Zenapet Launches Free Educational Guide on Human-Grade Pet Nutrition

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Costa Mesa, California - September 29, 2025 -
Zenapet today announced the release of a free downloadable resource, The Ultimate Guide to Human-Grade Pet Nutrition. The comprehensive e-book is designed to help pet owners navigate the complexities of supplements, offering evidence-based insights into ingredient sourcing, product efficacy, and clean-label formulation practices.

The guide addresses a growing challenge in the pet wellness market, where consumers are often confronted with conflicting information and limited regulation around supplements. By compiling peer-reviewed research and practical analysis, Zenapet aims to provide pet owners with a clear framework for evaluating nutritional products. Topics include the role of immune-supportive superfoods, antioxidant defense, and the comparative value of powdered versus chewable supplements.

Research cited in the e-book highlights functional ingredients gaining recognition in veterinary science. Turkey Tail Mushroom, for example, has been studied at the University of Pennsylvania School of Veterinary Medicine, where extracts containing polysaccharopeptides were shown to extend survival times in dogs with hemangiosarcoma. Additional findings in Frontiers in Immunology have documented beta-glucans from

functional mushrooms as modulators of immune response in companion animals.

Trans-Resveratrol, sourced from Japanese Knotweed, is also featured for its antioxidant potential. A 2025 clinical trial published in Veterinary Sciences found that obese cats receiving resveratrol supplementation experienced improved lipid metabolism, reduced inflammatory markers, and no adverse effects, suggesting relevance for metabolic balance and healthy aging.

The guide also discusses Bovine Colostrum, the first milk produced after birth, which is rich in immunoglobulins and growth factors. Research published in the Journal of Feline Medicine and Surgery reported that kittens fed spray-dried bovine colostrum had stronger antibody responses to vaccination and more stable gut microbiota under stress compared with control groups. Similar studies in dogs, published in the British Journal of Nutrition, have confirmed colostrum?s role in supporting immune resilience.

?In a market full of noise, pet parents deserve access to clear, science-backed information about what they are feeding their pets,? said Casey Dawson, Head of Product Development at Zenapet. ?This e-book is a natural extension of our mission to equip pet owners with the knowledge they need to make informed choices. By presenting published research on ingredients like bovine colostrum, turkey tail, and resveratrol, we hope to clarify how functional nutrition can support immunity, gut health, and vitality.?

The e-book includes chapters that compare supplement delivery formats, noting that powdered blends provide concentrated ingredients without the fillers or binders often found in chews. It also outlines the functional contributions of complementary superfoods such as spirulina, probiotics, and nutritional yeast, which emerging studies suggest can enhance immune defenses and gut stability in cats and dogs.

By offering this resource as a free download, Zenapet seeks to add value for pet owners while reinforcing its emphasis on transparency and quality. The company notes that while research on functional nutrition is promising, supplements should not replace veterinary care, and outcomes may vary across individual animals.

Zenapet?s products, including its Dog Immune Support and Cat Colostrum Plus supplements, are formulated with high-potency ingredients and manufactured in GMP-certified facilities in the United States. Each formulation is developed with input from an experienced pet nutritionist, ensuring alignment between research findings and practical application in companion animal health.

The Ultimate Guide to Human-Grade Pet Nutrition is now available as a free download on the Zenapet website.

About Zenapet

Founded in 2015, Zenapet is a provider of human-grade, superfood-based powdered supplements for dogs and cats. The brand?s mission is to offer pet owners research-informed alternatives to traditional supplements, focusing on purity, digestibility, and transparency.

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For more information about Zenapet, contact the company here:ZenapetCaren Collinsinfo@zenapet.com

Zenapet

Zenapet develops products that support healthy & active pets by utilizing natural, transparent ingredients. Healthy Ingredients + Transparency = Better Life Quality = Piece of Mind

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