

Coat Condition

A pet's skin and coat provides a **natural physical barrier** which is essential to maintain **body temperature and reduce water loss**. The skin is one of the **largest single organs** of the body and certainly the **biggest sensory organ**.

Maintaining a pet's coat in the best possible health is **vital to ensuring a pet's overall health and vitality**.

How can Fish4Dogs help improve your dog's coat?

There are several factors that influence the health of a pet's coat and you need to manage these aspects carefully to achieve the best possible outcome.

Coat hair is composed of **100% protein** and so diet is a vital factor in coat and skin health. **A Fish4Dogs diet** provides all the essential nutrients in their correct proportions to help maintain a healthy looking coat. Proteins, fats, vitamins and minerals all play a central role.

Some **essential fatty acids**, in particular those of the **omega 3 and 6 series** are thought to play a more pivotal role in the health of the skin and coat. These fatty acids play a structural role in cell membranes and ensure the proliferation of skin cells. It is believed that diets containing an increased amount of polyunsaturated fatty acids (PUFA's) such as **Fish4Dogs** may improve skin and hair condition. **Improvements such as coat glossiness and softness in dogs can be seen.**

Another essential fatty acid that is thought to play a key role in skin and coat health is **linolenic acid; the best source of which is fish oils**. The inclusion of linolenic acid in the **Fish4Dogs** diet has been shown to **promote excellent skin and coat wellbeing**. A deficiency in Linoleic acid in a pet's diet has been shown **to reduce the quality of the coat**.

Other factors such as **bathing** a pet can play a central role in the health of the skin and coat. **The hair and skin produce natural oils; sebum and sweat**

that are there naturally to protect the pets coat and skin. If these oils are constantly washed away the natural equilibrium of the dogs skin will be affected. Therefore careful washing should be undertaken and not to be over zealous!

Regular **veterinary check-ups** are also a good idea to ensure the pet is in the best health. The hair of a pet is a key indicator of health so a trained vet will be able to identify straight away the condition and general health of the pet by these physical signs. Warning signs to look out for are **flaky skin, dry patches, dull lifeless hair, scratching, itching and red blotchy patches on the skin.** If any of these conditions present them a quick check up by the dog would be recommended.

Regular brushing and grooming is also important to avoid tangles and matted hair. Grooming from a young age is important to allow the pet to get used to this and so it finds the whole experience fun and rewarding instead of it becoming a painful chore.

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