Myth 8: We use fillers (ingredients without nutritional value) in our pet food

There is a perception that fillers or ingredients with no nutritional value are used to bulk out pet food.

The term "fillers" can refer to insoluble fibers or materials such as straw. In addition, the term "animal derivatives" can lead people to think that parts of animals with no nutritional value are used in the manufacture of pet food.

In fact, Mars does not use fillers in our products.
All ingredients in our products are there for good reasons.

The ingredients we use in pet food are to fulfill a specific role such as providing nutrition, improving safety, enjoyment or owner satisfaction. We only include dietary fibers that provide nutritional benefits. All our products are highly digestible which can only be achieved with good quality ingredients, without fillers.