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**Trusted by Tails, Loved by Paws**

## **5 Worst Dog Treat Ingredients - New UK Guide Lists What to Look For Instead**

*June 29, 2026*

CHIPPING NORTON, OXON - June 29, 2026 - PRESSADVANTAGE -

UK Pet Food Brand Launches Freeze-Dried Raw Dog Treats Amid Growing Concerns Over Additive Use in Commercial Products Across The Whole Of The UK.

Concern over the ingredients found in mainstream dog treats has prompted increased interest in minimally processed alternatives across the UK pet food market. Pawcredible, a UK-based pet food company, has introduced Raw Fusion ? a freeze-dried treat formulated without artificial preservatives, grain fillers, or synthetic vitamins ? in response to what the company describes as a gap between consumer expectations and standard commercial offerings.

More details can be found at <https://pawcredible.org/products/treat-pouch>

Artificial colourants such as Allura Red (E129) and Tartrazine (E102), along with synthetic preservatives including BHA (butylated hydroxyanisole) and BHT (butylated hydroxytoluene), remain permitted in pet food in the UK under retained EU feed regulations, even as their use in human food products is subject to stricter controls. While regulators consider these substances safe at permitted concentrations, some veterinary

nutritionists and pet food safety advocates recommend avoiding them as a precautionary measure, particularly given the cumulative nature of long-term dietary exposure.

Ingredient composition is a further concern for many UK dog owners. Fillers such as wheat, corn, and soy are commonly listed among the primary ingredients in standard commercial treats, where they serve primarily as low-cost caloric bulking agents. Dogs with grain sensitivities may experience digestive issues or skin reactions in response to these ingredients, though the prevalence of true grain intolerance in the canine population varies and is best assessed on an individual basis with veterinary guidance.

Pawcredible states that its Raw Fusion treats contain 75 per cent chicken ? including meat, liver, and heart ? alongside sweet potato, pumpkin, cranberries, turmeric, and seaweed. Each ingredient is selected for a stated functional purpose: pumpkin and sweet potato for fibre and digestive support; turmeric for its curcumin content, which has documented anti-inflammatory properties; and seaweed as a source of trace minerals. The company notes that while cranberries are commonly associated with urinary tract health, the scientific evidence for their specific efficacy in dogs remains an active area of research rather than settled science.

The product is manufactured using a freeze-drying process, which removes moisture through sublimation at low temperatures rather than applying conventional heat. Research on freeze-drying technology indicates that this method can preserve a high proportion of heat-sensitive nutrients, including enzymes and certain vitamins, that are typically degraded during high-temperature baking or extrusion. Pawcredible states that the process eliminates the need for artificial preservatives while maintaining shelf stability. Independent verification of specific nutrient retention claims should be sought from published peer-reviewed research on freeze-drying in pet food applications.

All Pawcredible products are manufactured in the UK. The company's stated formulation philosophy ? excluding artificial preservatives, fillers, grains, and post-processing synthetic vitamin additions ? reflects a broader trend in the premium pet food segment towards shorter, more transparent ingredient lists.

Owners who have transitioned their dogs to Raw Fusion treats report improvements including better coat condition, more consistent digestion, and sustained energy levels. A strong indicator points this all towards the quality and use of ingredients they use. These accounts are anecdotal and individual results will vary; dog owners considering dietary changes are advised to consult a veterinary surgeon, particularly where a dog has pre-existing health conditions or known dietary sensitivities.

For more information, visit <https://pawcredible.org/>

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## **Pawcredible Ltd**

*Pawcredible is a UK premium dog nutrition brand combining science and nature. We deliver raw-level nutrition through freeze-dried and fusion recipes, focusing on transparency, performance, and responsibly sourced UK manufacturing.*

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