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## **The Best Foods for Dogs With Itchy Skin: A Vet-Approved Guide for UK Owners**

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Pawcredible, a British freeze-dried raw dog food brand, has published a free educational guide addressing canine pruritus ? the medical term for persistent itching, scratching, biting, and licking in dogs ? as demand among UK pet owners for dietary interventions in skin conditions continues to grow. The resource draws on published veterinary guidance to examine the relationship between nutrition, ingredient quality, and skin health, providing owners with an evidence-based framework for evaluating whether diet may be a contributing factor in their dog's condition. The guide is available at no cost at <https://pawcredible.org>

Canine pruritus is among the most common complaints presented to veterinary professionals in the UK. The condition arises through multiple pathways, including environmental allergen exposure, contact irritants, parasitic infestation, and dietary imbalances. The PDSA, one of the UK's leading veterinary charities, identifies food sensitivities as a recognised trigger for chronic skin irritation in dogs, noting that dietary changes ? including the introduction of hypoallergenic formulations ? represent an established intervention alongside medical treatment. Vets Now similarly advises that dogs presenting with persistent scratching or coat deterioration should be assessed for nutritional factors, as ingredient quality and digestibility can directly affect skin barrier function and inflammatory response.

Omega-3 fatty acids, in particular, are cited by veterinary nutritionists as a key dietary component in managing and preventing skin conditions. Research published in veterinary dermatology literature identifies EPA and DHA ? omega-3 fatty acids found in animal fats and fish oils ? as anti-inflammatory agents that support the skin's lipid barrier and reduce the inflammatory cascades associated with pruritic conditions. A diet low in bioavailable omega-3s, or one reliant on heavily processed ingredients that degrade fatty acid integrity during manufacturing, may therefore be a contributing factor in dogs experiencing chronic itching. Pawcredible's guide presents this context as the basis for its recommendation that owners experiencing persistent skin issues in their dogs discuss nutritional assessment with a registered veterinary practitioner before making dietary changes.

"Itchy skin is one of the first things owners notice, and one of the last things they think to connect to food," said a Pawcredible spokesperson. "The science on omega-3s, inflammatory response, and ingredient bioavailability is well established. Our guide is designed to help owners ask better questions ? of their vet, and of the food they're buying."

Pawcredible's product formulations are built around freeze-dried raw ingredients, a preservation method that removes moisture at low temperatures under vacuum pressure without the high-heat processing standard in conventional kibble manufacturing. High-temperature extrusion has been documented to degrade heat-sensitive fatty acids, vitamins, and enzymes during production ? the same nutrients veterinary guidance identifies as foundational to skin and coat health. The company states that its freeze-drying process is designed to retain these nutrients in the form dogs' bodies can absorb and utilise, rather than relying on synthetic vitamin supplementation added after processing to compensate for heat-related degradation.

Pawcredible's BioBowl Fusion is described by the company as the UK's first kibble in which every individual piece is coated with freeze-dried raw nutrition, delivering the ingredient profile associated with raw feeding in a shelf-stable, preparation-free format. The Raw Fusion treat and topper range is formulated with 75% real chicken alongside functional ingredients including pumpkin, cranberries, turmeric, and seaweed. Turmeric contains curcumin, a compound with anti-inflammatory properties studied in veterinary nutrition research, while cranberries contribute antioxidants associated with immune support. All products are manufactured in the United Kingdom without fillers, grains, artificial additives, or synthetic preservatives. These claims have not been independently verified by a third-party certification body, and owners with dogs presenting persistent or severe skin conditions are advised to seek veterinary diagnosis before attributing symptoms to dietary cause.

Pawcredible's itchy skin guide is intended as an educational resource and does not constitute veterinary advice. The company encourages owners to use the information as a starting point for discussions with a registered veterinary practitioner about their individual dog's skin health and nutritional needs. The full guide

and Pawcredible's complete product range are available at <https://pawcredible.org>

About Pawcredible: Pawcredible is a British premium dog food brand committed to ingredient transparency and science-backed nutrition. The company produces freeze-dried raw meals, grain-free kibble, and natural dog treats formulated without fillers, grains, or artificial additives. All products are manufactured in the United Kingdom. For further 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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