching, or chronic ear infections
  + Diagnosed with food allergies or intolerances
  + As part of a rotational diet for overall gut health