

S M L XL
PREMIUM
DOG FOOD



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Brit
PREMIUM
Life smells great!



SIZE MATTERS

THE RELATIONSHIP BETWEEN MAN AND DOG IN THE MODERN WORLD IS BASED PARTICULARLY ON A VOLUNTARY SYMBIOSIS AND MUTUAL NEED. GRADUAL BREEDING IN ORDER TO SELECT SPECIFIC TRAITS HAS LED TO GREAT **VARIETY** AMONG INDIVIDUAL BREEDS IN THE LAST 100 YEARS. AT PRESENT THERE ARE APPROXIMATELY 400 BREEDS DIVIDED INTO TEN GROUPS. THE BASIC PARAMETER FOR VARIETY AMONG INDIVIDUAL BREEDS IS THEIR APPEARANCE AND **SIZE**. SIZE IS ALSO A BASIC CRITERION FOR IDENTIFYING EACH DOG'S NUTRITIONAL NEEDS.



SIZE

For simplicity's sake we have identified four basic breed categories: **S - small, M - medium, L - large and XL - extra-large**. Each of these categories has its specific nutritional needs.



AGE

The second main criterion for a dog's nutritional needs is age. The main life stages for nutritional purposes are: **JUNIOR, ADULT, SENIOR**.

BRIT IS THE ONLY PREMIUM DOG FOOD DEVELOPED ESPECIALLY FOR ALL DOG'S SIZES AND ALL LIFE STAGES.



FOR HEALTH & VITALITY

RICH IN **FRESH CHICKEN** 40-45 %

CONTAINS **HERBAL & FRUIT EXTRACT** FOR IMPROVED TASTE & DIGESTIBILITY

RICH IN **VITAMINS, MINERALS,** AND ORGANIC **TRACE ELEMENTS**

WITH **PREBIOTICS** FOR IMMUNITY SUPPORT AND METABOLISM SUPPORT

NO SOY, CHEMICALS, PRESERVATIVES

5 HERBS

HERBAL & FRUIT EXTRACT
ROSEMARY, GRAPE POMACE, TURMERIC,
CITRUS FRUIT AND CLOVES

IMPROVES THE ANTIOXIDANT ENZYMES
IN THE ORGANISM

– protects the cell against damage

IMPROVES THE BIO-AVAILABILITY
OF VITAMIN E

– protects the organism against free radicals

IMPROVES PROTECTION OF THE PUFA

– provides better cell membrane protection

IMPROVES THE ATTRACTIVENESS
OF THE FOOD

– improves food intake

IMPROVES THE BIO-AVAILABILITY
OF FATTY ACIDS FROM THE FOOD

– improves the health status of the skin, coat,
and joints. Strengthens the anti-ageing effect





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ASSORTMENT

SIZE	IDENTIFICATION	WEIGHT from-to	LIFE STAGE			
SMALL BREEDS	S	1-10 kg	JUNIOR		ADULT	SENIOR
MEDIUM BREEDS	M	10-25 kg	PUPPIES	JUNIOR	ADULT	SENIOR
LARGE BREEDS	L	25-45 kg		JUNIOR	ADULT	SENIOR
EXTRA LARGE BREEDS	XL	45-90 kg		JUNIOR	ADULT	SENIOR
SPORT						
LAMB & RICE						
LIGHT						

S

SMALL BREEDS

1 - 10 kg

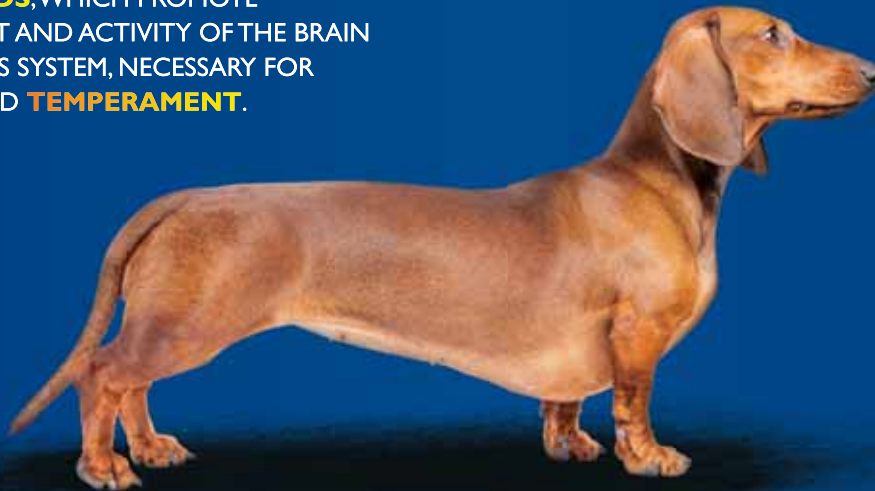


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SMALL BREEDS HAVE A LIMITED DIGESTIVE TRACT, YET A RELATIVELY HIGH NEED FOR NUTRIENTS.

FOR THIS REASON, FOOD DESIGNED FOR SMALL BREEDS MUST HAVE A HIGH CONCENTRATION OF NUTRIENTS (**PROTEINS AND ENERGY**), AND THE HIGHEST DIGESTIBILITY. SMALL BREEDS HAVE FAR GREATER DEMANDS FOR ACTIVE ANTIOXIDANT CONTENT, POSITIVELY AFFECTING **IMMUNE ACTIVITY** AND SUPPORTING THE **LONGEVITY** OF SMALL DOG BREEDS. NO LESS IMPORTANT IS THE OPTIMUM CONTENT OF **OMEGA 3 AND 6 FATTY ACIDS**, WHICH PROMOTE DEVELOPMENT AND ACTIVITY OF THE BRAIN AND NERVOUS SYSTEM, NECESSARY FOR **VITALITY** AND **TEMPERAMENT**.

TYPICAL BREEDS: Bedlington Terrier, Bichon Frise, Bolognese, Border Terrier, Boston Terrier, Cairn Terrier, Czech Terrier, Cavalier King Charles Spaniel, Chihuahua, Coton de Tulear, Dachshund, Griffon Bruxellois, Jack Russel Terrier, Lhasa Apso, Maltese, Miniature Schnauzer, Miniature Spitz, Pekingese, Pomeranian, Pug, Parson Russell Terrier, Papillon, Prague Ratter, Russian Toy, Scottish Terrier, Shetland Sheepdog, Shipperke, Shih Tzu, Skye Terrier, Tibetan Spaniel, Welsh Terrier, West Highland White Terrier, Whippet, Yorkshire Terrier.



REAL
KIBBLE
PHOTO





FRESH + 5
CHICKEN HERBS

PACKAGE

8/1
KG

JUNIOR

S

COMPLETE FEED FOR PUPPIES & JUNIOR DOGS (4 WEEKS – 12 MONTHS) OF SMALL BREEDS (1-10 KG). ALSO SUITABLE FOR PREGNANT & NURSING BITCHES

COMPOSITION: chicken (42 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, natural flavors, herbal&fruit extract (300 mg/kg), brewer's yeast, dried apples, minerals, mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: protein 31 %, fat 20 %, moisture content 10 %, ash 6,5 %, fibre 2,3 %, calcium 1,5 % phosphorus 1,1 %, metabolized energy 4 397 kcal.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 20 000 IU, vitamin D3 1 900 IU, vitamin E (α-tocopherol) 600 mg, zinc 100 mg, iron 90 mg, manganese 45 mg, copper 20 mg, iodine 1 mg, selenium 0,20 mg.

PROTEIN **31** % kcal
FAT **20** % kcal

METABOLIZED ENERGY
4 397 kcal



BALANCED GROWTH

RICH IN ANIMAL PROTEINS



VITALITY

vitamins & organic trace elements



OPTIMAL SHAPE

small kibble size



EXCELLENT DIGESTION

highly digestible proteins and fats

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
8/1
KG



ADULT

S

**COMPLETE PREMIUM FOOD
FOR ADULT DOGS OF SMALL
BREEDS (1-10 KG)**

COMPOSITION: chicken (41 %), corn, wheat, rice, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal & fruit extract (300 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: protein 27 %, fat 16 %, moisture content 10 %, ash 6,5 %, fibre 2,5 %, calcium 1,4 % phosphorus 1,1 %, metabolized energy 4 172 kcal.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α -tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **27%** kcal
FAT **20%** kcal

METABOLIZED
ENERGY
4 172 kcal



OPTIMAL SHAPE
SMALL KIBBLE SIZE



**EXCELLENT
DIGESTION**
highly digestible proteins and fats



**HEALTHY SKIN
& SHINY HAIR**
salmon oil, rich in omega-3



VITALITY
vitamins & organic trace elements

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE

8/1
KG

SENIOR

S

**COMPLETE PREMIUM FOOD
FOR SENIOR DOGS (8+ YEARS)
OF SMALL BREEDS (1 - 10 KG)**

COMPOSITION: chicken (41 %), corn, wheat, rice, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: protein 26 %, fat 14 %, moisture content 10 %, ash 6,1 %, fibre 2,3 %, calcium 1,5 % phosphorus 1,1 %, metabolized energy 4 233 kcal.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α -tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **26%** kcal
FAT **14%** kcal

METABOLIZED
ENERGY
4 233 kcal



**ANTI-AGING
FACTOR**

VITAMIN E & ORGANIC
SELENIUM



OPTIMAL SHAPE

small kibble size



**EXCELLENT
DIGESTION**

highly digestible proteins and fats



HEALTHY HEART

omega-3, natural antioxidants

KEY BENEFITS



MEDIUM BREEDS

10 - 25 kg



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THESE ARE OFTEN WORKING BREEDS, SO THE CORRECT CONTENT OF FIBRE AND PREBIOTICS TO PROMOTE A HEALTHY DIGESTIVE TRACT IS IMPORTANT FOR THEM.

FOR WORKING BREEDS, THE **ABILITY TO LEARN** FAST IS INDISPENSABLE, SO THE CONTENT AND RATIO OF **OMEGA 3 AND 6 FATTY ACIDS**,

WHICH PROMOTE DEVELOPMENT AND ACTIVITY OF THE BRAIN, ARE NECESSARY. THESE FATTY ACIDS ALSO SUPPORT THE QUALITY OF THE **SKIN** AND **COAT** AS PROTECTIVE BARRIERS FOR THE ORGANISM AND IN ADDITION HELP WITH FASTER HEALING OF THE INJURIES A WORKING DOG MAY SUSTAIN. DUE TO THEIR ACTIVE LIFESTYLE,

WORKING DOGS HAVE HIGH DEMANDS FOR THE CONTENTS OF THE ACTIVE ANTIOXIDANTS THAT SUPPORT THE DEVELOPMENT AND ACTIVITY OF THE IMMUNE

SYSTEM. MEDIUM BREEDS ARE CHALLENGING WITH REGARD TO THE **OPTIMUM ENERGY CONTENT** IN THE FOOD, BECAUSE THESE BREEDS HAVE A TENDENCY TOWARDS OBESITY.

TYPICAL BREEDS: Australian Shepherd, Basenji, Basset Hound, Beagle, Border Collie, Brittany, Bull Terrier, Cocker Spaniel, Collie, English Bulldog, English Springer Spaniel, Finnish Hound, French Bulldog, German Pincher, Grey Norwegian Elkhound, Polish Hunting Dog, Puli, Poodle, Samoyed, Schnauzer, Shar-Pei, Shiba Inu, Spanish Water Dog, Staffordshire Bull Terrier, Welsh Corgi.



REAL
KIBBLE
PHOTO





FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



JUNIOR

M

**COMPLETE PREMIUM FOOD
FOR JUNIOR DOGS (2-12 MONTHS)
OF MEDIUM BREEDS (10-25 KG)**

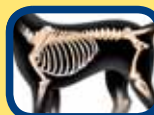
COMPOSITION: chicken (42 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 30 %, crude fat 18 %, moisture 10 %, crude ash 6,3 %, crude fibre 2,4 %, calcium 1,5 %, phosphorus 1,0 %, metabolizable energy 4 329 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 20 000 IU, vitamin D3 1 900 IU, vitamin E (α-tocopherol) 600 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **30%** kcal
FAT **18%** kcal

METABOLIZED
ENERGY
4 329 kcal



HEALTHY SKELETON

OPTIMAL RATIO OF CALCIUM AND PHOSPHORUS



BALANCED GROWTH

rich in animal proteins



HEALTHY JOINTS

glucosamin + chondroitin



STRONG IMMUNITY

pre-biotics (mannan- and fructo-oligosaccharides)

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



ADULT

M

COMPLETE PREMIUM FOOD FOR ADULT DOGS MEDIUM BREEDS (10-25 KG)

COMPOSITION: chicken (41 %), corn, wheat, rice, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 25 %, crude fat 15 %, moisture 10 %, crude ash 6,4 %, crude fibre 2,2 %, calcium 1,4 %, phosphorus 1,0 %, metabolizable energy 4 143 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **25%** kcal
FAT **15%** kcal

METABOLIZED ENERGY
4 143 kcal



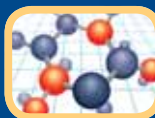
HEALTHY SKIN & SHINY HAIR

SALMON OIL, RICH IN OMEGA-3



STRONG IMMUNITY

pre-biotics (mannan- and fructo-oligosaccharides)



VITALITY

vitamins & organic trace elements



EXCELLENT DIGESTION

highly digestible proteins and fats

KEY BENEFITS



**FRESH + 5
CHICKEN HERBS**



PACKAGE
15/3
KG

SENIOR

M

**COMPLETE PREMIUM FOOD
FOR SENIOR DOGS (>7 YEARS)
MEDIUM BREEDS (10-25 KG)**

COMPOSITION: chicken (40 %), corn, wheat, rice, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 25 %, crude fat 13 %, moisture 10 %, crude ash 6,3 %, crude fibre 2,2 %, calcium 1,4 %, phosphorus 0,9 %, metabolizable energy 4 073 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **25 %** kcal
FAT **13 %** kcal

METABOLIZED
ENERGY
4 073 kcal



**ANTI-AGING
FACTOR**

HIGHLY DIGESTIBLE
PROTEINS AND FATS



**EXCELLENT
DIGESTION**

highly digestible proteins and fats



HEALTHY SKELETON

optimal ratio of calcium
and phosphorus



HEALTHY HEART

omega-3, natural antioxidants

KEY BENEFITS



LARGE BREEDS

25 - 45 kg



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PREMIUM

LARGE BREEDS ARE VERY CHALLENGING WITH REGARD TO THE CORRECT 'PHASING' OF NUTRITION IN THE GROWTH PERIOD.

THIS TIME OF GROWTH IS LONGER FOR LARGE BREEDS, BY UP TO TWO YEARS OF THEIR LIFE. FOR THE FIRST THREE MONTHS, THEY HAVE HIGH DEMANDS FOR **INTAKE OF PROTEINS** AND ENERGY, AND THEN UNTIL REACHING ADULTHOOD, THEY REQUIRE LOWER ENERGY LEVELS. LARGE BREEDS NEED **HIGH QUALITY PROTEINS** TO PROMOTE THE **FORMATION OF MUSCLE** AND **STRONG BONES**. THESE BREEDS REQUIRE ACTIVE ANTIOXIDANT CONTENT AND **CHONDROPROTECTIVE** AGENTS IN THEIR FOOD TO PROMOTE PROPER DEVELOPMENT AND **JOINT HEALTH**. LARGE BREEDS OFTEN HAVE A SENSITIVE DIGESTIVE TRACT. THEREFORE THE PREBIOTIC CONTENT IN THE FOOD IS IMPORTANT, SINCE PREBIOTICS IMPROVE THE HEALTH OF THE GUT FLORA AND SUPPORT THE PROPER FUNCTIONING OF THE DIGESTIVE TRACT

TYPICAL BREEDS: American Staffordshire Terrier, Akita Inu, Alaskan Malamute, Beauceron, Belgian Shepherd, Boxer, Borzoi, Dalmatian, Dobermann, Dogo Argentino, English Setter, Flat Coated Retriever, German Shepherd Dog, Giant Schnauzer, Golden Retriever, Gordon Setter, Hovawart, Labrador Retriever, Pointer, Rhodesian Ridgeback, Vizsla, Weimaraner



REAL KIBBLE PHOTO





FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



JUNIOR

L

**COMPLETE PREMIUM FOOD
FOR JUNIOR DOGS (4-24 MONTHS)
OF LARGE BREEDS (25-45 KG)**

COMPOSITION: chicken (42 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 27 %, crude fat 16 %, moisture 10 %, crude ash 6,4 %, crude fibre 2,3 %, calcium 1,6 %, phosphorus 1,1 %, metabolizable energy 4 218 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 20 000 IU, vitamin D3 1 900 IU, vitamin E (α-tocopherol) 600 mg, E6 zinc 100 mg, E1 iron 90 mg, E5 manganese 45 mg, E4 copper 20 mg, E5 iodine 1 mg, E8 selenium 0,2 mg.

PROTEIN **27%** kcal
FAT **16%** kcal

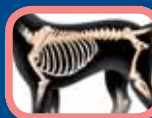
METABOLIZED
ENERGY
4 218 kcal



HEALTHY JOINTS
GLUCOSAMIN
+ CHONDROITIN



BALANCED GROWTH
rich in animal proteins



HEALTHY SKELETON
optimal ratio of calcium
and phosphorus



STRONG IMMUNITY
pre-biotics (mannan- and
fructo-oligosaccharides)

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



ADULT

L

**COMPLETE PREMIUM FOOD
FOR ADULT DOGS OF LARGE
BREEDS (25-45 KG)**

COMPOSITION: chicken (40 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal & fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 26 %, crude fat 14 %, moisture 10 %, crude ash 6,5 %, crude fibre 2,2 %, calcium 1,5 %, phosphorus 1,1 %, metabolizable energy 4 144 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **26%** kcal
FAT **14%** kcal

METABOLIZED
ENERGY
4 144 kcal



HEALTHY JOINTS
GLUCOSAMIN
+ CHONDROITIN



**EXCELLENT
DIGESTION**
highly digestible proteins and fats



HEALTHY HEART
omega-3, natural antioxidants



**HEALTHY SKIN
& SHINY HAIR**
salmon oil, rich in omega-3

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG

SENIOR

L

**COMPLETE PREMIUM FOOD
FOR SENIOR DOGS (>7 YEARS)
OF LARGE BREEDS (25-45 KG)**

COMPOSITION: chicken (40 %), corn, wheat, rice, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 26 %, crude fat 13 %, moisture 10 %, crude ash 6,7 %, crude fibre 2,5 %, calcium 1,4 %, phosphorus 1,1 %, metabolizable energy 4 123 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **26%** kcal
FAT **13%** kcal

METABOLIZED
ENERGY
4 123 kcal



ANTI-AGING FACTOR

HIGHLY DIGESTIBLE
PROTEINS AND FATS



HEALTHY JOINTS

glucosamin + chondroitin



EXCELLENT DIGESTION

highly digestible proteins and fats



HEALTHY HEART

omega-3, natural antioxidants

KEY BENEFITS

XL

EXTRA LARGE BREEDS

45 - 90 kg



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PREMIUM

THEY ARE VERY SENSITIVE TO THE RIGHT BALANCE OF CALCIUM, AS EXCESSIVE CALCIUM CONTENT LEADS TO PROBLEMS WITH BONE DEVELOPMENT.

THROUGHOUT THEIR LIVES, EXTRA LARGE DOG BREEDS ARE EXTREMELY SENSITIVE TO OVERFEEDING WHEN IT COMES TO ENERGY, ESPECIALLY IN THE PERIOD OF RAPID GROWTH. THE LOWER ENERGY CONTENT IN THE FOOD ALLOWS THE OPTIMUM WEIGHT OF EXTRA LARGE BREEDS TO BE EASILY CONTROLLED, WHICH LIMITS THE **OCCURRENCE OF JOINT PROBLEMS**. THE HIGH USABILITY OF THE FOOD ALONG WITH THE SUPPORT FOR DIGESTIVE TRACT HEALTH MEANS THAT RELATIVELY LOW AMOUNTS OF FOOD CAN BE USED. THIS **LIMITS THE POSSIBILITY OF GASTRIC TORSION**. THE CORRECT CONTENT AND RATIO OF OMEGA FATTY ACIDS HAS A POSITIVE EFFECT ON THE **HEALTH OF THE VASCULAR SYSTEM** AND HELPS PROTECT DOGS AGAINST HEART ATTACK AND STROKE

TYPICAL BREEDS: Anatolian Shepherd Dog, Bernese Mountain Dog, Black Russian Terrier, Bullmastiff, Cane Corso, Dogues de Bordeaux, Estrella Mountain Dog, Fila Brasileiro, Great Dane, Great Pyrenees, Irish Wolfhound, Komondor, Landseer, Leonberger, Neapolitan Mastiff, Newfoundland, Rottweiler, Saint Bernard, Spanish Mastiff, Tosa



REAL
KIBBLE
PHOTO





FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG

JUNIOR **XL**

**COMPLETE PREMIUM FOOD
FOR JUNIOR DOGS (4-30 MONTHS)
OF EXTRA LARGE BREEDS (45-90 KG)**

COMPOSITION: chicken (42 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 30 %, crude fat 16 %, moisture 10 %, crude ash 6,6 %, crude fibre 2,6 %, calcium 1,6 %, phosphorus 1,1 %, metabolizable energy 4 236 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 20 000 IU, vitamin D3 1 900 IU, vitamin E (α-tocopherol) 600 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **30%** kcal
FAT **16%** kcal

METABOLIZED
ENERGY
4 236 kcal



BALANCED GROWTH

RICH IN ANIMAL PROTEINS



HEALTHY JOINTS

glucosamin + chondroitin



STRONG IMMUNITY

pre-biotics (mannan- and fructo-oligosaccharides)



HEALTHY SKELETON

optimal ratio of calcium and phosphorus

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



ADULT

XL

**COMPLETE PREMIUM FOOD
FOR ADULT DOGS OF EXTRA
LARGE BREEDS (45 - 90 KG)**

COMPOSITION: chicken (41 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 27 %, crude fat 16 %, moisture 10 %, crude ash 6,4 %, crude fibre 2,5 %, calcium 1,5 %, phosphorus 1,0 %, metabolizable energy 4 234 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **27%** kcal
FAT **16%** kcal

METABOLIZED
ENERGY
4 234 kcal



**HEALTHY
SKELETON**

OPTIMAL RATIO OF CALCIUM
AND PHOSPHORUS



**HEALTHY SKIN
& SHINY HAIR**

salmon oil, rich in omega-3



HEALTHY HEART

omega-3, natural antioxidants



**EXCELLENT
DIGESTION**

highly digestible proteins and fats

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG

SENIOR **XL**

**COMPLETE PREMIUM FOOD
FOR SENIOR DOGS (>6 YEARS)
OF EXTRA LARGE BREEDS
(45-90 KG)**

COMPOSITION: chicken (40 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 27 %, crude fat 13 %, moisture 10 %, crude ash 6,5 %, crude fibre 2,5 %, calcium 1,5 %, phosphorus 1,0 %, metabolizable energy 4 099 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **27%** kcal
FAT **13%** kcal

METABOLIZED
ENERGY
4 099 kcal



ANTI-AGING FACTOR

VITAMIN E & ORGANIC
SELENIUM



HEALTHY JOINTS

glucosamin + chondroitin



STRONG IMMUNITY

pre-biotics (mannan- and
fructo-oligosaccharides)



HEALTHY HEART

omega-3, natural antioxidants

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



PUPPIES

COMPLETE FOOD FOR PUPPIES AFTER WEANING TO JUNIOR LIFE-STAGE. 4 – 8 WEEKS FOR MEDIUM BREEDS (10-25 KG) / 4 - 16 WEEKS FOR LARGE BREEDS (25-45 KG) / 4 - 16 WEEKS FOR EXTRA LARGE BREEDS (45-90 KG). ALSO SUITABLE FOR PREGNANT & NURSING BITCHES.

COMPOSITION: chicken (45 %), rice, corn, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, dried apples, minerals, herbal&fruit extract (300 mg/kg), glucosamine hydrochloride (260 mg/kg), chondroitin sulphate (160 mg/kg), mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 30 %, crude fat 21 %, moisture 10 %, crude ash 6,5 %, crude fibre 2,0 %, calcium 1,5 %, phosphorus 1,1 %, metabolizable energy 4 518 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 20 000 IU, vitamin D3 1 900 IU, vitamin E (α-tocopherol) 600 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **30%** kcal
FAT **21%** kcal

METABOLIZED
ENERGY
4 518 kcal



BALANCED GROWTH

RICH IN ANIMAL PROTEINS



EXCELLENT DIGESTION

highly digestible proteins and fats



HEALTHY SKELETON

optimal ratio of calcium and phosphorus



STRONG IMMUNITY

pre-biotics (mannan- and fructo-oligosaccharides)

KEY BENEFITS



LAMB+5
HERBS

PACKAGE
15/3
KG



LAMB&RICE

TO BE USED FOR DOGS THAT SUFFER FROM ALLERGIC OR DIGESTION PROBLEMS. ALSO SUITABLE FOR PREVENTING SKIN & COAT PROBLEMS. DOES NOT CONTAIN COMMONLY USED CEREALS SUCH AS WHEAT, CORN, SOY.

COMPOSITION: lamb (25%), rice, chicken fat (preserved with tocopherols), rice protein, salmon oil, brewer's yeast, natural flavors, herbal&fruit extract (300 mg/kg), dried apples, minerals, mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 24 %, crude fat 10 %, moisture 10 %, crude ash 7,0 %, crude fibre 2,9 %, calcium 1,6 %, phosphorus 1,1 %, metabolizable energy 3 891 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **24%** kcal
FAT **10%** kcal

METABOLIZED ENERGY
3 891 kcal



HYPO-ALLERGENIC
LAMB & RICE FORMULA



STRONG IMMUNITY
pre-biotics (mannan- and fructo-oligosaccharides)



EXCELLENT DIGESTION
highly digestible proteins and fats



HEALTHY SKIN & SHINY HAIR
salmon oil, rich in omega-3

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15
KG



SPORT

TO BE USED FOR DOGS WITH HIGH ENERGY NEEDS. USUALLY FOR THESE PURPOSES AND TYPICAL BREEDS: MUSHING, HUNTING, WORKING OR GUARDING, HOUNDS. ALSO CAN BE USED FOR DOGS IN HEALTH CONVALESCENCE.

COMPOSITION: chicken (45 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, herbal&fruit extract (300 mg/kg), dried apples, minerals, mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 30 %, crude fat 20 %, moisture 10 %, crude ash 6,8 %, crude fibre 2,2 %, calcium 1,6 %, phosphorus 1,2 %, metabolizable energy 4 382 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **30%** kcal
FAT **20%** kcal

METABOLIZED
ENERGY
4 382 kcal



OPTIMAL MUSCLE

RICH IN DIGESTIBLE
PROTEINS



HIGH ENERGY

satisfies high nutritional needs



STRONG IMMUNITY

pre-biotics (mannan- and
fructo-oligosaccharides)



EXCELLENT DIGESTION

highly digestible proteins and fats

KEY BENEFITS



FRESH + 5
CHICKEN HERBS

PACKAGE
15/3
KG



LIGHT

**TO BE USED FOR DOGS
FOR DOGS WITH WEIGHT
PROBLEMS, OR TENDENCY
TO PUT ON WEIGHT**

COMPOSITION: chicken (36 %), rice, corn, wheat, chicken fat (preserved with tocopherols), salmon oil, brewer's yeast, natural flavors, herbal&fruit extract (300 mg/kg), dried apples, minerals, mannan-oligosaccharides (150 mg/kg), fructo-oligosaccharides (100 mg/kg), yucca schidigera extract (80 mg/kg), organic copper, organic zinc, organic selenium.

ANALYTICAL CONSTITUENTS IN 1 KG: crude protein 24 %, crude fat 8 %, moisture 10 %, crude ash 6,2 %, crude fibre 2,5 %, calcium 1,4 %, phosphorus 1,0 %, metabolizable energy 3 776 kcal/kg.

NUTRITIONAL ADDITIVES PER 1 KG: vitamin A 15 000 IU, vitamin D3 1 500 IU, vitamin E (α-tocopherol) 500 mg, E1 iron 80 mg, E6 zinc 70 mg, E5 manganese 36 mg, E4 copper 20 mg, E2 iodine 0,65 mg, E8 selenium 0,2 mg.

PROTEIN **24%** kcal
FAT **8%** kcal

METABOLIZED
ENERGY
3 776 kcal

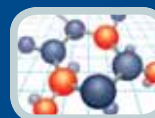


**WEIGHT
BALANCE**

REDUCED FAT AND
CALORIE CONTENT



OPTIMAL MUSCLE
rich in digestible proteins



VITALITY
vitamins & organic
trace elements



STRONG IMMUNITY
pre-biotics (mannan- and
fructo-oligosaccharides)

KEY BENEFITS

HIGH QUALITY INGREDIENTS

CHICKEN



a very tasty component, increasing the attractiveness of food, a very easily digestible protein to promote the formation of muscle, a source of essential amino acids to promote skin and coat health, low cholesterol content to protect the vascular system.

LAMB



a hypoallergenic component, reducing the development of food allergies. A very easily digestible source of proteins needed to develop muscle. A source of polyunsaturated fatty acids (PUFA)

RICE



a hypoallergenic component, a very good source of carbohydrates, serving as a source of 'slow' energy, absorbs excess water in the intestines, reduces the incidence of diarrhoea, a source of light fibre promoting a healthy digestive tract, a very low sodium content reducing problems with the vascular apparatus.

CORN



a hypoallergenic component, an excellent source of energy thanks to the high carbohydrate and fat content, a rich source of linoleic acid to promote skin and coat health.

SALMON OIL



a source of omega 3 fatty acids to promote the construction of cell membranes, to promote skin and coat quality, significant anti-inflammatory effects.

DRIED APPLES



a source of very light fibre which promotes the health of the digestive tract, a source of fermented fibre to support the development of positive intestinal microflora, a component improving the taste of the food.

FEEDING TABLES

MTHS. = months
AM. = amount
WEI. = weight
WKS. = weeks
ACVTIV. = activity

SMALL

AGE (MTHS.)	ADULT WGHT.(kg)	1	3	5	7	10
1 - 3	DAILY AM. (g)	13	30	44	56	74
3 - 4		19	44	64	83	108
4 - 6		20	46	67	86	112
6 - 12		19	43	63	81	106
12+		Adult Small				

ADULT	BODY WEI.(kg)	1	3	5	7	10
	DAILY AM. (g)	20	45	66	85	111

ADULT	BODY WEI.(kg)	1	3	5	7	10
	DAILY AM. (g)	20	45	65	84	110

MEDIUM

AGE (MTHS.)	ADULT WEI. (kg)	10	15	20	25
1 - 2	DAILY AM.(g)	Puppies			
2 - 3		120	162	201	209
3 - 4		176	223	264	327
4 - 6		182	248	306	365
6 - 12		172	244	304	356
12+	Adult Medium				

ADULT	BODY WEI. (kg)	10	15	20	25
	DAILY AM. (g)	112	152	189	223

ADULT	BODY WEI. (kg)	10	15	20	25
	DAILY AM. (g)	114	154	192	226

LARGE

AGE (MTHS.)	ADULT WEI. (kg)	25	30	35	40	45
2 - 4	DAILY AM. (g)	Puppies				
4 - 6		233	263	293	322	339
6 - 12		228	268	297	332	362
12 - 18		219	264	294	325	356
18 - 24		219	251	281	312	341
24+		Adult Large				

ADULT	BODY WEI. (kg)	25	30	35	40	45
	DAILY AM. (g)	223	256	286	317	348

ADULT	BODY WEI. (kg)	25	30	35	40	45
	DAILY AM. (g)	360	413	464	512	565

AGE (MTHS.)	ADULT WEI.(kg)	45	50	60	70	80	90
2 - 4	DAILY AM. (g)	Puppies					
4 - 6		336	357	442	482	533	582
6 - 12		360	389	443	503	556	607
12 - 18		354	386	438	501	556	607
18 - 24		337	367	434	494	544	592
24 - 30		335	365	425	480	535	580
30+		Adult Extra Large					

ADULT	BODY WEI. (kg)	45	50	60	70	80	90
	DAILY AM. (g)	342	368	421	473	523	571

ADULT	BODY WEI. (kg)	45	50	60	70	80	90
	DAILY AM. (g)	347	375	429	482	533	582

AGE (WKS.)	ADULT WEI. (kg)	10	15	20	25	30	35	40	45	60	70	80	90
4 - 6	DAILY AM. (g)	M			L			XL					
		60	80	105	110	130	135	140	150	190	210	225	250
		70	90	115	120	140	145	150	160	200	220	235	260
6 - 8		Junior Medium											
8 - 12		Junior Medium			Junior Large			Junior XL					
12 - 16		Junior Medium			Junior Large			Junior XL					
16+		Junior XL											

BODY WEI.(kg)	10	20	30	40	50	60	70	80	90
DAILY AM.(g)	119	200	271	336	397	455	511	565	617

BODY WEI.(kg)	10	20	30	40	50	60	70	80	90
HIGH ACTIV. AM. (g)	106	179	243	301	356	408	458	506	553
VERY HIGH ACTIV. AM. (g)	116	197	267	331	392	449	504	557	608

BODY WEI. (kg)	10	20	30	40	50	60	70	80	90
WEI.MAINTENANCE AM.(g)	122	205	278	345	408	468	525	581	634
WEI.REDUCTION AM. (g)	110	184	250	310	367	421	472	523	570

EXTRA LARGE

PUPPY

LAMB & RICE

SPORT

LIGHT