

PRESS RELEASE

Trouw Nutrition's Tasco[®], Superfood of the Sea, Is Unlike Any Other Kelp

Tasco, derived from a specific species of ultra-resilient kelp, is harvested and processed in a unique way to retain all of the constituents and nutrients, which benefit companion animals at all life stages and support overall well-being.

Las Vegas, May 30, 2019 – Trouw Nutrition, a global leader in animal nutrition, will educate SuperZoo attendees about Tasco[®] and why it is unlike any other kelp or seaweed, truly qualifying it as the “Superfood of the Sea.”



Caption: Tasco is all natural and can be classified as so in natural and organic pet foods.

“Different species of kelp contain different constituents and improper handling and processing can destroy important compounds originally present in the live plants,” said Scott Baker, Trouw Nutrition Manager of Companion Animal Strategic Marketing and Analytics. “Commodity kelp meal can contain mixtures of species from all parts of the world and can contain varying compositions of constituents that are not well characterized or scientifically researched.”

Harvested from a single species of macroalga (*Ascophyllum nodosum*) in Canada’s North Atlantic, Tasco thrives in one of the harshest environments on earth. Selectively harvested and processed to retain its nutrients, Tasco features a unique combination of prebiotic fibers, antioxidants, and protective compounds that support the immune system and help pets become more resistant to stress.

Resistant to Stress

Over 20 years of peer-reviewed scientific studies and journal articles indicate that when animals consume this unique kelp, they receive and benefit from the kelp’s protective compounds that guard it from extreme environmental stresses this kelp experiences in the Bay of Fundy.

“By helping cells suppress the production of harmful proteins and metabolic byproducts, as well as boost animals’ metabolism, Tasco enables animals to more easily regulate their body temperature, thereby reducing vulnerability to heat stress,” said Dr. Trevor Faber, Trouw Nutrition Companion Animal Nutritionist.

Building Strong Defenses

Most of the beneficial bioactive compounds found in Tasco are exclusive to marine plants and are not commonly found in other sources of prebiotics. The prebiotic compounds enhance GI tract health, thereby supporting the immune system.

“Tasco’s unique, naturally occurring mix of polysaccharides and other protective compounds improve digestion by positively changing the gut microbiota,” said Dr. Faber who earned his Ph.D. in Companion Animal Nutrition from the University of Illinois. “The important polyphenolics and soluble fibers extracted from Tasco help promote a healthy gut by providing novel, fermentable fibers for the bacteria in the GI tract. With roughly 70 percent of an animal’s immune system residing in the digestive tract, a healthy digestive system is essential for supporting the immune system.”

Quality Product

At the end of the harvesting and processing, Tasco’s kelp is evaluated for select nutrients and microbial counts to ensure batch-to-batch consistency and purity. Only batches that meet the strictest quality and safety standards earn the name Tasco. All of this detailed attention to harvesting and quality sets Tasco apart from commodity kelp.

To learn more about the unique bioactive compounds of Tasco and how to help give pets a healthier, happier life, please visit Trouw Nutrition at Booth 3215 at SuperZoo, August 20-22, at Mandalay Bay in Las Vegas. The Trouw Nutrition Companion Animal team will be there to further explain Tasco, answer questions, and distribute dog bandannas and other goodies for your four-legged friends.

About Trouw Nutrition

Trouw Nutrition, a Nutreco company, is a global leader in providing the companion animal industry with technology-based ingredients originating from sound research and development. At our facilities, we offer the highest-quality vitamin and mineral premixes, pre-blends, and exclusive functional ingredients. At Trouw Nutrition, we transform technology into products that improve the performance and well-being of companion animals. Headquartered in The Netherlands, the company has locations in 28 countries and employs approximately 8,000 people. www.trouwnutritionusa.com

Media Inquiries

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The statements and products described in this press release have not been evaluated by the USDA. These products are not intended to diagnose, treat, cure or prevent any disease.

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PRESS RELEASE

Trouw Nutrition's ImmuFlex™ Egg Powder Helps Boost Pets' Natural Defenses

ImmuFlex, a pasteurized spray-dried egg product, uses what Mother Nature has designed and perfected. These eggs contain specific components to support a robust immune system and overall mobility.

Las Vegas, May 30, 2019 – Trouw Nutrition, a global leader in animal nutrition, will be discussing ImmuFlex, a speciality pasteurized spray-dried egg product, at SuperZoo, August 20-22.

ImmuFlex eggs contain concentrated immune factors and antibodies providing additional anti-inflammatory components designed to support pets through all stages of life.



Caption: ImmuFlex benefits pets by promoting a more active, happy life.

Immune System Boost

Young and aging pets in particular tend to suffer from weaker immune systems, increasing their need for immune system support. Thanks to the natural ability of the egg to concentrate important immune co-factors and adjuvants, ImmuFlex eggs may have the ability to provide key immune components that are lacking in immune-compromised and aging pets.

“ImmuFlex eggs contain antibodies specifically designed to mitigate the effects of common pathogens,” said Dr. Trevor Faber, Trouw Nutrition Companion Animal Nutritionist. “ImmuFlex helps obstruct the translocation of harmful bacteria, helping improve pets’ overall health and performance.”

Joint Health and Mobility

ImmuFlex can help keep geriatric pets stay active by providing anti-inflammatory components during times of occasional stiffness and discomfort.

“By processing the eggs in such a way that immunoglobulins and immune co-factors are retained, ImmuFlex provides anti-inflammatory properties, which help alleviate occasional inflammation and promote mobility,” said Dr. Faber, who earned his Ph.D. in Companion Animal Nutrition from the University of Illinois.

As a Trouw Nutrition product, ImmuFlex undergoes a rigorous review process to ensure the absence of salmonella and the integrity of the product. “Every Trouw Nutrition premix receives an average of 101 quality checks,” said Scott Baker, Trouw Nutrition Manager of Companion Animal Strategic Marketing and Analytics. “At Trouw Nutrition we pride ourselves on providing the highest-quality blends and premixes in the pet food industry.”

To learn more about how ImmuFlex supports a balanced immune system and improves joint health and mobility, please visit Trouw Nutrition at Booth 3215 at SuperZoo, August 20-22, at Mandalay Bay in Las Vegas. The Trouw Nutrition Companion Animal team will be there to further explain ImmuFlex, answer questions, and distribute dog bandannas and other goodies for your four-legged friends.

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