



CHERISH

Australia's own scientific pet food™



**We take care of the science, so you can
Cherish more moments together.**

Our Story



Science has established that cats and dogs benefit our physical health, mental health and total wellbeing. From the moment they enter our lives they become part of the family unit and provide unconditional love, happiness and companionship.

Given the proven scientific benefits of pet ownership, our professor of animal nutrition and biochemistry, who has a PhD, researched and applied the latest published scientific advancements and formulated **Cherish Pet Food**, a complete and balanced, whole of life plan scientific pet food to nourish **mind , body and spirit.**

Cherish Pet Food's complete range has been uniquely fortified with a potent and scientifically specific blend of **COCO MCT™** which has benefits at each life stage. We then selected the ancient grain sorghum, which is gluten free, non GMO and low GI as well as superfoods such as turmeric, blueberries and cranberries to provide ongoing nutritional benefits.

Cherish Pet Food has been scientifically formulated to assist puppies and kittens concentrate for longer and learn faster. Provides adult dogs and cats the perfect balance of nutrients to sustain good health and well-being. Then, as your pet reaches their senior years, **Cherish Pet food** assists maintain an active mind and even temperament.

We understand that pets are part of the family and believe they deserve quality, human grade ingredients that have functional benefits to assist prolong their lives and the relationship we have with them for as long as possible. **Cherish Pet Food** is made in an Australian owned pet food manufacturer, applying the latest nutritional science, located in Western Australia using predominantly Australian ingredients to ensure a sustainable and fresh dietary option.

We take care of the science, so you can Cherish more moments together

The Science by Professor Emeritus Nick Costa



Formulated by our Technical Director Professor Emeritus Nick Costa, **Cherish Pet Food** has incorporated selected functional ingredients, at optimal levels, for their unique benefits after reviewing the latest peer reviewed published scientific research. **COCO MCT™** is a key ingredient in all our products to assist with brain development, neural function and sustaining cognition in later life. This unique and concentrated blend of medium chain triglycerides also assists to develop and maintain a healthy gut microbiome which has multiple health benefits. To the right are some of Emeritus Professor Nick Costa's scientific accolades and achievements.

Graduated 1973 University of Adelaide with Bachelor Agricultural Science with first class Honours in Agricultural Biochemistry.

PhD in 1977 based on Carnitine Biosynthesis and Metabolism.

Appointed lecturer in Biochemistry and Nutrition at The School of Veterinary Studies at Murdoch University Perth, Western Australia in 1977.

Became Head of Veterinary Biology and Biomedical Sciences in 2000.

Appointed Dean and Chair of Sustainable Agriculture Science Murdoch University in 2005.

Retired in 2011 and accorded the title of Professor Emeritus.

During his time, Professor Costa established and led research teams in ruminant intermediary metabolism and nutrition, trace element metabolism and companion animal clinical nutrition including dilated cardiomyopathy in Boxer dogs.

Co-authored over 150 scientific publications including 2 books.

Honorary editor of the Nutrition Society of Australia from 1990 – 1994.

Served as the Australian representative on the International Committee for Trace Element Metabolism in Man and Animals (TEMA) from 1988 – 1994.

Chair of the Environmental Committee for Meat & Livestock (MLA) 2007 – 2010.

Formulated pet foods for over 40 years that have included commercial super premium foods as well as clinical pet foods only available through veterinarians.

Formulated scientific and innovative range **CHERISH** with a focus on neural development, brain function, behaviour and sustaining cognition in Cats and Dogs.

SUPERFOODS AND



Blueberries

- Powerful antioxidant with heart disease fighting qualities.
- Supports urinary tract health



Turmeric

- Contains curcumin, which when activated, has antioxidant, anti-inflammatory, antiviral, antibacterial, anti-fungal and wound healing properties.
- Helps sustain brain function.



Apple

- Rich in antioxidants and vitamin C. Contains soluble fibre for gut health.



Cranberries

- Full of vitamin C, fibre, manganese and essential micro-nutrients.
- Supports urinary tract and bladder function.

ANCIENT GRAINS



Chia Seeds

- A quality protein high in omega-3 essential fatty acids for a healthy coat.
- Great source of insoluble fibre.



Sorghum

- Gluten Free, Low GI, Non GMO and full of fibre, it's readily digested and helps produce easy to pass stools.



Chick Peas

- Low GI, low in kilojoules. High in protein, fibre, nutrients, carbohydrates, B vitamins, folate and minerals.



Tomato

- Rich source of lycopene, an carotenoid which has a powerful anti-oxidate capacity counteracting oxidative damage.
- Packed full of vitamins and minerals, for metabolic health.

Wholesome Ingredients to Nourish **Mind, Body & Spirit**

What brings more delight than our four legged family members? Being animal lovers, we've formulated a range of scientific pet food that helps our pets live their best lives.

Cherish nourishes mind, body and spirit. It's packed full of specific superfoods for their scientifically established benefits and has the perfect balance of nutrients and quality Australian ingredients to sustain good health and happiness. Pets love the flavour and you'll love the difference you see in their total wellbeing.

We take care of the science, so you can **Cherish** more moments together.



MIND

- COCO MCT
- Marine DHA
- L-Tryptophan
- Selenium
- Iodine



BODY

- Algimun
- Minimum 80% Protein from Meat
- Low GI
- Prebiotics
- Glucosamine
- Taurine



SPIRIT

- Fruit & Vegetables
- Essential Vitamins & Minerals
- Omega 3&6 EFAs
- Protein from Chicken & Salmon



The Brain:

Your pet's food influences its mood. Nutrition impacts on cognition, so we formulated a scientific pet food **Cherish** with **COCO MCT™**. Easily metabolised and absorbed, this specific and unique blend of fatty acids supplies an additional source of energy for your dog's brain. Your best friend will be more trainable as a puppy or kitten, stay bright and alert as an adult and maintain cognitive health in their senior age. So you can **Cherish** the bond you have together, at every life stage.

+ Only pet food globally, that we have found, with a focus on the brain across every SKU.

+ Focused on neural development, brain function, sustaining cognition and behaviour.

+ Multiple brain boosting ingredients like:

- Marine DHA (Brain Development)
- Algal DHA (Cognitive Health, Vision & Retinal Function)
- Turmeric
- Vitamin A
- Choline Chloride
- Selenium
- COCO MCT's (Hero Ingredient)



Coco MCT™ to Feed the Mind

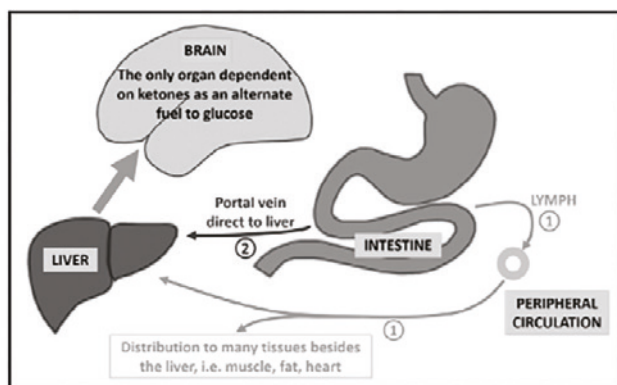


Fig. 2. Unique route of medium chain fatty acid (MCFA) absorption compared to other common long chain dietary fatty acids. The lymphatic and peripheral circulation ① distribute most common long chain fatty acids as chylomicrons throughout the body, whereas MCFA are mostly absorbed directly *via* the portal vein to the liver ②.

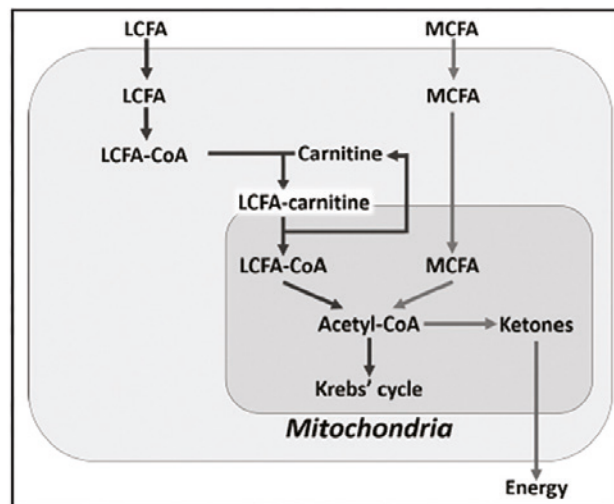


Fig. 3. Simpler beta-oxidation of medium chain fatty acids (MCFA) which, unlike long chain fatty acids (LCFA), do not need to be activated by carnitine to access the inner mitochondrial membrane. Very little acetyl-CoA enters the Krebs' cycle in the liver since the intermediates, oxaloacetate and malate, are consumed for glucose production. The high amount of NADH also allosterically inhibits the Krebs' cycle. These mechanisms result in the accumulation of acetyl-CoA in the liver and their subsequent condensation to ketones through a series of enzyme-catalyzed steps.

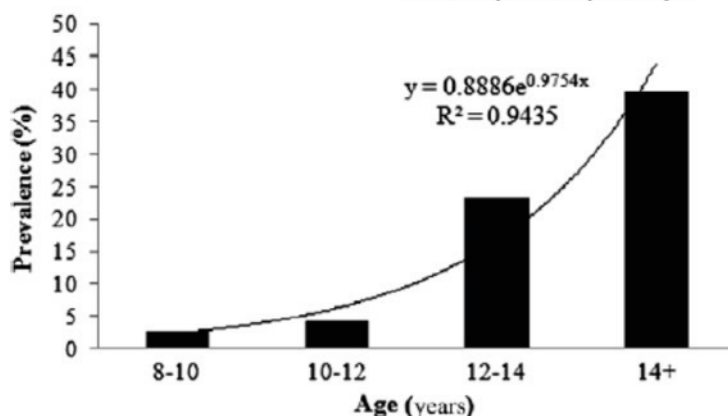


Fig. 2. The prevalence of CCD (qCCD and DEM) in dogs aged: 8–10 years (3.4%); 10–12 years (5%); 12–14 years (23.3%); and >14 years (41%). An exponential trend line with the equation $y = 1.1873e^{0.9008x}$ and an R^2 value of 0.9454 was fitted.

CocoMCT is our exclusive and unique ingredient comprised of selected medium chain triglycerides (MCT) extracted from pure coconut oil.

Push energy in the form of Ketones (preferred energy source) to make puppies and kittens more alert and more trainable, sustain brain function in adult life stage and delay's the potential onset of cognitive decline in their senior years.

Medium chain fatty acids from **CocoMCT** are readily oxidised for energy NOT stored as fat. **CocoMCT** supports ketogenesis to sustain brain function as well as supply energy for heart and muscle activity.



The Microbiome

What is a gut microbiome?

The 'Gut microbiome' is made up of the trillions of microorganisms and their genetic material that live in your intestinal tract.

Why is the microbiome important?

The microbiome plays an important role in health by helping control digestion and benefiting your immune system and many other aspects of health.

Beneficial functions of butyric acid

Butyric acid is a fatty acid that is created when the good bacteria in your gut break down dietary fibre.

- Improves insulin sensitivity
- Improves mitochondrial function
- Anti-inflammatory activities
- Regulates gut hormone activities
- Increase appetite suppression
- Improves intestinal barrier

A more diverse microbiome leads to a healthier gut and a healthier pet!

The earlier you start improving or looking after the microbiome of the gastrointestinal tract, the better health of the cat/dog and the better they will age.

Cherish assists to improve:

- The immune system
- The gastrointestinal tracts ability to break down and absorb all the amino acids, vitamins and minerals ensuring the efficacy of them
- Stool quality, quantity and odour
- Quality of life
- Microbiome homeostasis which leads to healthy aging

This all links back to **Cherish** as it is a primary function of the range. The pre and pro biotics used in conjunction with the superfoods will provide a balanced immune response which will lead to healthy aging and nourish the mind body and spirit.



So how do we maintain a healthy gut microbiome?

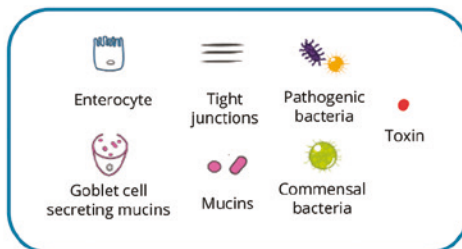
- Prebiotics (FOS & MOS).
- L – lysine, DL – methionine & Carnitine.
- Optimised fibre balance between soluble and insoluble.
- Sugar beet pulp.
- Gluten Free, Low GI and Non GMO.

Benefits of Algimun

IMMUNITY & GUT HEALTH

What happens in the gut in case of challenging situation?

- ① Decrease of the protective mucus layer
- ② Alteration of tight junction proteins

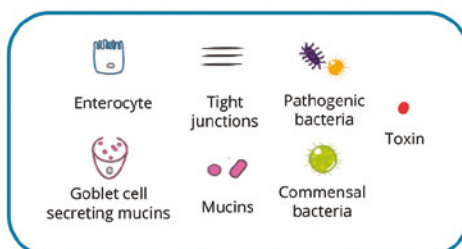
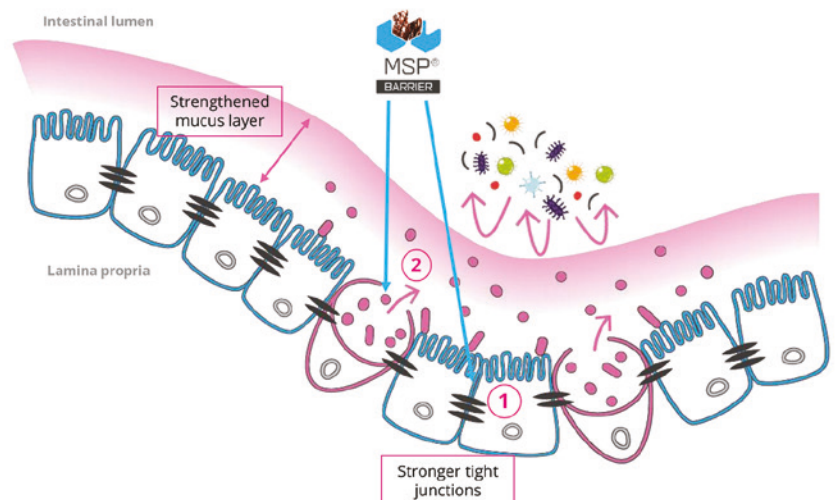


HOW DOES ALGIMUN PET WORK IMPACT POSITIVELY THE GUT INTEGRITY?



Prevention of pathogen and toxin translocation

- ① Reinforcement of tight junctions
- ② Increased mucin secretion





Fruit & Vegetables

Packed full of antioxidants for health and total wellbeing.

Essential Vitamins & Minerals

Scientifically selected and complete range of vitamins & minerals including chelated minerals to support vision, heart function, digestion and wellbeing.

Omega 3&6 EFAs

A specific and balanced blend of omega-3 and omega-6 essential fatty acids, with high levels of EPA for healthy skin and a shiny coat.

Our Range



Playful Puppy

- + With Algal DHA for brain development & trainability

Give your puppy the best start in life. To support brain development and give pup the ability to concentrate for longer and learn faster, Cherish Playful Puppy has a specific and unique blend of plant-based fatty acids and DHA derived from marine algae and deep-sea fish oils. When muscles and bones are rapidly developing, too much protein can do as much harm as too little. Our protein level is carefully balanced with calcium for safe muscle and skeletal growth. Rounding out the goodness is a trio of ancient grains to provide low GI energy to fuel puppy's day.



Amazing Adult

- + Formulated for mental alertness & total wellbeing

Personal trainer, security guard, lap warmer... your dog has so many roles to fill, so Cherish Amazing Adult is scientifically formulated to assist in maintaining optimal health for your canine friend. To sustain mental alertness and cognitive health, it has a specific and unique combination of marine DHA and plant-based essential fatty acids. It's low GI for sustained energy throughout the day, and the protein level is optimally balanced to maintain muscle mass and healthy bones. Being a complete and balanced food, it can be the only source of nutrition your dog needs.



Mindful Mature / Super 7 Years +

- + Formulated to maintain mental alertness & joint mobility**

As your faithful friend ages, prevention is better than cure. To sustain mental alertness and cognitive health, Cherish Super 7 Years + has a specific and unique combination of marine DHA and plant-based essential fatty acids. As joints age and activity slows down, weight management is a priority. Our formulation includes glucosamine to support healthy cartilage and 80% lean quality protein from meat. To ensure your cherished companion always feels like a puppy at heart, we have a trio of ancient grains to provide low GI sustained energy. In addition we have carefully and scientifically selected a combination of antioxidant rich superfoods.



Complete Cat

- + Formulated for mental alertness & total wellbeing**

Your cat has graciously allowed you to be its human; Complete Cat allows you to show your appreciation. To sustain your feline's razor-sharp mental alertness and cognitive health, it has a specific and unique blend of plant and marine based fatty acids. In addition, we have an optimised and balanced blend of specific omega 3 & 6 essential fatty acids for a shiny coat and healthy skin. To assist manage hairballs, we've included fibre and paraffin to prevent hair clumping and keep everything passing through their system smoothly. To support urinary tract health we keep magnesium levels low and add in blueberries and cranberries.



Hairball Control Treats

- + A highly palatable treat for cats supplemented with dietary cellulose which may assist in reducing hairball symptoms and aid in faecal hair excretion.



Odour Control Treats

- + A highly palatable activated charcoal-based treat, which fed on a regular basis, may assist with the control of objectionable body odours and bad breath in dogs.

New Single Meat Protein



COMING
SOON

Our Promise

Your pet will love the flavour.

You'll love the difference you see in their total wellbeing.

Pets are part of the family so they deserve high-quality healthy ingredients.

Cherish lets you return the love your pet gives you.

We take care of the science, so you can **Cherish** more moments together.

Our Ingredients

What are pet parents looking for? Wholesome ingredients to nourish much more than just the internal health of the pet. We are committed to formulating and producing the most complete and balanced scientific pet food possible, to nourish the mind, body and spirit.

We believe in nourishing naturally, so all our ingredients are natural, contain no artificial colours, flavours or preservatives and are sustainably sourced, low GI and non GMO.

Scan here



Visit for cherishpetfood.com.au complete information about the range



CHERISH

Australia's own scientific pet food™

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