



THE NATURAL AUTHORITY™

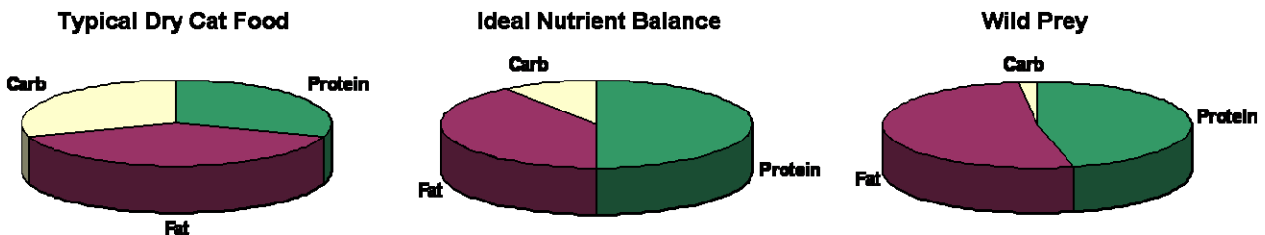
ON THE IDEAL NUTRIENT BALANCE FOR CATS

Introduction

Cats are obligate carnivores, and accordingly have a protein requirement 2-3 times higher than dogs or humans. In alignment with their nutritional requirements, research has shown that cats prefer a diet with high protein and low carbohydrate levels. Additionally, studies have shown cats naturally prefer to eat foods similar in nutrient composition to what they would eat in the wild.

What is the “Ideal Nutrient Balance”?

Based on a large number of studies, The Waltham Centre for Pet Nutrition discovered that cats modify their eating habits to achieve a specific nutrient profile intake. In these studies, cats consistently selected diets rich in protein and low in carbohydrate, to achieve a preferred macronutrient profile (proportion of protein, fat and carbohydrate), or what we at The Nutro Company call the “Ideal Nutrient Balance” for cats¹. This indicates that cats do not simply select a high protein, low carbohydrate diet, but seek a relatively specific ratio of protein to fat to carbohydrate. For instance, when roasted chicken or cod fillet were offered (higher in protein than the Ideal Nutrient Balance), cats preferred cat foods formulated according to the Ideal Nutrient Balance. Additionally, studies have shown the Ideal Nutrient Balance for cats is similar in nutrient composition to that of the feral cat’s typical prey and is, therefore, in line with their natural food preferences.



What are the benefits of the Ideal Nutrient Balance?

WALTHAM[®] Science has shown that cats have metabolic differences from dogs which demand specific nutritional requirements. For instance, cats have a greater metabolic response to carbohydrates, which raise blood sugar (glucose) levels after they are eaten. This research has shown diets similar to the Ideal Nutrient Balance can reduce the blood glucose response in comparison with a typical dry cat food. Therefore, diets targeted at the Ideal Nutrient Balance may help to maintain a stable glucose metabolism in healthy cats.

The Ideal Nutrient Balance for cats provides:

- The nutrition cats naturally select in the wild
- Controlled carbohydrates to minimize glycemic response in healthy cats
- High protein to promote healthy muscle maintenance



Reference

¹Hewson-Hughes AK, Hewson-Hughes VL, Miller AT, Hall SR, Simpson SJ, Raubenheimer D. (2011) Geometric analysis of macronutrient selection in the adult domestic cat, *Felis catus*. J. Exper. Biol. 214:1039-1051.

All NATURAL CHOICE[®] Cat Foods are formulated to achieve the Ideal Nutrient Balance to provide the nutrition cats naturally desire.



Issued: March 10, 2011
Reference # CAT04