



2025

Supporting Feline Health with

Functional liquid snacks and treats



GC Consulting

Introduction



In the evolving pet food industry, nutrition plays a vital role in maintaining and improving the health of our beloved feline companions. As pet owners become more informed about their cats' dietary needs, they increasingly seek products that go beyond mere taste. While traditional snacks and treats remain popular for their delightful flavours and the enjoyment they bring, many pet owners are looking for treats that provide additional functional benefits tailored to support their cats' specific health needs.

Our **Liquid Snacks for Cats** are thoughtfully designed to meet these demands. They not only serve as a delicious treat that cats love, but they also deliver targeted health benefits through a selection of carefully chosen functional ingredients. Each component of our liquid snacks has been meticulously evaluated to ensure it contributes positively to **your cat's overall well-being**. Whether it's promoting digestive health, enhancing hydration, or supporting skin, coat, and joint vitality, our snacks are crafted with your pet's health in mind.

This innovative approach not only satisfies your cat's taste buds but also provides a convenient way for pet owners to incorporate **essential nutrients** into their cat's regimen. In an era where pet nutrition is increasingly recognised as a fundamental element of responsible pet ownership, our Liquid Snacks serve as a bridge between indulgence and health, ensuring your cat enjoys what they eat while benefiting from it in measurable ways.

We understand that every cat is unique and that their nutritional needs can vary considerably. Therefore, our Liquid Snacks are available in a **variety of formulations**, allowing you to choose options that align perfectly with your cat's specific health requirements and preferences. With our commitment to **high-quality, health focused pet nutrition**, you can feel confident that you are providing your cat with more than just a treat; **you are offering essential support for their health and happiness!**



Why choose liquid snacks?

Liquid snacks are an **innovative and enjoyable** option for cats, making it easy for even picky eaters to consume them. Their soft texture is especially **suitable for young kittens, senior cats, or those recovering from illness**. In addition to being tasty, these snacks serve as a nutrient rich delivery system, providing **essential vitamins, minerals, and functional ingredients** that support optimal feline health.

Supportive Nutrition: Functional health benefits

We have developed specialised formulas with specific health benefits designed to address various feline conditions. Each formulation incorporates scientifically proven ingredients to support essential functions while providing your pet with a tasty treat.

Our 4 formulas

- Weaning Kittens
- Pregnancy, Postpartum and Postoperative Repair
- Male Cats and Urinary Support
- Senior Cat Care



1 Weaning kittens

Kittens typically wean between 4 to 8 weeks of age, during which they require specialised care to support their growth, brain development, skeletal formation, immunity, and gut health.



This period is crucial because maternal antibodies begin to decline, **leaving kittens vulnerable to infections**. Our immunity-boosting liquid snack for kittens is **enriched with lactoferrin**, which supports their immune function and helps bridge the gap between maternal protection and their developing immune systems. Proper nutritional support is essential for their **neurological and skeletal development**. Key nutrients such as taurine, calcium lactate, chondroitin sulfate, and ocean fish oil promote brain function, bone strength, and joint formation. Our liquid snack delivers these essential nutrients in an easily digestible format for optimal health. The transition to solid food can be challenging for kittens. To support this process, prebiotic compounds like fructooligosaccharides (FOS) and yucca extract **promote a healthy gut microbiome, enhancing digestion and nutrient absorption while minimising gastrointestinal distress**. Targeted nutritional support during the weaning period is crucial for fostering strong immunity, proper development, and digestive health in kittens. By incorporating functional treats that contain lactoferrin, taurine, calcium lactate, and other key ingredients, pet owners can significantly improve the health and well-being of young kittens.

Pregnancy, Postpartum, & Postoperative Repair

Pregnant, postpartum, and recovering cats require enhanced nutrition to support fetal development, lactation, and tissue repair. To assist during these crucial times, we have developed a tasty liquid treat that offers essential support.

Our treats include Taurine, an essential amino acid that plays a critical role in the development of a fetus's brain and eyes while also supporting the mother's cardiovascular health. Lysine is included to help strengthen the immune system, protecting against infections during this vulnerable period. We also provide a comprehensive blend of vitamins such as Vitamin B3 (Niacin), Vitamin B6, Vitamin B12, and Vitamin PP. These vitamins support optimal metabolic function, enhance energy production, and promote neurological well-being. These vitamins also assist in the formation of red blood cells, helping to prevent anaemia, which is a common concern in postpartum cats. Yucca extract, known for its anti-inflammatory properties, reduces discomfort and aids in digestion. We include a multivitamin complex and Aminofusin, a balanced amino acid solution, to promote faster wound healing and tissue regeneration after surgery. This targeted nutritional support ensures a healthy recovery, improves milk production, and helps maintain sustained energy levels for both the mother and her kittens.

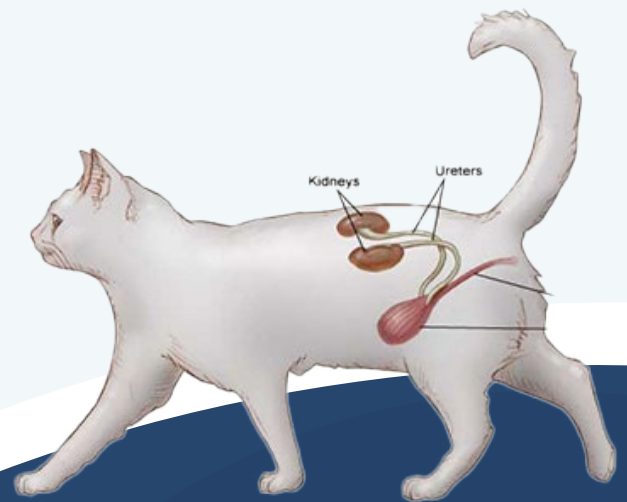


3 Male cats and urinary support

Urinary tract issues, such as urinary calculi (bladder stones), are a common concern for male cats due to their narrower urethras, which make them more susceptible to blockages. To address this issue, we have developed an appealing liquid snack designed specifically for male cats.

Our snacks contain essential B vitamins, including **Vitamins B3, B6, B12, and Vitamin PP**. These vitamins play a vital role in metabolism, immune function, and reducing inflammation, all of which contribute to overall urinary tract health. **Cranberry powder** is included for its proanthocyanidins, which help prevent bacteria from adhering to the bladder wall, thus reducing the risk of infections that can exacerbate stone formation. **Plantago seed powder**, known for its diuretic and anti-inflammatory properties, aids in flushing out toxins and mineral buildup

from the urinary tract. Together, **these nutrients provide a holistic approach to preventing urinary calculi, ensuring optimal urinary function**, and decreasing the risk of recurrent infections in male cats.





Digestive health is another important focus for older cats, as ageing can affect gut flora and nutrient absorption.

4 Senior cat care

Senior cats require specialised nutrition to support their joint health, digestive function, and overall vitality. Many pet owners worry about finding a palatable product for their older pets, which is why we have included several beneficial ingredients in our liquid treats.

One key ingredient is **Chondroitin sulfate**, which is essential for maintaining cartilage integrity and can help reduce joint pain and stiffness that often accompany ageing. Added **Vitamins B1, B2, and B6** contribute to cognitive function and energy metabolism, helping to combat signs of lethargy and age-related cognitive decline.

Digestive health is another important focus for older cats, as ageing can affect gut flora and nutrient absorption. We have included inulin and fructooligosaccharides (FOS) to act as prebiotics, promoting the growth of beneficial gut bacteria and enhancing digestion. Calcium lactate is also crucial for maintaining bone strength and preventing fractures related to osteoporosis. Furthermore, methyl sulfone (MSM) offers natural anti-inflammatory support, which can improve joint flexibility.

Safflower seed oil, rich in omega fatty acids, helps **reduce inflammation, supports skin and coat health, and contributes to cardiovascular well-being**. This comprehensive and nutritious approach enhances mobility, maintains digestive efficiency, and ensures that senior cats stay active, comfortable, and healthy in their later years.



Dialy care range



Salmon Flavour

A pet's skin and coat are vital indicators of its overall health and well-being. Proper nutrition is essential for maintaining a glossy, resilient coat and healthy skin.

Omega-3 fatty acids, found in salmon oil and ocean fish oil, are crucial for reducing inflammation, preventing dry skin, and enhancing the natural shine of a pet's fur. These fatty acids support the skin's barrier function, helping to retain moisture and prevent irritation from environmental factors. Lecithin helps maintain skin elasticity and hydration by supporting the integrity of cell membranes. Beef heart, which is rich in essential amino acids and Coenzyme Q10 (CoQ10), promotes healthy circulation, ensuring that nutrients effectively reach hair follicles for optimal coat growth. Vitamins B1, B2, and B6 contribute to overall skin repair and cell regeneration, reducing the likelihood of flaky or itchy skin. Formulated into a salmon flavoured treat, these nutrients provide a tasty way for pets to receive daily support for their skin and coat health.

- reduce inflammation
- prevent dry skin
- prevent irritation
- maintain skin elasticity

Tuna Flavour

Joint and bone health are crucial for maintaining mobility and overall quality of life in pets, especially as they age.

Glucosamine and chondroitin sulfate are well researched compounds known for their ability to promote cartilage regeneration and maintain joint lubrication, which helps reduce stiffness and discomfort in pets with active lifestyles or as they age. Hydrochloride supports collagen formation, an essential structural component of bones and cartilage, aiding in joint flexibility and preventing deterioration. Methyl sulfone (MSM) serves as a natural anti-inflammatory agent that supports joint function by reducing oxidative stress and promoting tissue repair. When combined in a tuna flavoured treat, these powerful ingredients provide a convenient and enjoyable way for pets to receive essential joint and bone support. Regular supplementation can improve mobility, increase activity levels, and **contribute to a healthier, pain-free life.**



- reduce stiffness
- prevent deterioration
- reduce oxidative stress
- bone support



Duck Flavour

Tear staining, which appears as reddish-brown marks around a pet's eyes, is commonly caused by excessive tear production, poor diet, or bacteria buildup.

Our Duck Flavor Tear Stain Treats feature a carefully chosen blend of ingredients designed to reduce staining and promote eye health. High-quality protein sources, such as duck and chicken liver, support overall skin and coat health, laying a strong foundation for managing tear stains. Cassia seed is included for its natural detoxifying and anti-inflammatory properties, which can help decrease excessive tearing. The powerful antioxidants xanthophyll and B-carotene protect the eyes from oxidative damage and minimise irritation and discolouration caused by excessive tear production. Regular consumption of these tasty, nutrient-rich treats can help reduce tear stains while supporting eye health, making them an excellent choice for pets prone to staining issues.

- reduce staining
- promote eye health
- support skin health
- decrease excessive tearing

Chicken Flavour

Oral health is an essential aspect of pet care, as untreated dental issues can lead to serious systemic health problems.

Our Chicken Flavor Oral Cavity Treats are specially formulated with a blend of vitamins and natural extracts to promote a clean and healthy mouth. These treats include vitamins B1, B2, and B6, which are vital for maintaining strong gums, reducing inflammation, and supporting overall oral health. These liquid snacks also contain tea polyphenols, natural plant compounds with powerful antibacterial properties, which help reduce plaque buildup and combat bad breath. Lysine, an important amino acid, contributes to immune function and oral tissue repair, thereby lowering the risk of gum disease and infections. With a delicious chicken flavour that pets love, these treats offer an easy and enjoyable way to support oral hygiene, effectively decreasing the risk of periodontal disease while freshening breath.



- reduce inflammation
- reduce plaque buildup
- lower the risk of gum disease

CONCLUSION

Our Liquid Snacks for Cats are more than just simple treats; they **offer functional benefits aimed at supporting your cat's health throughout all life stages.** By using scientifically selected ingredients, pet owners can provide

their cats with **nutritious, enjoyable, and highly effective snacks** that promote long-term well-being. These innovations represent the next evolution in pet nutrition, combining flavour, functionality, and feline approved enjoyment in every serving.

Looking to tap into new opportunities?



GC Consulting's proven expertise and multidisciplinary approach has already made the difference for many brands around the world. It's time to make the future work for yours! Contact us today for an obligation-free assessment.

gcconsult.be

Gert Cooreman

T +32 476 03 04 22

E info@gcconsult.be

A Voordestraat 9
9041 Oostakker
Belgium



GC Consulting

Global consulting in the pet industry

