

KEEPING TAILS WAGGING LONGER

FURST



FURST VICTORY



PET SUPPLIES

WELLNESS IN A CHEW



The Fur'st Promise

With a deep sense of passion, love and responsibility to our pets, we've carefully curated six unique supplements designed to ensure that our furry friends keep their tails wagging for a long time. Each supplement is a testament to our commitment to their well being. Our chews are crafted with love, backed by science and rooted in transparency.



Why Fur'st?

Introducing our new 2 gram Soft Chews, the perfect blend of health and happiness for your beloved dogs. These chews are more than just treats; they're packed with essential Vitamins and Minerals to keep your FurBaby's tails wagging longer.

Perfect Size for All Breeds

Whether you have a tiny Terrier or a large Labrador, our chews are perfectly sized to meet their needs. One chew a day is ideal for toy breeds, ensuring they get all the nutrients without any risk of overfeeding.

For larger breeds, 3 to 5 chews provide a proportionate nutrient boost, keeping them healthy and hearty.

Nutrient-Rich for Optimal Health

Each chew is a powerhouse of Vitamins and Minerals, supporting everything from skin and coat health to improved digestion and joint strength. Our chews are formulated to enhance overall health and vitality, ensuring your dog stays active and joyful.

Delicious and Fun

We know how challenging it can be to administer supplements to dogs. That's why our soft chews are designed to taste like treats. Your dogs will eagerly await their daily 'treat', making supplement time a fun and interactive experience for both of you.

More Quality Time with Your Pet

More chews mean more moments of bonding. Each chew is an opportunity to interact with your pet, strengthening the bond between you. It's not just a health supplement; it's a fun, engaging activity that your dog will look forward to every day.

Safe and Trustworthy

Made with high-quality ingredients, our soft chews are safe for all dog breeds and sizes. They're produced in a facility that adheres to stringent quality standards, ensuring that your FurBaby gets the best.



**No Hormones,
Grain, Corn nor
Soy Derivatives**



**NON
GMO**



Before introducing any new supplement to your dog's diet, it's crucial to consult with a veterinarian. They can ensure that the supplement complements your dog's specific dietary needs and health conditions and advise on the correct dosage.

product specifications



**NO
Artificial
Flavours**

ALLERGY+ IMMUNITY

Immune Booster Chews for Dogs

Contains a combination of Vitamins & Minerals like Zinc and Coconut Oil that can offer significant health benefits, particularly in enhancing the immune system and managing allergy symptoms.

Here's an overview of some of the benefits provided by our product

Enhanced Allergy Management

Both Zinc and Coconut oil work together to alleviate skin allergies and irritations, providing relief from symptoms like itching and inflammation.

Stronger Immune Defence

Our chews fortified with Zinc, acts as an antioxidant, protecting the body's cells from oxidative stress and helping to reduce the risk of chronic diseases, boosting your Furbaby's immune system and making your dog more resilient against infections and illnesses.

Improved Skin and Coat Condition

Coconut oil has antimicrobial properties that can protect against bacterial and fungal infections. This is particularly beneficial for dogs with broken or irritated skin due to scratching. Regular intake can lead to healthier skin and more lustrous coat, benefiting dogs with dry skin or course fur.



Ingredients [per chew 2g]

Coconut Oil [Vitamin A, C, E]	50mg
Wild Alaskan Salmon Oil	50mg
Flax Seed Oil [Omega 3-6-9]	60mg
Zinc	6mg
Biotin	2mg

Recommended Daily [2g chews]

Up to 10lbs	– 1 chew /day
11-30 lbs	– 2 chews /day
31-60lbs	– 3 chews /day
61-90 lbs	– 4 chews /day
91+ lbs	– 5 chews /day

Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined Benefits

Natural and Holistic Approach
 Using natural ingredients like Coconut oil can be a more holistic way to address allergies and immunity, which is often preferable for long-term management.

CALMING

Stress & Anxiety Relief Chews for Dogs

Contains Magnesium, Melatonin, Chamomile Extract and Passion Flower. Our product can offer numerous benefits, particularly for dogs experiencing stress, anxiety or sleep disturbances.

Here's an overview of some of the benefits provided by our product

Magnesium

Natural Relaxant – Magnesium acts as a natural muscle relaxant, which can help to ease physical tension and stress in dogs.

Nervous System Support – It plays a crucial role in nerve function, helping to calm the nervous system, which is beneficial for anxious or hyperactive dogs.

Improves Sleep Quality – Adequate magnesium levels can improve the quality of sleep, which is essential for overall health and well-being.

Melatonin

Regulates Sleep Cycles – Melatonin is a hormone that regulates sleep-wake cycles. Supplementing with melatonin can help dogs who have trouble sleeping or those with disrupted sleep patterns.

Reduces Anxiety – It's known to have a calming effect and can be particularly helpful in reducing anxiety related to noise phobias or separation anxiety.

Antioxidant Properties – Melatonin also has antioxidant properties that can help protect cells from damage.



Peace of mind in one dose

Calm for your FurBaby

Chamomile Extract

Soothing Effect – Chamomile is widely recognized for its calming and soothing properties. It can help to relax your dog and reduce anxiety.

Anti-inflammatory – It also has anti-inflammatory properties, which can be beneficial for dogs with gastrointestinal upset related to stress.

Gentle on the Stomach – Chamomile can help in soothing the digestive system, making it ideal for dogs prone to stress-induced digestive issues.

Passion Flower

Anxiety Reduction – Passion flower is often used for its sedative and anti-anxiety effects. It can help to reduce restlessness, nervous tension, and anxiety in dogs.

Mood Enhancer – It's known to have mood-enhancing properties, which can be beneficial for dogs with mood disorders or chronic stress.

Muscle Relaxation – Passion flower can help in relaxing the muscles, which further contributes to its calming effect.

Ingredients [per chew 2g]

Calming blend (Valerian Extract 80mg, Chamomile Extract 60mg, Passion Flower 60mg)	70gr
Flax Seed Meal	150mg
Hemp Cold Pressed Virgin Hemp Oil	60mg
Magnesium	10mg
Melatonin	2mg

Recommended Daily [2g chews]

Up to 10lbs	– 1 chew /day
11-30 lbs	– 2 chews /day
31-60lbs	– 3 chews /day
61-90 lbs	– 4 chews /day
91+ lbs	– 5 chews /day

Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined Benefits

Natural and Non-Habit Forming

These natural ingredients provide a safe alternative to pharmaceuticals, especially for long-term use, without the risk of dependency.

HIP + JOINT

Mobility & Flexibility Chews for Dogs

Contains Glucosamine, Chondroitin, Hyaluronic Acid and Turmeric, which offers a comprehensive approach to improving joint health and mobility in dogs.

Here's an overview of some of the benefits provided by our product

Glucosamine

Joint Health – Glucosamine is crucial for building and maintaining joint cartilage. It helps in maintaining the integrity of joints and can slow down the degeneration of cartilage.

Chondroitin

Cartilage Health – Chondroitin works synergistically with glucosamine to maintain healthy cartilage and joints. It also helps in slowing the breakdown of existing cartilage.

Hyaluronic Acid

Joint Lubrication – Hyaluronic acid is a key component of synovial fluid, which lubricates the joints. Supplementing with it can enhance joint lubrication, reducing friction and wear on the joints.

Turmeric

Natural Anti-inflammatory – Turmeric, particularly its active compound curcumin, has strong anti-inflammatory properties. This can be highly beneficial in reducing joint pain and inflammation.



Ingredients [per chew 2g]

Hip & Joint Combo [Glucosamine 300mg, Chondroitin 200 mg, MSM 50 mg]	550mg
Turmeric	110mg
Hemp Seed Meal	50mg
Hemp Cold Pressed Virgin Hemp Oil	50mg
Hyaluronic Acid	6mg

Recommended Daily [2g chews]

Up to 10lbs	– 1 chew /day
11-30 lbs	– 2 chews /day
31-60lbs	– 3 chews /day
61-90 lbs	– 4 chews /day
91+ lbs	– 5 chews /day

Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined Benefits

Comprehensive Joint Care

This blend provides holistic support for joint health, addressing issues like cartilage health, joint lubrication, inflammation and pain relief.

MULTI FUNCTIONAL

All in One Chews for Dogs

Combining MSM, Salmon Oil, Vitamin C, Vitamin B12, Vitamin B6, Glucosamine, Flax Seed, Pumpkin Powder, Zinc and Biotin, offers a comprehensive approach to enhancing your dog's overall health. Each ingredient plays a crucial role in various aspects of canine well-being.

Here's an overview of some of the benefits provided by our product

MSM (Methylsulfonylmethane)

Joint Health – MSM is known for its joint-supporting properties. It helps in reducing joint inflammation and pain, particularly beneficial for dogs with arthritis.

Salmon Oil

Skin and Coat Health – Rich in Omega-3 fatty acids, it promotes a healthy, shiny coat and good skin health.

Vitamin C

Immune Booster – An antioxidant that supports the immune system.

Vitamin B12 & B6

Nervous System Support – Essential for proper brain and nerve function.
Red Blood Cell Formation – Vitamin B12 is crucial for healthy red blood cell formation.



Glucosamine

Cartilage Health – Supports the health and integrity of joint cartilage.

Flax Seed

Digestive Health – High in fiber, promotes digestive regularity.

Pumpkin Powder

Digestive Support – Excellent source of fiber for digestive health.

Zinc

Wound Healing – Aids in wound healing and cell division.

Biotin

Coat and Nail Health – Important for maintaining a healthy coat and strong nails.



Ingredients [per chew 2g]

Glucosamine	200mg
Flax Seed Meal	150mg
Pumpkin Powder	100mg
MSM	60mg
Salmon Oil	50mg
Vitamin C	30mg
Vitamin B12	400mcg
Vitamin B6	300mcg
Zinc	200mcg
Biotin	50mcg

Recommended Daily [2g chews]

Up to 10lbs	– 1 chew /day
11-30 lbs	– 2 chews /day
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61-90 lbs	– 4 chews /day
91+ lbs	– 5 chews /day

Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined Benefits

Wellness in just a chew

A combination of Vitamins & Minerals in a single product to help promote your FurBaby's overall Health & Wellness needs.

PROBIOTIC

Gut Health Chews for Dogs

Contains a blend of Pumpkin, Papaya and a 6-strain Probiotic blend with 100 million CFU (colony-forming units) offer a comprehensive approach to enhancing your dog's digestive and overall health.

Here's an overview of some of the benefits provided by our product

Probiotic Blend (100 Million CFU)

Digestive & Gut Health – Probiotics help maintain a healthy balance of gut bacteria, which is essential for proper digestion. They can aid in the breakdown and absorption of nutrients, leading to better digestive efficiency.

Boosts Immune System – A significant portion of the immune system is located in the gut. By promoting healthy gut flora, probiotics can enhance the immune response.

Reduces Gastrointestinal Issues – They can alleviate symptoms of gastrointestinal disorders, including diarrhea, constipation and gas.

Improves Stool Quality – Probiotics contribute to healthier more consistent stools.

Aids in Synthesizing Vitamins and Nutrients – Beneficial bacteria play a role in the synthesis of vitamins (like Vitamin K) and other nutrients.

Pumpkin

High in Fiber – Pumpkin is rich in fiber, which aids in digestion and can help regulate bowel movements.

Supports Urinary Health – It's also beneficial for urinary health due to its high water and nutrient content.

Rich in Vitamins – Pumpkin contains essential vitamins like A, C and E, which are important for vision, skin health and immune function.



Papaya

Digestive Enzymes – Papaya contains papain, an enzyme that helps break down proteins and aids in digestion.

Ingredients [per chew 2g]

Pumpkin Powder	400mg
Papaya Powder	100mg
Probiotic 6 Blend	100 million CFU
L - Plantarum, L.Acidophilus, L.Casei, B.Bifidum, L.Lactis, L.Fermentum	

Recommended Daily [2g chews]

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Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined Benefits

Comprehensive Digestive Support

The combination of probiotics, pumpkin and papaya offers a multi-faceted approach to digestive health, addressing everything from gut flora balance to nutrient absorption and bowel movement regularity.

SKIN + COAT

Fur, Skin & Nails Chews for Dogs

Contains Wild Alaskan Salmon Oil, Biotin and Flax Seed, can offer a multitude of benefits, particularly focusing on improving the health and appearance of a dog's skin and coat.

Here's an overview of some of the benefits provided by our product

Wild Alaskan Salmon Oil

Rich in Omega-3 Fatty Acids – Salmon oil is a great source of Omega-3 fatty acids (EPA and DHA), which are known for their anti-inflammatory properties. They can help alleviate skin irritation and itching.

Promotes a Shiny Coat – These fatty acids contribute to a shinier, healthier coat. They can reduce flakiness and dryness in the fur.

Supports Skin Health – Regular intake can improve the overall health of the dog's skin, making it more resilient against infections and allergies.

Biotin (Vitamin B7)

Strengthens Fur – Biotin is essential for the health of the dog's fur, making it stronger and less prone to breakage or shedding.

Improves Skin Condition – It aids in maintaining a healthy skin barrier, reducing dryness and itchiness.

Supports Nail Health – Biotin is also beneficial for the health of a dog's nails, making them stronger and less brittle.



Flax Seed

Omega-3 and Fiber – Flax seeds are another source of Omega-3 fatty acids, complementing the benefits of salmon oil. They also provide dietary fiber, which supports digestion.

Antioxidant Properties – They contain lignans, which have antioxidant properties that help in combating inflammation and supporting overall health.

Skin Soothing – Flax seed can help in soothing skin that is irritated or prone to allergic reactions.

Ingredients [per chew 2g]

Coconut Oil (Vitamin A, C, E)	50mg
Wild Alaskan Salmon Oil	50mg
Flax Seed Oil (Omega 3-6-9)	60mg
Zinc	6mg
Biotin	2mg

Recommended Daily [2g chews]

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Base Ingredients: Pea Flour, Tapioca starch, Glycerin, Molasses, Natural flavor, Lecithin, Cultured dextrose, Sunflower oil, Salt, Apple cider vinegar, Natural AOX.

Combined
Benefits

Natural & Holistic approach to Healthy Fur, Skin & Nails

The combination of these ingredients offers a holistic approach to improving skin and coat health, addressing issues from dryness and itching to strength and shine.



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WELLNESS IN A CHEW