

CELLUBITE®
NATURAL CELLULOSE FIBRE
FOR HEALTHIER PET NUTRITION

Functional Fibre Ingredient
that Makes a Difference

- NATURAL
- FUNCTIONAL
- RELIABLE
- SUSTAINABLE

www.fbrchem.com

WHY CELLUBITE®?

Advanced fibre technology
for modern petfood

CELLUBITE® is a high quality, natural cellulose fibre ingredient developed to support digestive health, weight management and overall well-being of dogs and cats.

- 100% Plant Based
Natural cellulose fibre
- Low Calorie
Helps reduce calorie density
- High Water Holding
Improves texture & satiety
- Supports Gut Health
Promotes healthy digestion
- Versatile
For all life stages & recipes

**Better Fibre.
Better Nutrition.
Better Life.**

FOR DOGS

Better health.
Better performance.

CELLUBITE® supports multiple nutritional and functional benefits in dog food.

- Supports healthy digestion & gut function
- Helps manage weight & supports satiety
- Supports healthy stool quality
- Helps control blood sugar levels
- Supports hairball reduction
- Ideal for all breeds and life stages

IDEAL FOR

- Weight Management
- Digestive Care
- Active & Senior Dogs
- Sensitive Stomachs

FOR CATS

Delicious nutrition.
Happy cats.

CELLUBITE® helps maintain digestive balance and overall well-being in cats.

- Supports digestive health & regularity
- Helps reduce hairball formation
- Supports stool quality & odour control
- Helps manage weight with low calorie
- Ideal for indoor & outdoor cats
- Supports all life stages

PERFECT FOR

- Hairball Control
- Indoor Cats
- Weight Management
- Sensitive Digestion

OUR PRODUCT RANGE

Tailored fibre solutions for petfood

- CELLUBITE® HM**
High Quality Purified Cellulose Fibre
Fine particle size for optimal functionality and palatability.
- CELLUBITE® P**
Standard Cellulose Fibre
Balanced performance for cost-effective formulations.
- CELLUBITE® PK / PKS**
Coarse Cellulose Fibre
Larger particle size for enhanced bowel function & texture.
- CELLUBITE® INSTANT**
Instant Dispersible Fibre
Specially treated for fast hydration and excellent water binding.

100% Plant Based | Consistent Quality | Safe & Reliable | Sustainable Solution

TECHNICAL ADVANTAGES

Natural cellulose fibre with proven functionality

- LOW CALORIE**
Reduces calorie density of the diet
- HIGH WATER HOLDING**
Improves texture, binding & satiety
- IMPROVES STOOL QUALITY**
Supports healthy bowel function
- EXCELLENT DISPERSION**
Uniform distribution in the formulation
- STABLE & SAFE**
Heat stable and gentle to nutrients
- COST EFFECTIVE**
Improves formulation efficiency

MICROSTRUCTURE OF CELLUBITE®

Natural cellulose fibres with a high surface area and capillary structure provide excellent functional benefits in petfood applications.

RECOMMENDED USE & DOSAGE

For optimal performance in petfood

APPLICATION	DOG FOOD (% as fed)	CAT FOOD (% as fed)
Weight Management	2.0 – 5.0	2.0 – 4.0
Digestive Health	1.5 – 4.0	1.0 – 3.0
Hairball Control	1.0 – 3.0	1.5 – 3.0
Stool Quality Improvement	1.0 – 3.0	1.0 – 2.5
General Wellness	0.5 – 2.0	0.5 – 2.0

Dosage levels may vary depending on formulation goals and product type.

EASY TO USE

- Easy to mix
- Stable in extrusion
- Compatible with all ingredients
- No impact on taste & palatability

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FIBER KIMYA A.Ş.

EXPERTS IN CELLULOSE FIBRE SOLUTIONS FOR PETFOOD

With years of experience and advanced production technology, Fiber Kimya A.Ş. delivers consistent quality and reliable fibre solutions to petfood manufacturers worldwide.

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