

Precision Nutrition for Working & High-Performance Dogs

Working dogs are not ordinary dogs. They are athletes, partners, and professionals - expected to perform with strength, stamina, focus, and resilience under demanding conditions.



Zoosh® Performer is a high-performance canine diet engineered to fuel working dogs through every stage of demand—conditioning, active performance, and recovery. Built on applied nutritional science and optimised nutrient utilisation, Zoosh delivers efficient energy, rapid recovery, and sustained performance. Because true working dogs require more than calories—they require precision fuel.

The Zoosh® Performance Nutrition Framework

Zoosh nutrition is designed around three critical physiological phases experienced by working and high-performance dogs:



Each phase places unique demands on the dog's metabolism, musculoskeletal system, and nervous system. Zoosh aligns nutrition with how working dogs perform—not just how they are fed.

1. Preparation Nutrition - Build the Athlete Before the Work Begins

Preparation nutrition establishes the foundation for performance. During conditioning phases, the objective is to develop lean muscle mass, improve metabolic efficiency, and strengthen structural resilience before workloads intensify.

Zoosh Preparation Nutrition focuses on:

- **Readily digestible, high-quality proteins** to support lean muscle development and tissue integrity
- **Targeted fat inclusion** to support energy metabolism
- **Balanced amino acid profiles** to support muscle strength, connective tissue, and structural soundness
- **Essential and functional micronutrients and antioxidants** to support muscles and joints for physical stress

A well-structured preparation diet ensures dogs enter training or deployment stronger, fitter, and more resilient, reducing the risk of fatigue, injury, and early performance decline.

2. Active Nutrition - Sustained Energy for Peak Performance

During active work and training, nutrition must provide consistent, high-density energy without digestive strain or metabolic instability. Working dogs rely primarily on fat metabolism for endurance, while controlled carbohydrate inclusion supports rapid power output and mental focus.

Zoosh Active Nutrition is designed to:

- **Support endurance and stamina** through energy-dense, performance-grade fats
- **Deliver slower-release carbohydrates** to maintain stable blood glucose during prolonged or intense activity
- **Support hydration, muscle contraction, and nerve signalling** through electrolytes and functional nutrients

This nutritional approach allows dogs to perform at a high level for longer periods, with improved consistency, reduced fatigue, and sustained cognitive focus under pressure.

3. Recovery Nutrition - Where Performance Gains Are Secured

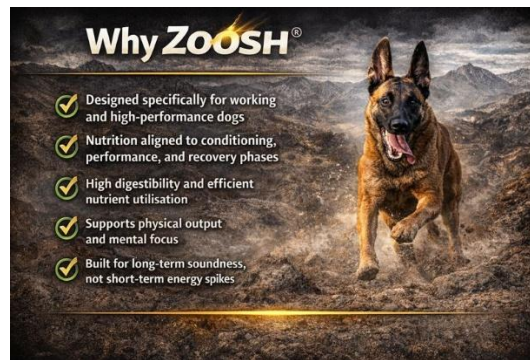
Recovery is a critical phase where adaptation, repair, and long-term soundness occur. Zoosh recovery-supporting nutrition supports rapid regeneration, ensuring dogs are physically prepared for the next training session or operational demand.

Zoosh Recovery Nutrition emphasises:

- **Readily digestible proteins** to support muscle repair and regeneration
- **Essential fatty acids** to help manage inflammation and joint stress
- **Metabolic Antioxidants** to reduce oxidative damage associated with intense physical output

Effective recovery nutrition shortens downtime, protects long-term joint and muscle health, and enhances the dog's ability to sustain demanding workloads over time.

ZOOSH® - Fuel the Work. Support the Recovery. Protect the Athlete.



“Zoosh is not lifestyle nutrition. - It is functional performance nutrition for dogs that work, train, and perform at the highest level— day after day”

NUTRIENT GUARANTEES

Crude Protein (min, g/kg)	250
Moisture (max, g/kg)	100
Crude Fat (min, g/kg)	120
Crude Fibre (max, g/kg)	30
Crude Ash (max, g/kg)	55
Calcium (min, g/kg)	11
Ca:P	1-1.5 : 1
BCAAs (min, g/kg)	40
Arginine (min, g/kg)	15
Linoleic Acid (min, g/kg)	12
L-Carnitine (min, mg/kg)	340
DHA (min, mg/kg)	78
Guanidinoacetic Acid** (min, mg/kg)	760
Vitamin E (min, mg/kg)	75
Selenium (min, mg/kg)	0.3

Functional Ingredients & Their Role in Working Dog Nutrition

Zoosh® Performer is formulated with targeted ingredients selected for their proven roles in supporting metabolic efficiency, musculoskeletal performance, and recovery in high-demand working dogs:



Full Ingredient declaration:

Maize, Poultry Protein, Sweet Sorghum, Blend of Poultry & Canola Oil, Rice, Beet Fibre, Hydrolysed Poultry Livers, Algal DHA, Sodium Chloride, Creatine Precursor**, Natural Clay Minerals, L-Carnitine, Protected Blend of Botanical Extracts (Ellagitannin, Oregano, Cinnamon, Capsicum) and Butyrate, FOS Prebiotics, Acidulants, Antioxidants, Vitamins, and Minerals.

- **Poultry Protein & Hydrolysed Poultry Liver:** These highly bioavailable protein sources provide a rich supply of essential amino acids, including leucine, lysine, and methionine, which are critical for skeletal muscle development, repair, and post-exercise recovery. Hydrolysed poultry livers further contribute key micronutrients such as iron, vitamin A, and B-complex vitamins (notably B12 and folate), supporting red blood cell formation and improved oxygen delivery during training and high-intensity work.
- **Poultry & Canola Oil Blend with Algal DHA:** This carefully balanced fat blend delivers a concentrated energy source to meet the elevated caloric demands of working dogs. Unsaturated fatty acids, including oleic, linoleic, and alpha-linolenic acids, support efficient energy metabolism, muscle function, and inflammatory modulation. Algal DHA (docosahexaenoic acid), a highly bioavailable omega-3 fatty acid, plays a vital role in brain function, nerve signalling, and neuromuscular coordination, supporting mental focus and precision during demanding work.
- **Protected Botanical Extract Blend of Chestnut Wood Tannins, Oregano, Cinnamon & Capsicum extracts:** This targeted blend of botanical extracts provides functional support for both metabolic resilience and gastrointestinal hygiene in working dogs. Chestnut wood tannins act as potent metabolic antioxidants, helping to neutralise free radicals generated during intense physical activity while also supporting gut integrity and firmer stool consistency through their astringent properties. Oregano and cinnamon extracts contribute natural antimicrobial activity, assisting in the modulation of gut microbial populations and reducing pathogenic bacterial load, which supports improved stool quality and cleaner kennel environments. Capsicum extract further enhances digestive function and circulation, supporting nutrient utilisation and metabolic efficiency. Together, these botanicals help maintain digestive stability, reduce faecal odour and moisture, and support overall health and performance in high-demand working dogs.
- **Protected Butyrate:** Butyrate plays a central role in maintaining and optimising gut barrier integrity in working and high-performance dogs. As the preferred energy source for intestinal epithelial cells, butyrate supports the regeneration of the gut lining, helping to prevent increased intestinal permeability. By strengthening this barrier, butyrate assists in reducing the systemic impact of dietary allergens, and food-related inflammatory triggers, thereby supporting dogs prone to food sensitivities or intolerances.
- **Creatine Precursor:** The creatine precursor supports rapid cellular energy availability by enhancing ATP regeneration within muscle cells. Through its role in ATP rephosphorylation, creatine contributes to increased strength, power output, and sustained performance during high-intensity activity. Improved cellular energy efficiency also helps reduce fatigue and supports faster post-exercise recovery.
- **L-Carnitine:** L-carnitine plays a key role in performance metabolism by facilitating the transport of long-chain fatty acids into the mitochondria for energy production. By enhancing fat utilisation and sparing muscle glycogen, L-carnitine supports endurance, sustained energy output, and metabolic efficiency during prolonged or repeated activity. This contributes to reduced fatigue, improved recovery, and overall conditioning in working and high-performance dogs.

FEEDING RECOMMENDATIONS

RECOMMENDED DAILY FEEDING GUIDE (G/DAY)

Expected Mature Bodyweight (kg)	Growth & Development Feeding			Adult & Mature Feeding	
	Month 8 - 10	Month 10 - 12	Month 12 - 14	Maintenance	Active Working
5	120 - 130	130 - 140		120	140
8	175 - 185	185 - 190		165	200
10	210 - 220	220 - 235		200	240
12	220 - 240	240 - 270		230	270
15	305 - 315	315 - 320		270	320
20	335 - 350	350 - 380		335	400
25	410 - 430	430 - 490		400	475
30	470 - 520	520 - 590	550 - 620	470	540
40	590 - 620	620 - 650	630 - 700	560	670
50	645 - 670	670 - 740	690 - 840	660	795
60	690 - 715	715 - 790	770 - 980	760	910

Transition to Adult Feeding *

FEEDING RECOMMENDATIONS



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Expected Mature Bodyweight (kg)	Growth & Development Feeding			Adult & Mature Feeding	
	Month 8 - 10	Month 10 - 12		Maintenance	Active Working
5	120 - 130	120 - 140	130 - 140	120	140
7	175 - 185	185 - 195	185 - 195	165	200
10	210 - 220	220 - 235	190 - 210	200	240
15	280 - 300	220 - 235	240 - 270	230	270
20	330 - 350	350 - 380	410 - 430	270	320
25	360 - 400	400 - 430	460 - 520	300	300
30	450 - 490	470 - 520	550 - 620	350	320
40	500 - 560	520 - 590	550 - 620	320	350
50	590 - 650	610 - 680	600 - 700	350	430
50	690 - 715	715 - 790	770 - 980	410	510
60	Transition to Adult Feeding *			760	910

What Inspired ZOOSH®

ZOOSH® Performer was born from real-world working dog demands—not marketing theory. Inspired by Kwamandla, a trusted South African service dog training organisation with over 40 years of experience, Zoosh was developed to address a critical performance gap identified through decades of hands-on training and operational deployment: even the best-trained dogs cannot sustain peak physical and mental output without nutrition designed for the intensity of their work.

To transform this practical insight into a functional solution, Nutritionhub (Pty) Ltd, a specialised animal nutrition consultancy, led the formulation and development process. Applying nutritional science, ingredient functionality, and performance physiology, Nutritionhub translated field-driven requirements into a professionally developed, high-performance diet.

ZOOSH® Performer represents the intersection of experience and science—where operational knowledge meets precision nutrition to support optimal health, sustained performance, and long-term soundness in working and high-performance dogs.

The Zoosh[®]

PERFORMANCE NUTRITION FRAMEWORK

Optimized Nutrition for Working & High-Performance Dogs



Nutrition Aligned to **How Dogs Perform**—Not Just How They Eat.



Metabolism



Metamuskeletal



Nervous System