



Fresh. Simple. Whole.

**For Every Size
& Stage of Life.**



Part of the **Petcurean** family

ABOUT OUR RECIPES

WHEN IT COMES TO YOUR PET'S FOOD, ONE SIZE DOESN'T FIT ALL

That's why our nutritionists create delicious recipes for all life stages & breed sizes, using only the highest quality ingredients like fresh meats & fish and nutrient-rich superfoods. Minimally processed to preserve nutrients & flavour, our recipes offer complete nutrition to help dogs & cats thrive throughout their lives.

PERFECTLY BALANCED RECIPES

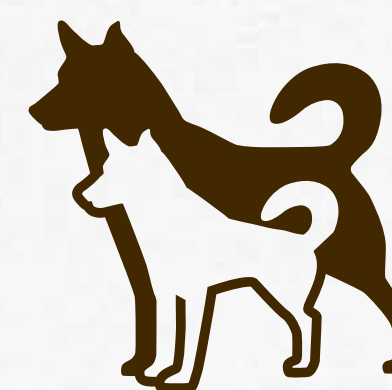
Our 100% grain-free recipes are thoughtfully crafted with protein from fresh meats & fish, whole eggs and antioxidant-rich fruits & veggies, perfectly balanced to provide delicious goodness for cats & dogs to help them keep happy, fit, and healthy for life.



Premium-quality fresh meats & fish



Minimally processed with no by-product or meat meals



Tailored to life stage & breed size



Over 20 nutrient-rich superfoods

RECIPES FOR ALL SIZE DOGS

Carefully Crafted Recipes for Dogs of Every Shape and Size.



ORIGINAL RECIPE FOR ADULTS

Complete food for adult dogs

INGREDIENTS:

De-boned turkey, potatoes, peas, whole dried egg, potato flour, pea fiber, flaxseed, apples, natural flavor, canola oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, calcium carbonate, monocalcium phosphate, coconut oil (preserved with mixed tocopherols), suncured alfalfa, tomato, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, salt, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, potassium chloride, yucca schidigera extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	26%	Calcium (min)	11%	Taurine (min)	0.1%
Crude Fat (min)	16%	Phosphorus (min)	0.7%	Omega-6 (min)	2.5%
Crude Fibre (max)	4%	L-Carnitine (min)	100 mg/kg	Omega-3 (min)	0.9%
Moisture (max)	10%				



FISH RECIPE FOR ADULTS

Complete food for fish-loving adult dogs

INGREDIENTS:

De-boned trout, whole dried egg, peas, potatoes, pea flour, potato flour, flaxseed, canola oil (preserved with mixed tocopherols), natural flavor, de-boned salmon, de-boned herring, calcium carbonate, monocalcium phosphate, apples, coconut oil (preserved with mixed tocopherols), tomato, suncured alfalfa, pea fiber, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, dried chicory root, salt, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, potassium chloride, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	24%	Calcium (min)	0.9%	Taurine (min)	0.1%
Crude Fat (min)	14%	Phosphorus (min)	0.6%	Omega-6 (min)	1.6%
Crude Fibre (max)	5%	L-Carnitine	100 mg/kg	Omega-3 (min)	0.6%
Moisture (max)	10%				

RED MEAT RECIPE FOR ADULTS

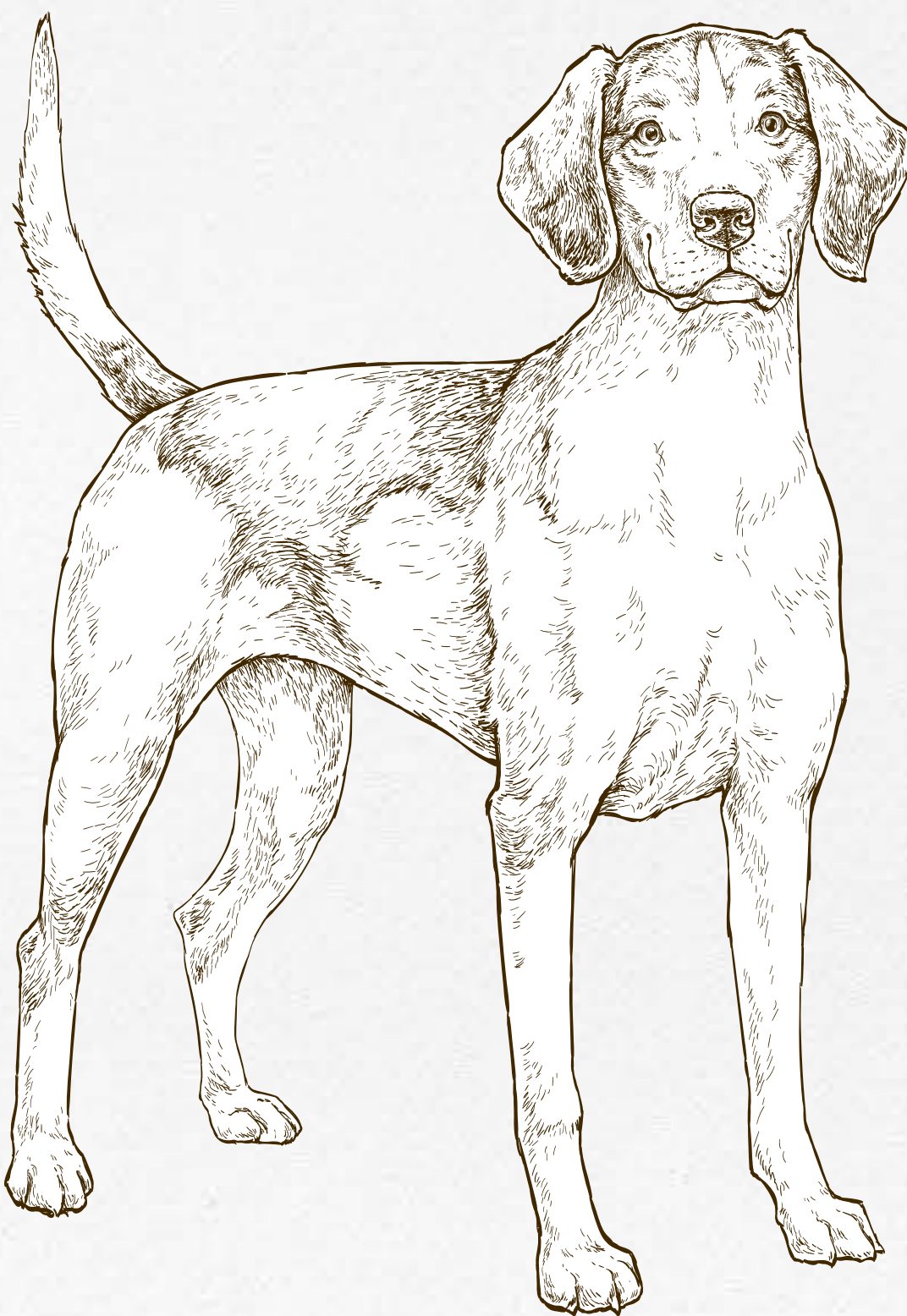
Complete food for red meat-loving adult dogs

INGREDIENTS:

De-boned lamb, whole dried egg, potatoes, peas, pea flour, potato flour, de-boned pork, flaxseed, canola oil (preserved with mixed tocopherols), natural flavor, coconut oil (preserved with mixed tocopherols), calcium carbonate, apples, sweet potatoes, pea fiber, monocalcium phosphate, suncured alfalfa, tomato, carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, salt, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, potassium chloride, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	24%	Calcium (min)	1%	Taurine (min)	0.1%
Crude Fat (min)	16%	Phosphorus (min)	0.6%	Omega-6 (min)	2.5%
Crude Fibre (max)	5%	L-Carnitine (min)	100 mg/kg	Omega-3 (min)	0.9%
Moisture (max)	10%				



NOW FRESH

RECIPES FOR ALL SIZE DOGS

Carefully Crafted Recipes for Dogs of Every Shape and Size.



RECIPE FOR PUPPIES

Complete food for puppies



INGREDIENTS:

De-boned turkey, peas, potatoes, whole dried egg, potato flour, canola oil (preserved with mixed tocopherols), flaxseed, pea fiber, monocalcium phosphate, natural flavor, coconut oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, calcium carbonate, apples, suncured alfalfa, tomato, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, salt, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, DL-methionine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, potassium chloride, yucca schidigera extract, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	28%	EPA + DHA (min)	0.05%	Taurine (min)	0.1%
Crude Fat (min)	18%	Calcium (min)	1.2%	Omega-6 (min)	2.7%
Crude Fibre (max)	3.5%	Phosphorus (min)	1%	Omega-3 (min)	1%
Moisture (max)	10%				



RECIPE FOR SENIORS

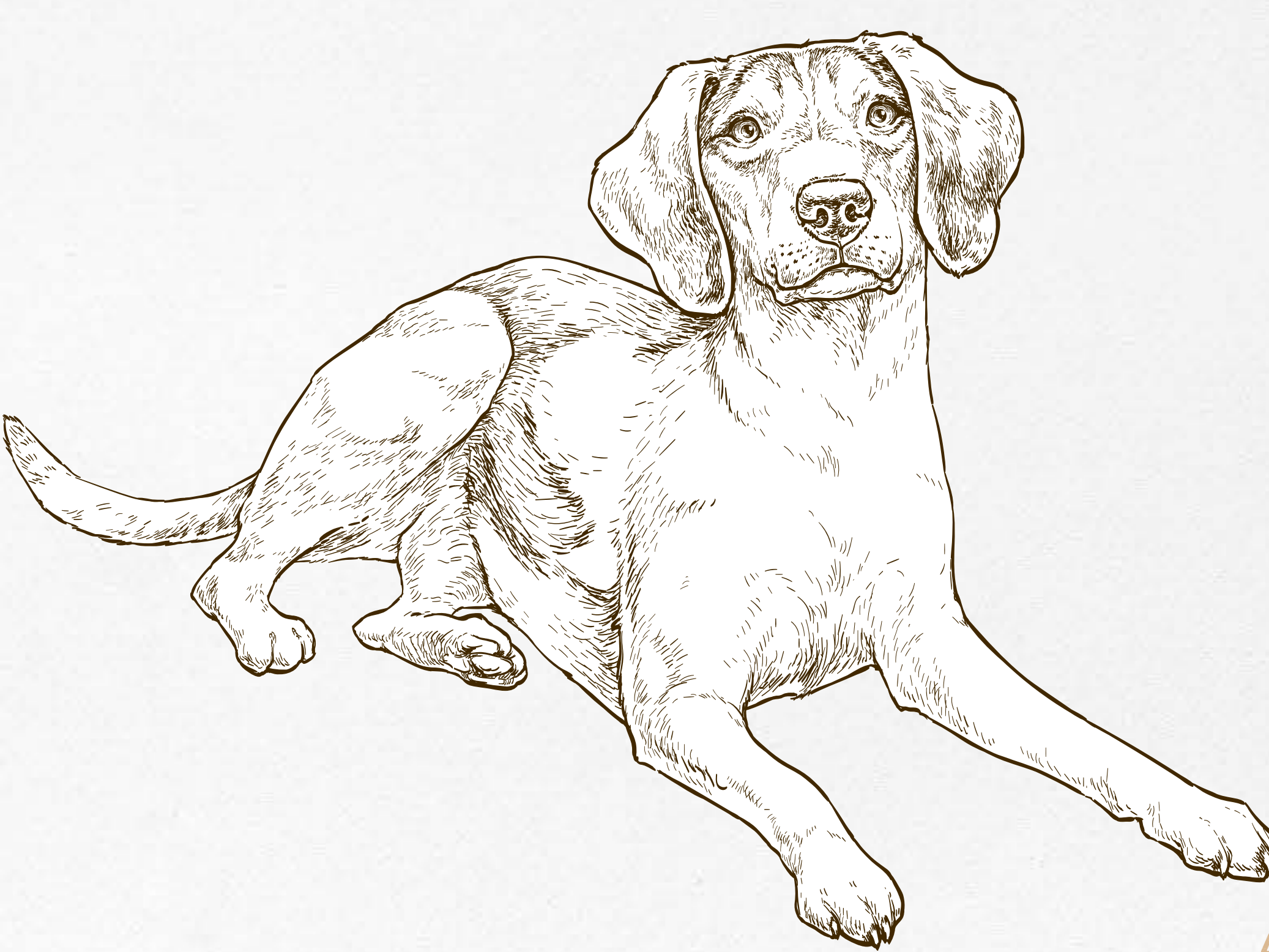
Complete food for senior dogs

INGREDIENTS:

De-boned turkey, peas, potatoes, potato flour, pea fiber, whole dried egg, natural flavor, apples, flaxseed, de-boned salmon, de-boned duck, calcium carbonate, canola oil (preserved with mixed tocopherols), tomato, suncured alfalfa, coconut oil (preserved with mixed tocopherols), monocalcium phosphate, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, salt, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, DL-methionine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, potassium chloride, glucosamine hydrochloride, New Zealand green mussels, yucca schidigera extract, chondroitin sulfate, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	24%	Phosphorus (min)	0.4%	Taurine (min)	0.1%
Crude Fat (min)	11%	Glucosamine (min)	400 mg/kg	Omega-6 (min)	1.8%
Crude Fibre (max)	7%	Chondroitin Sulfate (min)	100 mg/kg	Omega-3 (min)	0.6%
Moisture (max)	10%	L-Carnitine (min)	100 mg/kg		



NOW FRESH

RECIPES FOR ALL SIZE DOGS

Carefully Crafted Recipes for Dogs of Every Shape and Size.



RECIPE FOR PUPPIES

- + Balanced protein & fat to support growth and development
- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development



FISH RECIPE FOR ADULTS

- + Balanced protein & fat to support a healthy lifestyle
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health



ORIGINAL RECIPE FOR ADULTS

- + Balanced protein & fat to help manage a healthy weight
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health



RED MEAT RECIPE FOR ADULTS

- + Balanced protein & fat to help manage a healthy weight
- + L-carnitine to support heart health & fat burning
- + Fresh lamb & pork for meat-loving adult dogs



RECIPE FOR SENIORS

- + Moderate protein & fat to help manage a healthy weight
- + Glucosamine & chondroitin for hip and joint support
- + Omega-3s & 6s and coconut oil for skin & coat health

RECIPES FOR SMALL BREED DOGS

Tasty, Wholesome Nutrition for Little Dogs.



RECIPE FOR PUPPIES

Complete food for small breed puppies

INGREDIENTS:

De-boned turkey, whole dried egg, peas, pea flour, potatoes, potato flour, canola oil (preserved with mixed tocopherols), natural flavor, monocalcium phosphate, coconut oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, flaxseed, apples, pea fiber, calcium carbonate, sun-dried alfalfa, tomato, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, salt, dried chicory root, choline chloride, taurine, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, potassium chloride, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	28%	EPA + DHA (min)	0.05%	Taurine (min)	0.1%
Crude Fat (min)	18%	Calcium (min)	1.1%	Omega-6 (min)	2.8%
Crude Fibre (max)	4%	Phosphorus (min)	1%	Omega-3 (min)	0.6%
Moisture (max)	10%	L-Carnitine	100 mg/kg		

RECIPE FOR SENIORS

Complete food for small breed senior dogs

INGREDIENTS:

De-boned turkey, potatoes, peas, potato flour, pea flour, whole dried egg, flaxseed, natural flavor, canola oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, pea fiber, calcium carbonate, apples, tomato, coconut oil (preserved with mixed tocopherols), sun-dried alfalfa, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, sodium tripolyphosphate, dried chicory root, salt, choline chloride, taurine, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, monocalcium phosphate, glucosamine hydrochloride, New Zealand green mussels, chondroitin sulfate, parsley, peppermint, green tea extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	24%	Phosphorus (min)	0.4%	Taurine (min)	0.1%
Crude Fat (min)	12%	Glucosamine (min)	400 mg/kg	Omega-6 (min)	2.0%
Crude Fibre (max)	5.5%	Chondroitin Sulfate (min)	100 mg/kg	Omega-3 (min)	0.7%
Moisture (max)	10%	L-Carnitine	100 mg/kg		

RECIPE FOR ADULTS

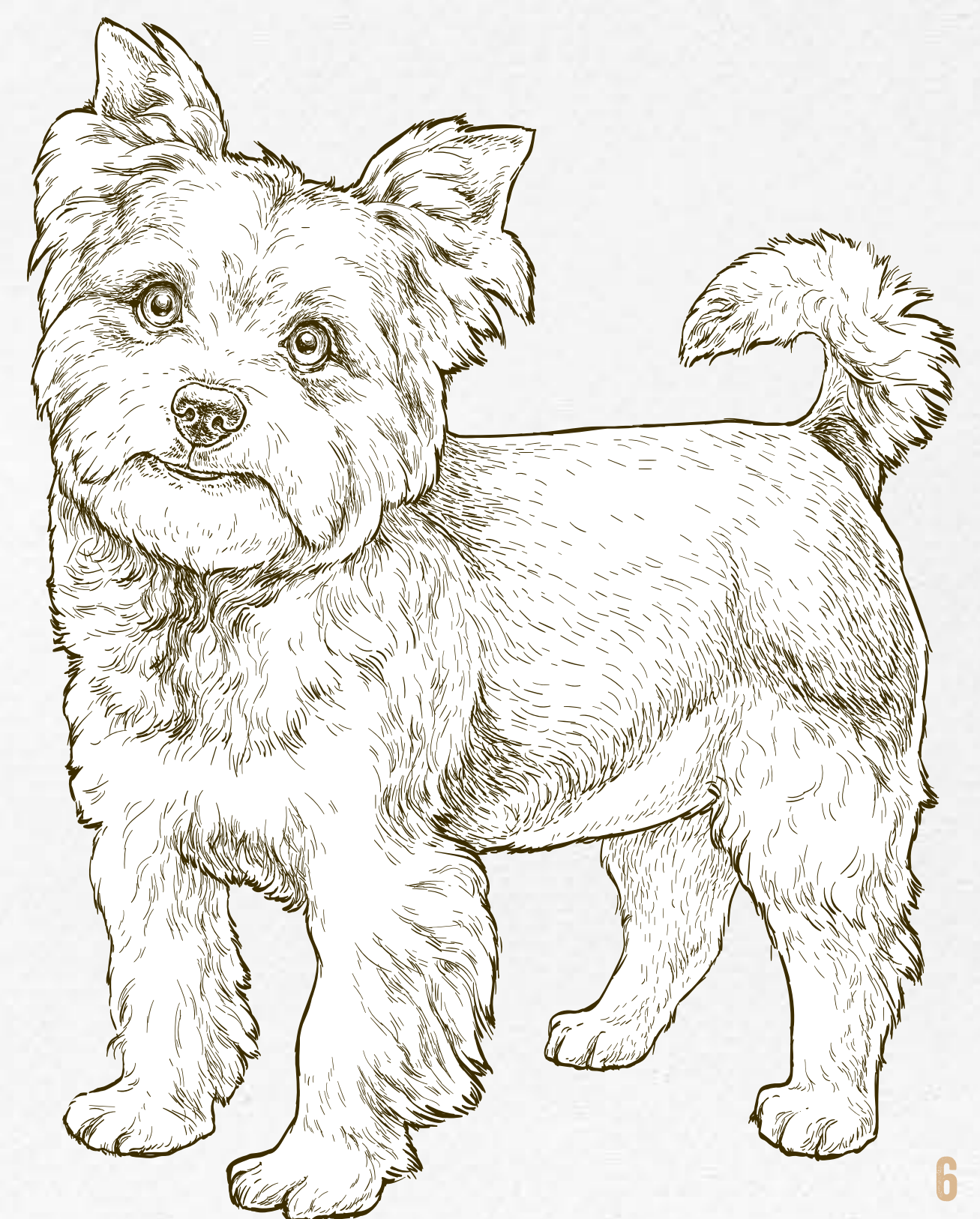
Complete food for small breed adult dogs

INGREDIENTS:

De-boned turkey, whole dried egg, peas, potatoes, potato flour, pea flour, natural flavor, flaxseed, canola oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, calcium carbonate, coconut oil (preserved with mixed tocopherols), apples, pea fiber, monocalcium phosphate, tomato, sun-dried alfalfa, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, sodium tripolyphosphate, salt, dried chicory root, choline chloride, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), taurine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, potassium chloride, parsley, peppermint, green tea extract, yucca schidigera extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	27%	Calcium (min)	1.2%	Taurine (min)	0.1%
Crude Fat (min)	17%	Phosphorus (min)	0.7%	Omega-6 (min)	2.6%
Crude Fibre (max)	4.5%	L-Carnitine	100 mg/kg	Omega-3 (min)	1%
Moisture (max)	10%				



RECIPES FOR SMALL BREED DOGS

Tasty, Wholesome Nutrition for Little Dogs.



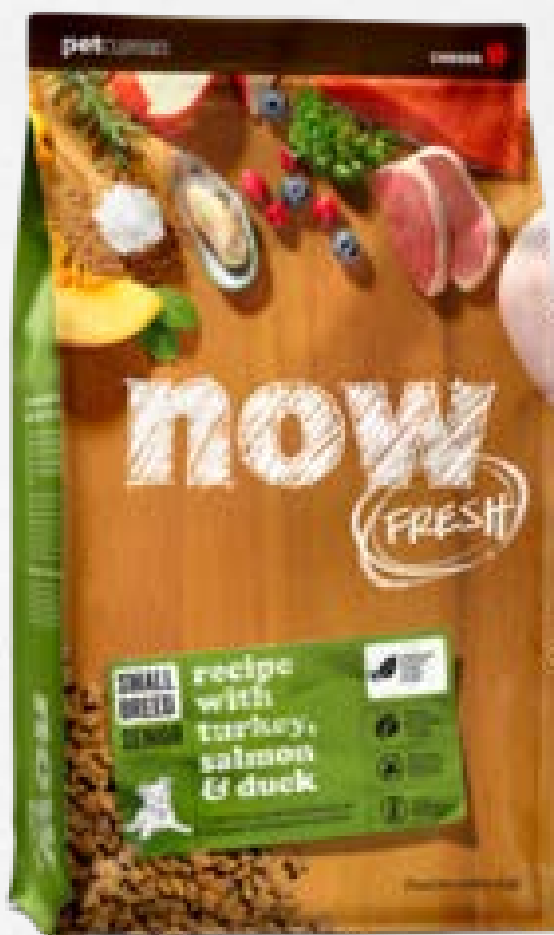
RECIPE FOR PUPPIES

- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development
- + Omega-3s & 6s and coconut oil for skin & coat health



RECIPE FOR ADULTS

- + Small clover shaped kibble for tiny teeth
- + Balanced protein & fat to help manage a healthy weight
- + Added taurine to support vision & heart health



RECIPE FOR SENIORS

- + Moderate protein & fat to support a healthy weight
- + With parsley & peppermint to help freshen breath
- + Added glucosamine & chondroitin for hip and joint support



RECIPES FOR LARGE BREED DOGS

Delicious Recipes for Larger-Than-Life Dogs.



RECIPE FOR PUPPIES

Complete food for large breed puppies

INGREDIENTS:

De-boned turkey, whole dried egg, peas, potatoes, potato flour, tapioca, canola oil (preserved with mixed tocopherols), flaxseed, monocalcium phosphate, sweet potatoes, natural flavor, de-boned salmon, de-boned duck, coconut oil (preserved with mixed tocopherols), suncured alfalfa, calcium carbonate, apples, pea fiber, salt, carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, spinach, dried chicory root, potassium chloride, choline chloride, taurine, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, DL-methionine, L-lysine, New Zealand green mussels, yucca schidigera extract, L-carnitine, dried rosemary, green tea extract, peppermint, parsley, rosehips, zedoary, dandelion, chamomile, ginger, turmeric, fennel, juniper berries, licorice, cardamom, cloves.

GUARANTEED ANALYSIS

Crude Protein (min)	28%	EPA + DHA (min)	0.05%	Taurine (min)	0.15%
Crude Fat (min)	16%	Calcium (min)	1.1%	Omega-6 (min)	2.5%
Crude Fibre (max)	3.5%	Phosphorus (min)	1%	Omega-3 (min)	0.8%
Moisture (max)	10%	L-Carnitine	200 mg/kg		



RECIPE FOR ADULTS

Complete food for large breed adult dogs

INGREDIENTS:

De-boned turkey, whole dried egg, potatoes, peas, potato flour, tapioca, pea flour, flaxseed, de-boned salmon, de-boned duck, sweet potatoes, natural flavor, monocalcium phosphate, canola oil (preserved with mixed tocopherols), apples, pea fiber, calcium carbonate, coconut oil (preserved with mixed tocopherols), suncured alfalfa, carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, spinach, dried chicory root, salt, choline chloride, taurine, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, glucosamine hydrochloride, DL-methionine, L-lysine, potassium chloride, chondroitin sulfate, L-carnitine, New Zealand green mussels, yucca schidigera extract, dried rosemary, green tea extract, peppermint, parsley, rosehips, zedoary, dandelion, chamomile, ginger, turmeric, fennel, juniper berries, licorice, cardamom, cloves.

GUARANTEED ANALYSIS

Crude Protein (min)	27%	Calcium (min)	1%	L-Carnitine	200 mg/kg
Crude Fat (min)	13%	Phosphorus (min)	0.8%	Taurine (min)	0.15%
Crude Fibre (max)	4%	Glucosamine (min)	800 mg/kg	Omega-6 (min)	2%
Moisture (max)	10%	Chondroitin Sulfate (min)	240 mg/kg	Omega-3 (min)	0.7%

RECIPE FOR SENIORS

Complete food for large breed seniors

INGREDIENTS:

De-boned turkey, potatoes, peas, whole dried egg, potato flour, tapioca, flaxseed, apples, pea fiber, de-boned salmon, de-boned duck, sweet potatoes, natural flavor, calcium carbonate, canola oil (preserved with mixed tocopherols), suncured alfalfa, monocalcium phosphate, coconut oil (preserved with mixed tocopherols), carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, spinach, salt, dried chicory root, choline chloride, taurine, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate (a source of vitamin C), niacin, d-calcium pantothenate, vitamin A supplement, thiamine mononitrate, riboflavin, beta-carotene, vitamin B12 supplement, biotin, pyridoxine hydrochloride, vitamin D3 supplement, folic acid), minerals (ferrous sulfate, zinc proteinate, iron proteinate, selenium yeast, zinc oxide, copper sulfate, manganese proteinate, copper proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, glucosamine hydrochloride, DL-methionine, L-lysine, potassium chloride, chondroitin sulfate, New Zealand green mussels, yucca schidigera extract, L-carnitine, dried rosemary, green tea extract, peppermint, parsley, rosehips, zedoary, dandelion, chamomile, ginger, turmeric, fennel, juniper berries, licorice, cardamom, cloves.

GUARANTEED ANALYSIS

Crude Protein (min)	25%	Calcium (min)	0.9%	L-Carnitine	200 mg/kg
Crude Fat (min)	11%	Phosphorus (min)	0.4%	Taurine (min)	0.15%
Crude Fibre (max)	5.5%	Glucosamine (min)	1000 mg/kg	Omega-6 (min)	1.8%
Moisture (max)	10%	Chondroitin Sulfate (min)	280 mg/kg	Omega-3 (min)	0.7%



NOW FRESH

RECIPES FOR LARGE BREED DOGS

Delicious Recipes for Larger-Than-Life Dogs.



RECIPE FOR PUPPIES

- + Large kibble to help slow chewing
- + Controlled levels of calcium & phosphorus for bone development
- + DHA & EPA to support healthy brain development



RECIPE FOR ADULTS

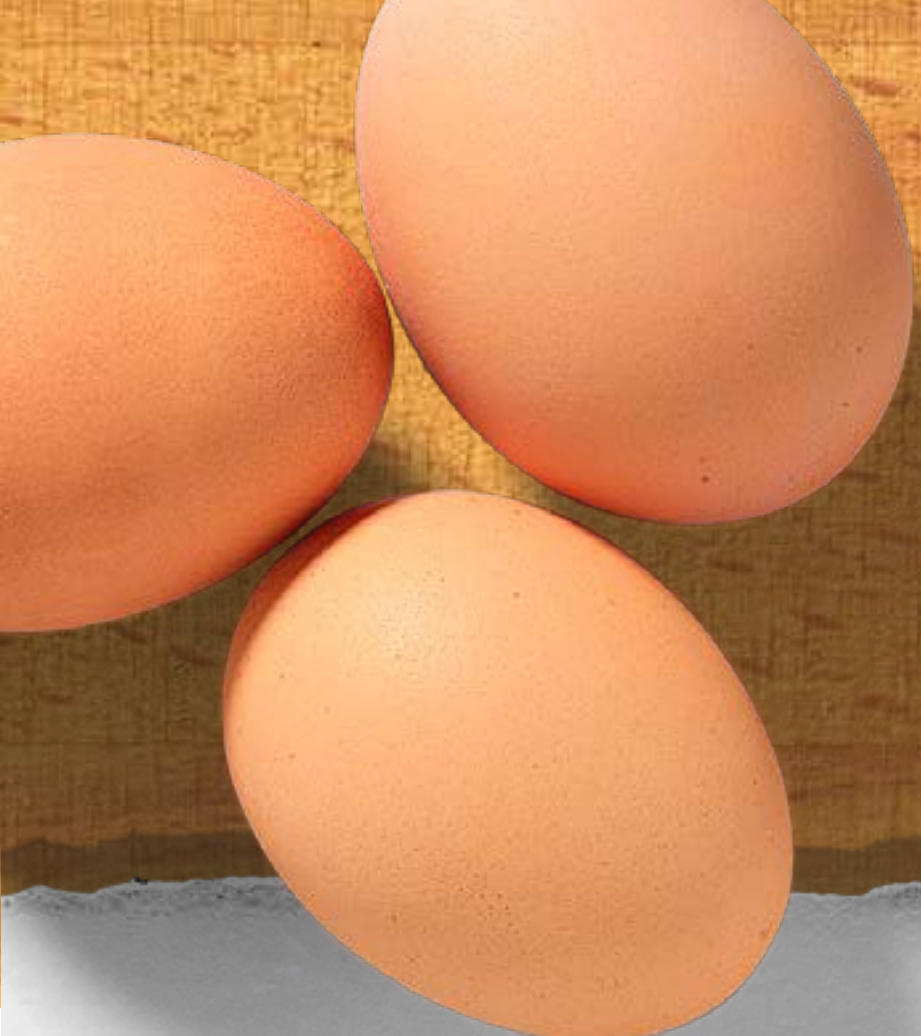
- + Large ridged kibble to help slow chewing
- + Balanced protein & fat to help manage a healthy weight
- + Balanced calcium & phosphorus to support bone and joint health



RECIPE FOR SENIORS

- + Added New Zealand Green mussels for hip & joint support
- + Large ridged kibble to help slow chewing
- + Controlled mineral levels to help support kidney health





RECIPES FOR CATS

Perfectly Balanced and Whisker-Licking Recipes for Cats

RECIPE FOR KITTENS

Complete food for kittens

INGREDIENTS:

De-boned turkey, whole dried egg, peas, potatoes, potato flour, pea flour, natural flavor, canola oil (preserved with mixed tocopherols), flaxseed, coconut oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, calcium carbonate, monocalcium phosphate, phosphoric acid, suncured alfalfa, pea fiber, tomato, apples, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, salt, choline chloride, DL-methionine, taurine, dried chicory root, potassium chloride, vitamins (vitamin E supplement, niacin, L-ascorbyl-2-polyphosphate (a source of vitamin C), thiamine mononitrate, biotin, vitamin A supplement, d-calcium pantothenate, beta-carotene, riboflavin, pyridoxine hydrochloride, vitamin B12 supplement, vitamin D3 supplement, folic acid), minerals (zinc proteinate, ferrous sulfate, zinc oxide, iron proteinate, copper sulfate, sodium selenite, copper proteinate, manganese proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, yucca schidigera extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	33%	Ash (max)	7%	Taurine (min)	0.25%
Crude Fat (min)	20%	EPA + DHA (min)	0.05%	Omega-6 (min)	3.2%
Crude Fibre (max)	2.5%	Magnesium (min)	0.09%	Omega-3 (min)	1%
Moisture (max)	10%	L-Carnitine (min)	100 mg/kg		



RECIPE FOR SENIORS

Complete food for senior cats

INGREDIENTS:

De-boned turkey, potatoes, peas, pea fiber, potato flour, whole dried egg, natural flavor, flaxseed, canola oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, suncured alfalfa, coconut oil (preserved with mixed tocopherols), calcium carbonate, tomato, apples, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, DL-methionine, taurine, choline chloride, salt, dried chicory root, phosphoric acid, vitamins (vitamin E supplement, niacin, L-ascorbyl-2-polyphosphate (a source of vitamin C), thiamine mononitrate, biotin, vitamin A supplement, d-calcium pantothenate, beta-carotene, riboflavin, pyridoxine hydrochloride, vitamin B12 supplement, vitamin D3 supplement, folic acid), minerals (zinc proteinate, ferrous sulfate, zinc oxide, iron proteinate, copper sulfate, sodium selenite, copper proteinate, manganese proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, potassium chloride, yucca schidigera extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	30%	Ash (max)	6.5%	Taurine (min)	0.28%
Crude Fat (min)	14%	Phosphorus (min)	0.5%	Omega-6 (min)	2.4%
Crude Fibre (max)	5.5%	Magnesium (min)	0.09%	Omega-3 (min)	0.9%
Moisture (max)	10%	L-Carnitine	200 mg/kg		

RECIPE FOR ADULTS

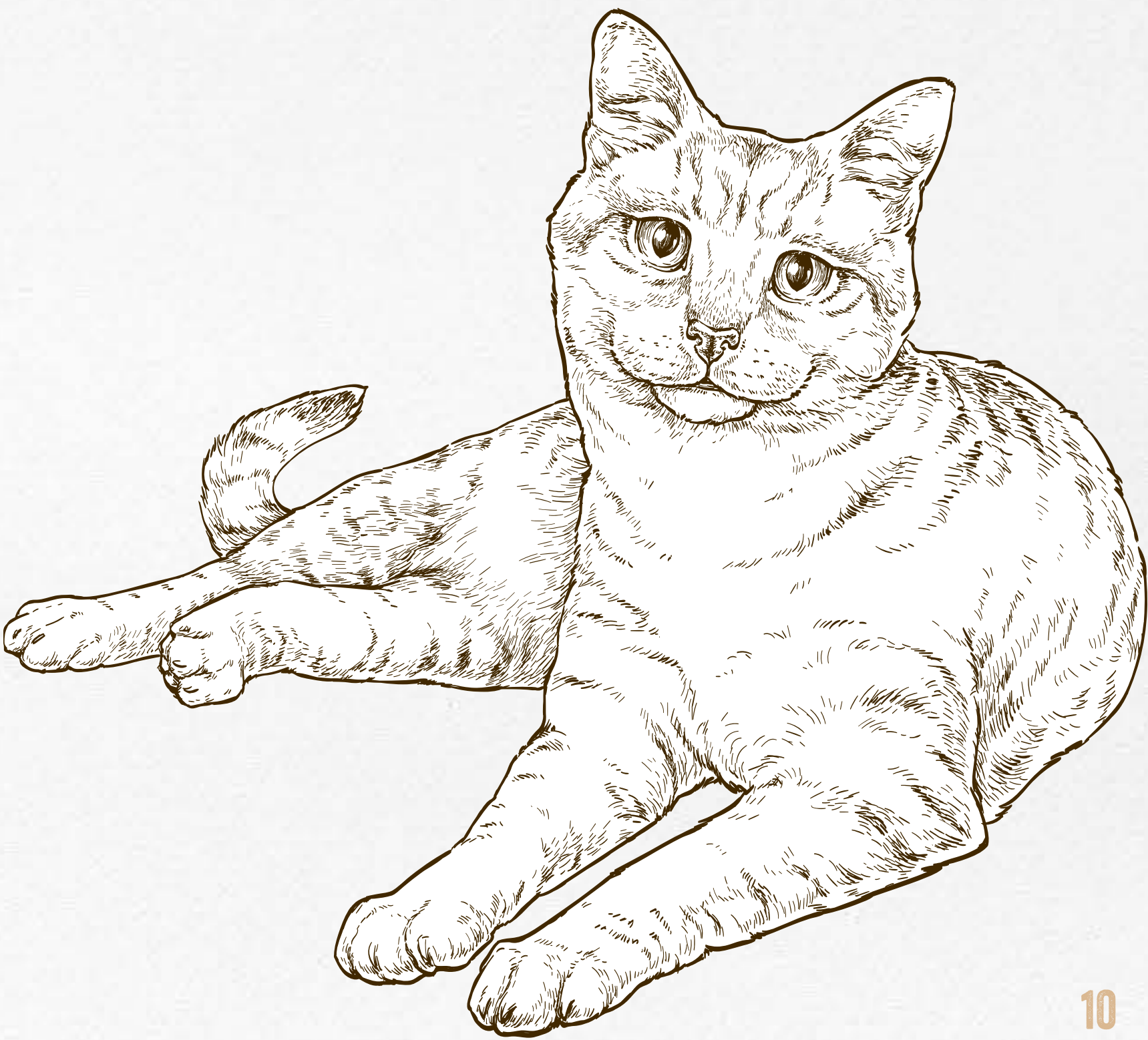
Complete food for adult cats

INGREDIENTS:

De-boned turkey, peas, potatoes, whole dried egg, pea flour, potato flour, natural flavor, canola oil (preserved with mixed tocopherols), coconut oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, flaxseed, pea fiber, suncured alfalfa, calcium carbonate, tomato, apples, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, salt, DL-methionine, phosphoric acid, dried chicory root, taurine, choline chloride, vitamins (vitamin E supplement, niacin, L-ascorbyl-2-polyphosphate (a source of vitamin C), thiamine mononitrate, biotin, vitamin A supplement, d-calcium pantothenate, beta-carotene, riboflavin, pyridoxine hydrochloride, vitamin B12 supplement, vitamin D3 supplement, folic acid), minerals (zinc proteinate, ferrous sulfate, zinc oxide, iron proteinate, copper sulfate, sodium selenite, copper proteinate, manganese proteinate, manganous oxide, calcium iodate), dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-lysine, potassium chloride, yucca schidigera extract, L-carnitine, dried rosemary.

GUARANTEED ANALYSIS

Crude Protein (min)	31%	Ash (max)	6.5%	Taurine (min)	0.24%
Crude Fat (min)	17%	Phosphorus (min)	0.6%	Omega-6 (min)	2.6%
Crude Fibre (max)	3.5%	Magnesium (min)	0.09%	Omega-3 (min)	0.5%
Moisture (max)	10%	L-Carnitine (min)	100 mg/kg		



RECIPES FOR CATS

Perfectly Balanced and Whisker-Licking Recipes for Cats



RECIPE FOR KITTENS

- + Small kibble for tiny teeth
- + DHA & EPA to support healthy brain development
- + Added taurine to support vision & heart health



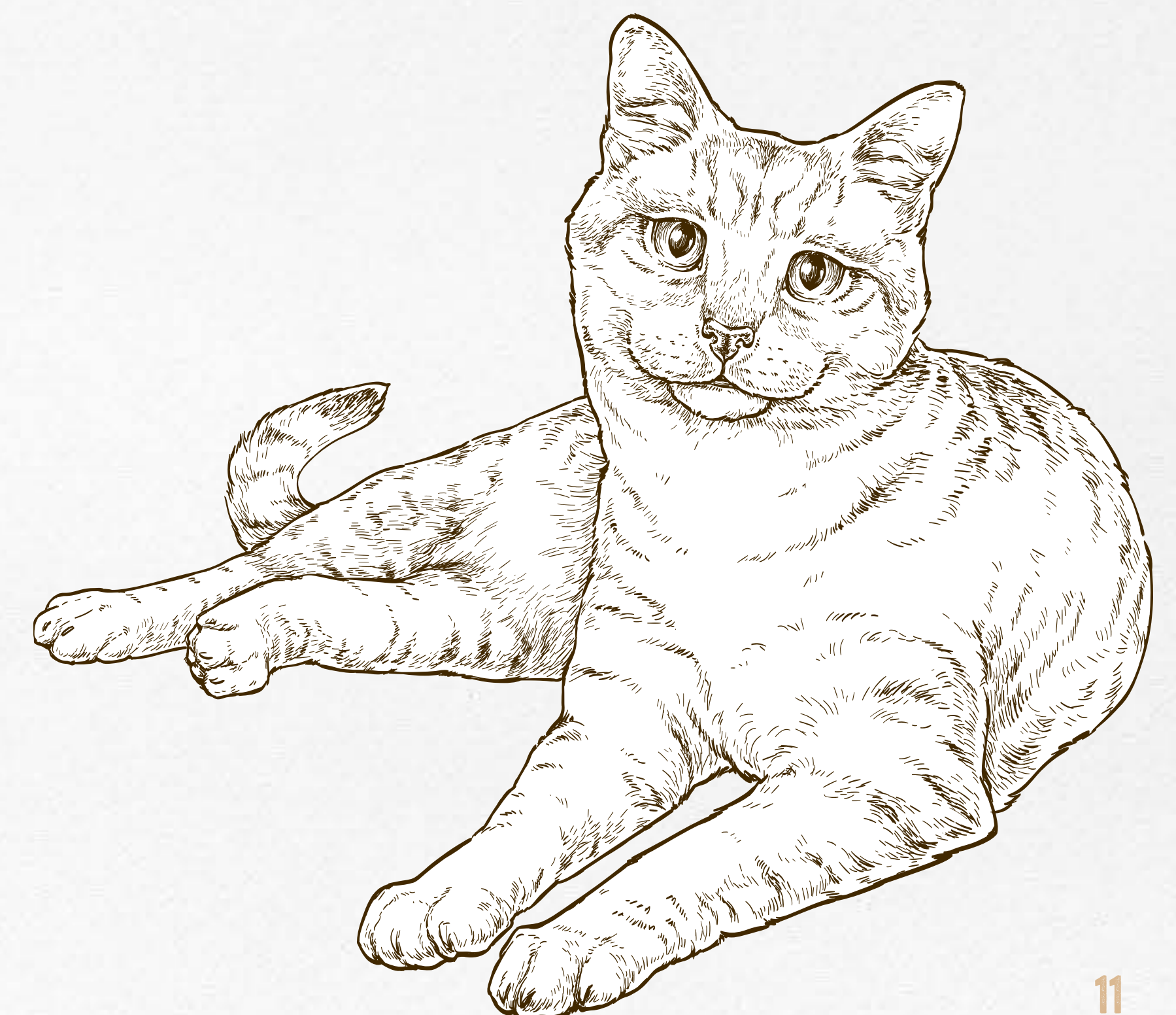
RECIPE FOR SENIORS

- + Controlled minerals to support urinary tract health
- + L-carnitine to support heart health & fat burning
- + Added taurine to support vision & heart health



RECIPE FOR ADULTS

- + Controlled minerals to support urinary tract health
- + L-carnitine to support heart health & fat burning
- + Omega-3s & 6s and coconut oil for skin & coat health





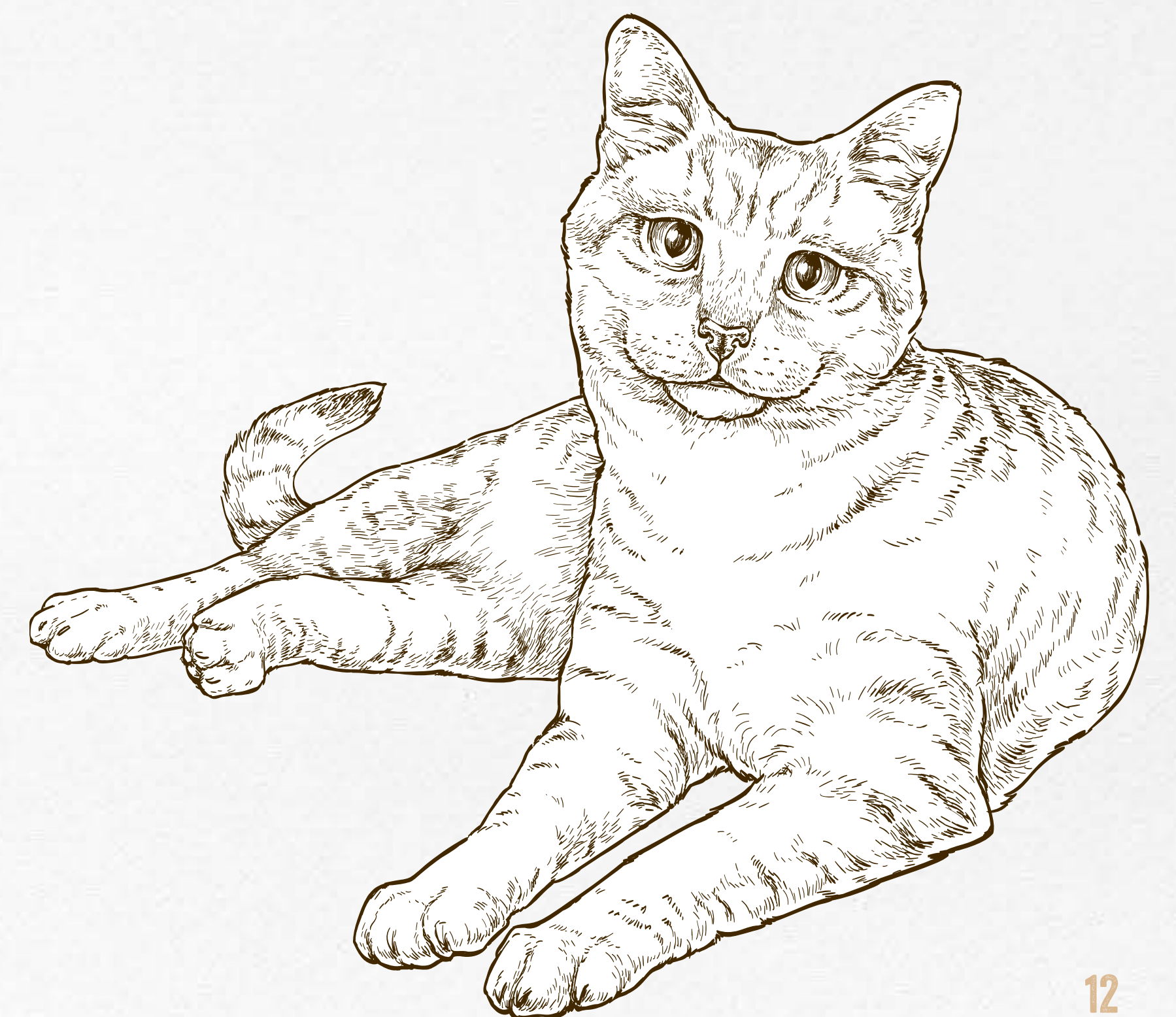
TESTIMONIALS

RECIPE FOR ADULT DOGS

I have struggled to find a dry food that is healthy and my dogs will eat. They are picky and can have sensitive stomachs. THEY LOVE NOW FRESH and eat every bite! Their coats look great and they seem satisfied for a longer period of time! I am so glad we found this food that the dogs love and I can feel good about. - *Tialyates*

RECIPE FOR SENIOR CATS

I adopted my cat at 9 years of age and she had a patchy coat with broken ends and was overweight. I purchased the NOW FRESH brand honestly not expecting a great deal of change despite what I read but was very pleasantly surprised! Within 2 months she lost a noticeable amount of weight and her fur was soft and shiny unlike anything I saw when I initially adopted her. She's also got more energy than before and she absolutely loves this food to. I will buy this food for the rest of my baby's life! - *Bob*



FREQUENTLY ASKED QUESTIONS



WHY DOES NOW FRESH EXIST?

The idea was simple. Pets deserve food that is made with the same love, care, and thoughtfulness as we put into preparing meals for the human members of our families. NOW FRESH gives pet parents the ultimate peace of mind knowing they're feeding their cherished companions perfectly balanced recipes made with fresh meats and nutrient-rich superfoods, tailored to their specific size and age.

HOW IS NOW FRESH TAILORED TO LIFE STAGE & BREED SIZE?

When it comes to your pet's food, one size doesn't fit all. Our nutritionists tailor our perfectly balanced recipes to breed sizes & ages, to help your pet thrive at every stage of life. Our recipes are made with functional ingredients such as Parsley & Peppermint for small breeds, New Zealand green mussels for chondroitin to support healthy hips & joints for large breeds, and DHA & EPA to support brain & heart development in puppies & kittens.

WHAT ARE SUPERFOODS?

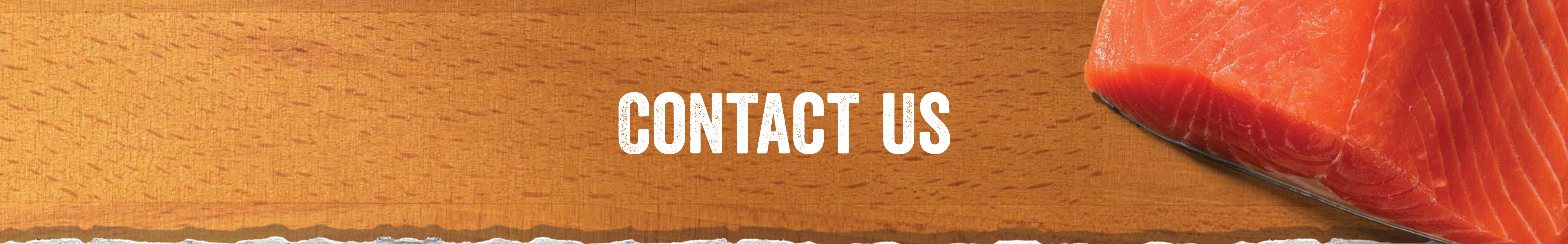
Superfoods are nutritionally dense ingredients, full of antioxidants, healthy fats and/or fibre that support the well-being of pets. Each NOW FRESH recipe is bursting with over 20 nutrient-rich superfoods, such as antioxidant-rich fruits and veggies to support immune function, pumpkin to support digestion, and whole eggs, a complete protein with all the essential amino acids.

HOW IS NOW FRESH COMMITTED TO SUSTAINABILITY?

While pets are our number one priority, we also care deeply about our communities and reducing our footprint on the planet. We have developed a four-point plan modeled on the United Nations' Sustainable Development Goals for 2030, to guide our purposeful steps towards creating a positive impact on pets, the environment, and the communities where we live and work.

Find out more on: <https://nowfresh.com/en-us/our-story>

CONTACT US



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