



Food Allergies

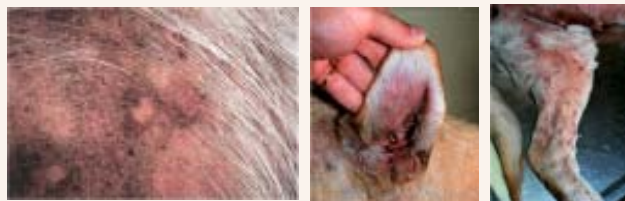
Itchy Scratchy Dogs and Cats

Does Your Pet Have a Food Allergy?

The most common signs of food allergies are:

- facial and belly itching
- recurrent ear infections
- foot or limb chewing (scratching or biting can lead to secondary bacterial skin infections and ear canal infections)
- vomiting and diarrhea instead of, or along with, skin problems
- excessive hair shedding

If you notice any of these symptoms, your pet may have a food allergy!



Managing Your Pets' Allergies with Addiction Pet Food

We cannot cure food allergies – we can only manage or control them, and all pet owners should know how to do so.

If you suspect a food allergy, your pet should be placed on an “exclusion” diet for a minimum of 12-14 weeks. This diet usually contains ingredients to which you pet has not been exposed to in the past, such as venison, possum or eel, and is balanced with essential vitamins and minerals necessary for your pet’s needs. **No other foods, medication or treats should be fed**; fluids like milk should be excluded, and only clean, fresh water should be given to your pet. Watch your pet closely for a decrease in allergic signs during this period. If your pet has a food allergy, there should be a significant reduction in the symptoms after the recommended period on the exclusion diet. It is important to realize that it takes time for your pet to recover from an allergy - it takes an average of **12-18 weeks** before any noticeable improvement in the pet’s allergic condition can be seen. Always seek veterinary advice before starting your pet on any form of exclusion diet.

Looking for a suitable diet for an allergic pet? Try Addiction, often recommended by veterinarians as an ideal exclusion diet choice! Research has shown that by simply changing your pet’s regular food to a hypoallergenic diet, the allergy can be successfully treated. Addiction’s premium pet food range is made from a Holistic and Hypoallergenic formula that contains NO harmful fillers, by-products or chemicals. Wholesome and nutritionally balanced with added calcium, magnesium, zinc, vitamin and Omega 3 & 6 essential fatty acids, Addiction provides an all-natural delicious solution with an irresistible taste that appeals even to the fussiest eater.

How Do Food Allergies Happen?

Food allergies occur when an offending ingredient in your pet’s diet (an ‘allergen’), often part of the protein content, causes an overreaction in your pet’s body. **The most common offenders are also the most common ingredients in dog foods, namely beef, chicken, milk, corn, wheat, eggs and pork.**

Many people wrongly assume that food allergies are due to a recent change in their pet’s diet; in actual fact, food allergies develop slowly over time. That is why dogs and cats that have been eating the same food for months and years with no problem can suddenly develop a food allergy.

It is therefore essential that pet owners select a good commercial pet food that is nutritionally balanced, whole and free from fillers and preservatives, to reduce the risk of food allergies in their pets where possible.