

GOLDEN EAGLE

All natural and holistic pet food



The basis for Golden Eagle

- Nutritional performance is paramount
- Ideally to use best possible natural human grade rawmaterials to reach critical nutritional values.
- Extreme control on cooking heats
- Extreme control on premix application heat
- Put more punch in the bag !

Golden Eagle is not a Premium or Super Premium food, its

**All Natural and Holistic
Nutrigenomic food !**

100 % Nutrition, nothing more - nothing less.

- What ever good you find in any petfood in the world, we have it.
- Whatever bad you find in any petfood in the world, we don't have it.
- These are the reasons our lead is followed.
- We are the first to bring in *nutrigenomics* into petfoods.
- Others are bound to follow, if they only knew how.



Starting point

- Human grade meats, clean of chemicals, without preservatives, antibiotics, colorants, pesticides, herbicides or any other chemical or synthetic materials
- NO Halal-slaughtering
- No animal testing
- No gimmicks, pure nutrition

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First class rawmaterials, no compromises, only the top quality

Chicken



- *Our chicken is free ranged, pure chicken meat*
- *No feathers, feet or by-products*
- *Antibiotic and hormone free*
- *The same chicken used at our dinner table*
- *Excellent source of protein and a natural skin and coat conditioner, one of the sources of Omega-6 fatty acids.*
- *Chickens are not halal-slaughtered*

Salmon



- *Our salmon comes from the clean and pure waters of the northern Atlantic and are naturally preserved.*
- *We use also the files of the fish for optimum nutritional benefit.*
- *Our salmon is very high in Omega-3 fatty acids, specially in DHA and EPA for cardiovascular health and optimal eye and brain function.*

Pork



- *Our pork is all natural, antibiotic- and hormonefree human grade meat.*
- *Our pork contains superior protein for pure muscle development, adding to our special amino-acid profile.*
- *Our pork has a higher digestibility than beef, chicken or lamb.*
- *Pork is very palatable.*
- *It is one of only two meats naturally high in L-Carnitine (Linus Pauling Institute)*

Lamb



- *Our lamb is free ranged on non-fertilized pastures eating just plain green grass*
- *A protein rich, hypo-allergenic meal, used in our Lamb&Oatmeal formula.*
- *No antibiotics, no hormones, just pure natural lamb you most likely can find from your local butchershop.*

Duck



- *A protein rich, hypo-allergenic meal, used in our unique Duck&Oatmeal Formula*
- *All natural and human grade*
- *If you appreciate the natural, holistic approach to nutrition, you will appreciate how these ducks are raised, free without cages, ranging on fields.*
- *No hormones, no antibiotics.*

Eggs



- *Eggs are an excellent source of protein, almost 100 % digestible*
- *Eggs contain naturally occurring complex combinations of amino acids and we use them to cover any deficiencies in amino-acid profiles our meats would leave out.*
- *We use only whole eggs in our products.*

High quality fats and oils

All our fats are naturally preserved with vitamins

Fats and oils contribute to coat, heart, cardio-vascular and brain health.

We select them for their high levels of Omega 3, 6, 9 fatty acids for their known health benefits. Salmon oil, wholegrain Linseed and top quality chicken fats to reach extremely high concentration of Omega-3 oils, specially DHA and EPA; which have become the norm for any health concious person. Same applies to our dogs and cats, they need them too.

Healthy Whole Grains, Vegetables and Fruits

- **We use only fresh, whole grains, no fillers**
- **They are all herbicide- and pesticide free, no GMO**
- **Our grains are selected for their wholesome nutrients, over 60 specific nutrients in each grain.**
- **We do not use wheat, corn or soy in our formulations, as they have been blamed for all kinds of allergic reactions.**
- **Pets do need carbohydrates in their diets and we use only the purest wholesome oats and rice.**
- **We select grains for their carbohydrate and fibre values, not as a protein source. Our protein comes from our meats.**
- **Our fruits and vegetables are all natural and selected for their holistic health benefits.**

Oatmeal



- *Oatmeal has been known to be healthy for humans and pets for hundreds of years.*
- *Our oatmeal comes from Wholegrain oats, filled with nutrition.*
- *Oatmeal settles upset stomachs, help alleviate itching and allergic reactions.*
- *Our pure oatmeal contains no processing, chemical, nutritional or medicinal additives*
- *Oatmeal can reduce stress and also prevent bowel cancer because of its high fibre content, oats can also cure constipation.*
- *Oats also help in lowering chances of heart-disease.*
- *Apart from being a good source of carbohydrates, oats also provide vitamin E, zinc, copper and iron.*

Wholegrain Brown Rice



- *We use brown rice for its high nutritional value*
- *Our rice has the hull removed, but retains the bran layer which contains all the healthy nutrients. It is rich in numerous nutrients like B-vitamins, magnesium, and fatty acids.*
- *Brown rice is not used much in human food due to its taste and texture, we use it for nutritional and fibre values.*
- *Some pet food producers use hulls as a poor grade of fiber/filler but most hulls are burned as fuel in power plants, so we remove them and let them burn them for fuel.*

Wholegrain White Rice



- *This is the same Wholegrain Brown Rice with the bran layer removed. It is a high quality source of carbohydrates and fiber and it is the least likely to cause allergic reactions. It is an antidiarrheal and helps lower cholesterol.*
- *White rice is very tasty and digestible, more nutritious than other grains. (This is one of the reasons Vet's recommend to cook white rice for sick dogs).*
- *We lose the protein, but as we get our protein from meats, we only need all the other nutrients, so we blend our brown rice with the white rice to get the best nutrition from both.*

Tomato pomace



- *Tomatoes are rich in vitamins and the presence of antioxidants in tomatoes is said to be helpful in cleansing the body of toxic compounds.*
- *Lycopene, present in tomatoe, has been known to neutralize free radicals and cut the risk of prostate cancer.*
- *Those who eat tomatoes have been found to have much less risk of developing rectal, colon or stomach cancer.*
- *Researches have suggested that eating tomatoes might help reduce the risk of heart attack.*
- *The vitamin K present in tomatoes helps in keeping the bones strong and healthy.*

Potatoes



- *Our potatoes are whole, freshly cooked, that include the skins.*
- *We use only whole, freshly steam cooked potatoes. They are not pre-processed, so they retain all of their important nutrients (including 'protector' antioxidants).*
- *Potatoes provide B vitamins, carbohydrates, zinc, vitamin C, copper, iron, magnesium, niacin and potassium.*

Chicken liver gravy



- *Our delicious chicken liver gravy makes the taste of our food irresistible.*
- *Our gravy is minimally processed palatability enhancer, from ingredients that do not contain synthetic or artificial components.*

- much the same process as you would use to create a chicken stock in your home kitchen. We just use chicken liver, as our dogs love the taste.

Apples



- *A member of the rose family, the apple has a compartmented core and is thus classified as a pome fruit and we use this nutritious fruit in its whole form to obtain all of its wholesome nutrients.*
- *Apples are an excellent source of dietary fiber. About 81% of the fiber is soluble; most of it is of a type called pectin.*
- *Apples provide both soluble and insoluble fiber, some vitamin C and beta carotene, and potassium and boron.*
- *'An apple a day, keeps the doctor away' has been in use for centuries and aptly describe the benefits of eating this nutritious fruit.*

Carrots



- *Carrots are the roots of the carrot plant, and a member of the parsley family, known for its functionality as a "health food".*
- *We use whole steamed, carrots which are free of pesticides, fresh and not pre-processed, to retain all their flavors and important nutrients, including the cancer and disease resisting 'protector' antioxidants.*
- *Carrot provides complete nutrition to the body. A good source of fiber, vitamin B1, vitamin B2, vitamin B6, vitamin C, vitamin K, biotin, potassium and thiamine.*
- *Carrots have been known to be very good for the health of spleen and stomach.*
- *Researches have suggested that carrot might lead to diminished risk of heart disease and many types of cancer,*
- *Carrot contains beta-carotene, which has been found to be very beneficial for the eyes.*
- *Carrots are very good for healthy skin, hair and bones. At the same time, they also cleanse the body and help gain relief from stress*

Green Peas



- *The high amount of iron and vitamin C in green peas has been found to help strengthen the immune system.*
- *The lutein present in green peas helps reduce the risk of age-related macular degeneration and cataracts.*
- *Green peas slow down the appearance of glucose in the blood and thus, help keep the energy levels steady.*
- *Green peas have been found to aid energy production, nerve function and carbohydrate metabolism.*
- *Green peas provide the body with those nutrients that are important for maintaining bone health.*
- *The folic acid and vitamin B6 in green peas are good for promoting the cardiovascular health of an individual.*
- *Being rich in antioxidants, like vitamin C, green peas can help keep cancer at bay.*

Cranberry



- *The most well-known benefit of cranberry is that it helps fight infections of the urinary tract. The natural acids and chemicals found in cranberry juice do not allow bacteria to grow and multiply in the urinary tract and thus help keep major infections at bay.*
- *Cranberry juice has a rich volume of Vitamin C in it and helps prevent tooth decay, formation of plaque and formation of bacteria.*
- *Oral hygiene is thus one of the long term health benefits of cranberry.*
- *Research indicates that cranberry juice has proanthocyanidin compounds, which help thwart the growth of tumors in the body. It may be said that eating cranberry regularly may reduce the risk of the formation of cancer considerably. It is also indicated that taking cranberry juice may help prevent the formation of kidney stones. This is because cranberry juice has an abundance of quinic acid, which is crucial in preventing the formation of stones.*

Natrox =Seasalt



- *We use Natrox, a specially clean and natural form of seasalt, to provide natural essential nutrients like sodium and chloride.*
- *In our feeds, these are essential, as without these, deficiency could rapidly lead to problems with the heart and kidneys. Feeding a food deficient in chloride could lead to problems with the nervous system, which is directly related to epileptic seizures.*
- *As our feeds are all natural, we do not use chemically-made ingredients. Neither do we add salt as a palatant, but purely as a natural and important source of sodium and chloride.*

Fibre – beetpulp



- *Our special mix of fibers allow the foodmass to travel at a constant slow speed through the GI tract to have maximum digestibility of all our nutrients.*
- *Our main dietary fiber is beetpulp, due to its high dietary fiber contents together with tomato pomace.*
- *Our oatmeal, rice, potatoes, carrots and apple fibres fill out any caps that could be missing, bringing our total dietary fibre mix to its highest, most productive form.*
- *This mix of fibers, assures the digestion of all our nutrient rich food and this can be seen in the dog, stools are firm, which is a clear sign of a healthy gut.*

Nutraceuticals

Nutraceuticals are supplements addressing specific areas of nutrition in dogs. The scientific information concerning the effects of these to all our health is overwhelming. The regulators are having great difficulties in following the speed of nutritional sciences, but we don't.

- We are the first petfood company in the world who has been able to combine all these special supplemental nutrition into our natural feeds, making them truly Holistic and this coming nutritional science is called Nutrigenomics.*
- Nutrigenomics means simply - nutrition and genetics combined.*
- The latest scientific research shows direct mechanisms of nutrition also for the onset of hereditary diseases and we are already applying this break-through science into our feeds. Remedies for epilepsy, heart diseases and bone and joint diseases, are already being addressed.*

1. BioHealth™ Prebiotics

Prebiotics are Non-digestible food ingredients that beneficially affect the host by selectively stimulating the growth and/or activity of one or a limited number of bacteria in the colon, and thus improve host health.

- Our BioHealth™ contain beta-glucans and mannaoligosaccharides*
- Beta Glucan is a powerful immune-enhancing nutritional supplement. This unique compound primes the innate immune system to help the body defend itself against viral and bacterial invaders.*
- Mannaoligosaccharides protect the GI track from invading toxins and pathogens which may find their way into the dogs stomach, binding them onto them and this way they do not harm the dog*

2. MicroHealth™ Prebiotic

This is an other special prebiotic supplement of ours.

It is from inulin, a highly fermentable fiber. Inulin has not only become widely recognized as a superior prebiotic fiber source, it has also been clinically proven to increase calcium absorption.

It is derived from chicory roots and this becomes a specific foodstuff for the beneficial bacteria found in the intestinal tract.

Benefits from this include firmer stools, reduced risk of colitis and cancers, improvement in glucose and blood lipid metabolism, reduction in gas production (flatulence) and a reduction in fecal odor.

This is food for our LactoHealth™, as without our special mix of probiotics, inulin is not fully utilized.

3. LactoHealth™ Probiotics or DSM

Probiotics are living yoghurt type microbes that can be found in a healthy digestive tract. As cooking would kill these microbes, we add them to the outside of the kibble after the dry food has been gently cooked.

Our special mix of 5 different yoghurt type bacteria, called LactoHealth™, help in keeping the intestines in optimum state, increasing the digestibility, evicting pathogens from the gut, alleviating diarrhea and other stomach upsets.

Our LactoHealth™ containing different living yoghurt type bacterias, considerably increasing our foods digestibility which is reflected by our suggested daily feeding amounts. Your dog eats less, but gets more vital nutrients to support its health and vitality.

Our bacteria drives in the gut as we feed it with MicroHealth™ and BioHealth™

4. Glucosamine and Chondroitin

Both of these have broken through in human as well as in pet nutrition for joint support. Problems associated with older age, like osteoarthritis or any other joint pain, are finding help from these 2 natural compounds.

Glucosamine can be described to increase the shock absorption ability of the joint, it also increases the growth of cartilage.

Chondroitin helps to retain liquid in the joint as well as increasing glucosamines effectiveness.

5. Yucca schidigera extract

Yucca has been shown to lower noxious ammonia gases in animal wastes, dramatically curbing dangerous and foul odors.

The extract has also been found to increase animal performance by lowering ruminal, intestinal and blood ammonia levels, which result in poor performance.

By reducing pH levels, yucca schidigera can aid in many ailments, affecting the dogs over health and vitality, often also used for eliminating joint pain.

6. Kelp

Provides 60 Naturally Sequestered Nutrients □ Our kelp, harvested from clean, cold Atlantic ocean waters, is a natural, highly bioavailable source of 60 sequestered nutrients.

Kelp promotes a healthy coat and prevents thinning or discoloration. It also benefits the immune system, and helps to prevent infertility and premature aging.

7. Wholegrain Linseed

Apart from Salmon, one of the richest sources of Omega-3 acids is linseed oil.

This natural oil is essential for the overall growth and development of the body.

The linseed oil essentially contains Omega-3, Omega-6 and Omega-9 fatty acids, Vitamin B, Potassium, Lecithin, Magnesium, Fiber and Zinc.

Thus, our linseed oil can be called as one of the most important and vital, health promoting supplement as it works like a multi-vitamin.

Nutrigenomics

Based on information from all this background and research, *Golden Eagle Holistic Health*®'s Nutritional Philosophy was developed.

Our formulations are based on the latest scientific nutritional and genetic information, to create feeds which are nutritionally sound to serve and protect the pet from all possible influences, be it environmental or genetic. This is the future of nutrition, based on *nutrigenomics*.

1. Use Only High-Quality Dog and Cat Food Ingredients

■ It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

■ *Golden Eagle Holistic Health*® uses only high-quality human grade, all natural and holistic ingredients to create foods that are denser and richer in all essential nutrients. This means pets get more nutrition from less food, with calories and fats in each formula balanced to fit their specific needs.

2. Use only Natural, Whole Grain Ingredients That Are Nutrient-Rich and Unaltered, no GMO

Mother Nature made the grain in its whole state. As such, it includes nutritious protein, fats, carbohydrates, fiber, vitamins and minerals.

Other pet food companies use fractionated grains, which are not included in any of *Golden Eagle Holistic Health*® formulas.

3. Use Highly Controlled Cooking Methods and Quality Checks to Preserve *Golden Eagle Holistic Health*® Levels of Nutrients

Golden Eagle Holistic Health® products are subjected to well over 100 defined quality control checks throughout the manufacturing process. These structured and rigorous checks ensure the highest quality and safest pet food on the market.

Multiple tests must be passed and specifications must be met for all raw materials and at many key control points during the manufacturing process, before any food makes it out of the manufacturing facility and on to retailers' shelves.

4. No Artificial Preservatives, Synthetic Chemicals, Colors or Additives

Golden Eagle Holistic Health® will not add anything to the food unless it is nutritious and healthful for a cat or a dog.

All our foods are free from chemical additives of any kind, including preservatives such as ethoxyquin and BHA/BHT, which are frequently found in pet foods, but are banned from human use in many countries.

The EU regulations allow manufacturers to hide this information behind “Eu-approved” numbers, making it more difficult for the consumer to realise they might be feeding their pets with potentially harmful chemicals.

5. Special Attention For The Nutritional Profile for Skin and Coat.

Getting a good skin and coat is no big secret. It's just very expensive to do. You have to use more meat, higher quality sources of fats and oils, and high levels of vitamins and other nutrients. *Golden Eagle Holistic Health®* has a large investment in quality - we've made the commitment.

Many pet food companies try to take shortcuts by using vegetable protein fillers and cheaper sources of fats. *Golden Eagle Holistic Health®* uses only highest quality fats and oils, to specifically address the nutritional needs of pets skin and therefore, the coat.

6. Continued Scientific Research and Simultaneously Extensive Testing and Monitoring to Assure Optimal Health and Longevity of Pets

Golden Eagle Holistic Health® Pet foods will stay on the leading edge of pet health care. Our scientific community is hard at work, genetists are finding new ways to nutritionally treat many illnesses and we are proud to be supporting this scientific research. The latest findings on hereditary eye diseases (HC, PRA etc.) are bringing light to nutrition, on information - how these diseases develop and through this research, we are finding answers how to nutritionally support pets limiting the occurrence and effects of these diseases.

This new research area is called *nutrigenomics* and we believe our pets should also benefit from these findings by our highly skilled, dedicated scientists in Universities around the world. As new information is found and solutions discovered, *Golden Eagle Holistic Health®* will adjust formulas to ensure that our diets stay the healthiest in the world.

Choosing a Pet Food

Our companion animals' health is just as important as our own. A pet's diet, the biggest health variable controlled by a pet parent, is crucial to its well-being. That's why selecting tasty and healthful pet food, *Golden Eagle Holistic Health*® is the most loving choice you can make for your pet. Eventhough making this pet food is expensive, it cost nothing in comparison to the cost to pets health induced by feeding chemicals and synthetic products, not to mention the suffering caused to the pet. Vet bills are skyrocketing and too often we find the reason to be an unhealthy diet.

Don't take our word, give your pet 60 days on *Golden Eagle Holistic Health*® to prove it to you too.

It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthful" for pets.

By committing to our Nutritional Philosophy, we believe that we have created the healthiest dog and cat foods in the world. With a variety of flavors and formulas available, we're sure that you can find one that suits your companion animal's individual needs.