

# Fortitude<sup>®</sup> Canine COAT & SKIN

*Specially Formulated Powder Supplement Designed To Provide Key Nutrients That Help All Dogs Achieve A Soft, Silky, Shiny and Healthy Coat*

*Contains a source of live (viable) naturally occurring microorganisms*



## Comprehensive Nutrition To Support Coat & Skin In All Dogs

A soft, shiny coat not only looks great, but is also an excellent indicator of your dog's health. Providing added nutritional supplementation to help promote a healthy coat and skin is important to a dogs overall well-being. This is especially important for show dogs who really need to shine in the show ring!

Fortitude<sup>®</sup> Canine Coat & Skin is veterinarian formulated to deliver a comprehensive nutrient profile that provides added support to build a healthy, glossy coat from the inside out. Many of these ingredients are not normally found in, or are cooked out of, commercial dog foods. Feeding Fortitude Canine Coat & Skin every day can help your dog attain the coat and skin they deserve.



- High protein and high fat content deliver key building blocks for a healthy coat and skin
- Multiple B Vitamins contribute to overall wellness and skin health
- Vitamins A, D, E, C and selenium provide antioxidants, immune support and helps keep their coat in top shape
- Proteinated minerals provide high absorption for supporting red blood cells, bone structure and normal, healthy nerve function
- Probiotics and enzymes help support proper digestion and GI health
- Highly palatable formula that is easy to top dress on dog food and mix in homemade or raw diets

Fortitude Canine Coat & Skin – Daily Support For Show Dogs And Dogs Of All Ages

### Ideal Uses

Show &  
Registered Dogs

Breeding,  
Gestation &  
Lactation

Working,  
Herding &  
Hunting Dogs

Endurance &  
Performance Dogs

Puppies

Seniors

No artificial colors, flavors or chemical preservatives  
No beef or soy protein

# Fortitude<sup>®</sup> Canine COAT & SKIN

**Fortitude<sup>®</sup> Canine Coat & Skin** is a nutrient dense, top dress supplement designed for canines of all ages. The specially formulated powder contains vitamins, proteinated minerals, digestive enzymes and probiotics combined with protein and fat sources to promote a healthy coat and skin. Ideal for show dogs and performers where a shiny, sleek, attractive coat is critical! Also good for all dogs to support energy levels, overall health and help keep animals in peak condition. Great for supplementing home prepared dog food.

## Guaranteed Analysis Per 1 Scoop (5 grams) (Values are minimum unless otherwise stated)

Crude Protein .....	47.5 %	Pantothenic Acid .....	2.2 mg
Crude Fat .....	20.0 %	Pyridoxine (Vitamin B6) .....	0.22 mg
Crude Fiber, max. ....	4.0 %	Folic Acid .....	0.04 mg
Moisture, max. ....	10.0 %	Vitamin B12 .....	0.002 mg
Iodine, (I) .....	0.03 ppm	Biotin .....	0.025 mg
Iron, (Fe) .....	4.65 ppm	Choline .....	90 mg
Copper, (Cu) .....	0.62 ppm	Total Microorganisms* .....	4 Million CFU/g
Zinc, (Zn) .....	9.0 ppm	( <i>Lactobacillus acidophilus</i> , <i>Bifidobacterium thermophilum</i> , <i>Bifidobacterium longum</i> , <i>Enterococcus faecium</i> )	
Manganese, (Mn) .....	0.23 ppm	CFU-Colony Forming Units	
Selenium, (Se) .....	0.009 ppm	Protease* ( <i>Aspergillus oryzae</i> )	
DL-Methionine .....	0.05 %	µg proteins hydrolyzed/min .....	154 µg
L-Lysine .....	0.15 %	Amylase* ( <i>Aspergillus oryzae</i> )	
Taurine .....	0.007 %	µg starch hydrolyzed/min .....	1,100 µg
Vitamin A .....	600 IU	Lipase* ( <i>Aspergillus oryzae</i> )	
Beta Carotene .....	0.03 mg	µg triglycerides hydrolyzed/min .....	45 µg
Vitamin D3 .....	45 IU	Cellulase* ( <i>Aspergillus oryzae</i> )	
Vitamin E .....	6 IU	µg cellulose hydrolyzed/min .....	60 µg
Vitamin C .....	46 mg		
Thiamine (Vitamin B1) .....	0.25 mg		
Riboflavin (Vitamin B2) .....	0.45 mg		
Niacin .....	2.2 mg		

\*Not considered essential nutrients by the AAFCO Dog Food Nutrient Profiles

## Calorie Content (calculated):

ME= 4,780 kcal/kg, ME= 24 kcal/5 grams

## Ingredients:

Casein, Dried Whole Egg, Lecithin, Brewer's Dried Yeast, Dried Chicken Liver, Choline Chloride, Zinc Proteinate, L-ascorbyl-2-phosphate (Source of Vitamin C), Iron Proteinate, Yeast Culture, Natural Mixed Tocopherols (Source of Preservation and Vitamin E), d-Calcium Pantothenate, Copper Proteinate, Riboflavin (Source of Vitamin B2), Niacin, Manganese Proteinate, d-Biotin, Vitamin B12, Vitamin A Acetate, Folic Acid, Thiamine Mononitrate (Source of Vitamin B1), Pyridoxine Hydrochloride (Source of Vitamin B6), Vitamin D3 Supplement, Beta Carotene, Ethylenediamine Dihydriodide, Selenium Yeast, Dried *Aspergillus oryzae* Fermentation Extract (Source of the digestive enzymes Protease, Amylase, and Lipase), Dried *Lactobacillus acidophilus* Fermentation Product, Dried *Bifidobacterium thermophilum* Fermentation Product, Dried *Bifidobacterium longum* Fermentation Product and Dried *Enterococcus faecium* Fermentation Product.

## Daily Feeding Directions: (enclosed scoop holds approximately 5 grams)

Begin feeding at Maintenance level. If additional supplementation is desired, feed at Maintenance Plus level. Add directly on top of dog food. This product is intended for intermittent or supplemental feeding only.

Body Weight in Pounds	Maintenance	Maintenance Plus	Body Weight in Pounds	Maintenance	Maintenance Plus
5 to 10	1/2 scoop	1 scoop	40 to 50	2 1/2 scoops	5 scoops
10 to 20	1 scoop	2 scoops	50 to 60	3 scoops	6 scoops
20 to 30	1 1/2 scoops	3 scoops	60 to 70	3 1/2 scoops	7 scoops
30 to 40	2 scoops	4 scoops	70 to 80	4 scoops	8 scoops

## Available in 1 lb, 5 lb and 20 lb packages

### Average day supply of 1lb product:

- 20 lb. dog, 60 day supply
- 40 lb. dog, 36 day supply
- 80 lb. dog, 22 day supply

### Average day supply of 5lb product:

- 20 lb. dog, 302 day supply
- 40 lb. dog, 181 day supply
- 80 lb. dog, 113 day supply

### Average day supply of 20lb product:

- 20 lb. dog, 242 day supply
- 40 lb. dog, 145 day supply
- 80 lb. dog, 90 day supply

