

HYPOALLERGENIC

NATURAL Greatness

Ultra Premium Quality Cat & Dog Food



Recipes Inspired by Nature...

NATURAL Greatness

Dogs

Our goal is to create a food that is as healthy as possible. Because a healthy dog is a happy dog.

A deep knowledge of the common problems that dogs can suffer from, for example, (itchy skin, dull coat certain food intolerances that can cause illnesses of the stomach, extreme hyperactivity and misbehavior) has influenced our selection of each ingredient in the Natural Greatness recipes. All these conditions (and many more) can be avoided with a good diet or natural healthy food. Therefore, all the ingredients in the Natural Greatness range have been carefully chosen for the utmost benefit of health – from delicious salmon rich in EPA and DHA (omega- 3 oils) – to lamb meat, a tender, tasty easily digested meat especially for dogs that suffer from poor digestion.

This care and dedication can be found in each of the **Natural Greatness recipes**.

*All the **Natural Greatness** recipes contain quality natural ingredients that offer high nutritional value, flavour and result in a top standard of dog.*

In our recipes we use best quality dehydrated meat for proteins, but we also include fresh meat to make it more palatable and digestible, and increase the flavour that dogs love. In addition, all our recipes are free of genetically modified products.

According to scientific studies, the dog is a domesticated wolf.



All dogs and wolfs have the same DNA and evolutionary origin. Therefore, like their wild cousins, our dogs are carnivores - equipped with sharp teeth and a body evolved to metabolize protein and animal fats. That is, our dogs need to eat meat to stay fit.

Natural Greatness recipes have 42-56% meat inclusions, in order to mimic the high levels of meat and proteins that dogs would find in wild state.



All the ingredients that we use in our products are suitable for human consumption. **Chicken, lamb, turkey, salmon, duck and rabbit** are the primary source of protein combined with the following natural ingredients to create a well proportioned balance of nutrition:

Eggs: a rich protein source and very digestible

Potatoes: a good source of carbohydrates, and also fibre of which aids and improves digestion and the alimentary canal. In addition, cooking also causes the potatoes to form a crunchy texture which benefits the teeth and gums of the dog.

Rosmary: a natural preservative that helps retain a tasty and fresh flavour. The valuable anti-oxidant properties of rosemary (carnosol, carnosic acid, rosmarinic acid) help to naturally preserve and conserve the food for longer. Rosmarinic acid is especially recognized in the treatment of digestive disorders arising from intolerance to certain foods.

Chicory: contains soluble fibre to help maintain a healthy digestive tract.

Prebiotics: these maintain the balance of the intestinal flora, stimulate the immune system and reinforce the body's natural defences

Yucca: a plant that is easily digested to provide group B vitamins, potassium, magnesium, calcium, iron and vitamin C.

Rice: a naturally rich source of carbohydrates, also provides phosphorus, calcium and iron.

Citrus Extract: Rich bioflavonoids and natural anti-oxidants

Pumpkin: Low-calorie and rich in vitamin A, vitamin C, beta-carotene, fiber, potassium, zinc, calcium and magnesium. The fiber contained in the pumpkin absorbs water and helps relieve stomach upset. It also contains antioxidants.

Carrots: Carrots are rich in Beta carotene and loaded with vitamin A, vitamin C and vitamin K, while it is also high in potassium and fiber. Good for the skin and eyes.

Cranberries Cranberries are the most common berry used to fight urinary tract infections in humans and the same applies to canine friends. Cranberries help to prevent and control urinary tract infections by reducing the pH of dog urine.

Apple: Great source of vitamin A and C and contain powerful antioxidants. The most important thing is that apples contain pectin, a fiber that creates short-chain fatty acid. This can help get rid of toxins in the intestinal tract, strengthen intestinal muscles and avoid dangerous bacteria.

Spinach: adds fiber, antioxidants and iron to the diet. Spinach also contains high levels of vitamin K which helps maintain good bone health and bone growth.

WILD RECIPE

Ultra Premium - All Age - All Breed

2 kg / 12 kg

WILD RECIPE - Excellent **hypoallergenic** recipe formulated without cereals or grains to satisfy the nutritional needs for **all breeds in all the stages of the life**, with a very high percentage of meat ingredients that the dogs would find hunting in the wild state.

The used meat is human grade A, guaranteeing high levels of quality proteins that help to develop and to maintain the energy and the muscular mass.

Recipe formulated **WITHOUT CEREALS** and **WITHOUT LACTOSE**.
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Metabolizable Energy:
4.050 Kcal/Kg

Composition:

Dry duck meat, Dry turkey meat, Dry chicken meat, Potato, Poultry oil, Fresh rabbit meat, Potato Protein, Yeast, Beet pulp, Hydrolysed chicken liver, Fish oil, Linseed, Substances Minerals, Fish oil, Chicory (FOS), Mannan-oligo-saccharides (MOS), Yucca, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein	33,0%
Crude Oils and Fats.	19,0%
Crude Fibres	2,5%
Crude Ash	7,0%
Calcium	1,3%
Phosphorus	1,0%
Omega 3 fatty acids	0,9%
Omega 6 fatty acids	2,7%
EPA + DHA	0,5%
Glucosamine	650mg/kg
Chondroitin	150mg/kg



Without cereals
or grains



Promotes
digestive tract



Strengthens and
takes care joints



TOTAL MEAT INGREDIENTS:

56%

SALMON RECIPE

Ultra Premium - Adult - All Breed

2 kg / 12 kg

SENSITIVE

SALMON RECIPE - Hypoallergenic recipe with only one source of protein Salmon human grade and potato, ideally developed for **adult dogs with sensitive digestion** or for dogs that require a diet free of cereal. In formulating this recipe all the ingredients have been selected for their low level of allergenicity and high level of quality making it the ideal food for dogs sensitive to chicken or other meats.

Recipe formulated **WITHOUT CEREALS and WITHOUT LACTOSE. NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Metabolizable Energy:
3.880 Kcal/Kg

Composition:

Dry Salmon, Potato, Fresh Salmon, Potato protein, Chicken oil, Yeast, Beet pulp, Hydrolysed salmon, Salmon oil, Faxeed, Substances minerals, Glucosamine, Chicory, Mannan-oligo-saccharides, Extract citrus, Chondroitin, Yucca.

Nutritional Analysis:

Crude Protein	28,0%
Crude Oils and Fats	16,0%
Crude Fibres	2,5%
Crude Ash	7,5%
Calcium	1,1%
Phosphorus	0,8%
Omega 3 fatty acids	0,9%
Omega 6 fatty acids	2,7%
Glucosamine	650 mg / kg
Chondroitin	150 mg / kg



Without cereals
or grains



Improves immune
system



Promotes
digestive tract



TOTAL MEAT INGREDIENTS:

43%



RABBIT RECIPE

Ultra Premium - Adult - All Breed

2 kg / 12 kg

LIGHT & FIT

RABBIT RECIPE - This unique **low-fat, low calorie** "Rabbit Recipe" can help keep your dog healthy and fit. This great tasting recipe, made with human grade rabbit meat, reduces fat and calories without reducing the nutrients necessary to maintain optimum health. A blend of natural fibers from vegetables and fruits helps your dog feel full and satisfied while reducing caloric intake. Fortified with glucosamine y chondroitin, this recipe helps maintain healthy joint cartilage. L-Carnitine **helps burn fat and maintain lean muscle mass**. Its composition is also excellent for senior dogs.

Recipe formulated **WITHOUT CEREALS and WITHOUT LACTOSE. NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Metabolizable Energy:
3.150 Kcal/Kg

Composition:

Dehydrated rabbit meat, Peas, Potatoes, Fresh rabbit meat, Beet pulp, Rabbit hydrolysate, Pea protein, Yeast, Linseed, Potato protein, Chicken oil, Fish oil, Mixed Fruit (apples and blueberries), Mixed vegetables (tomatoes and spinach), Carrots, Pumpkin, Algae, Inulin (FOS), Mannan-oligosaccharide (MOS), Mineral substances, Yucca, Glucosamine, Chondroitin, Rosemary, Parsley.

Nutritional Analysis:

Crude Protein	27,0%
Crude oils and fats	9,0%
Crude Fibres	4,0%
Crude Ash	7,0%
Calcium	1,2%
Phosphorus	0,9%
Omega 3 fatty acids	0,5%
Omega 6 fatty acids	1,2%
Glucosamine	900mg/kg
Chondroitin	200mg/kg



Without cereals or grains



Burns fat and maintain lean muscle mass



Promotes digestive tract



Strengthens and takes care joints



TOTAL MEAT INGREDIENTS:

41%

LAMB RECIPE

Ultra Premium - All Age - All Breed

2 kg / 12 kg

SENSITIVE

LAMB RECIPE - Hypoallergenic and human grade lamb (mono protein) formulated without grains or grains with high digestibility and ideally developed **for all ages with sensitive digestion**, or for dogs that require grain free food recipe.

All the ingredients have been selected for their low allergenicity and high standard quality making it ideal for dogs with sensitive to chicken or other meats.

Recipe formulated **WITHOUT CEREALS** and **WITHOUT LACTOSE**. **NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.**

Metabolizable Energy:
3.850 Kcal/Kg

Composition:

Dry meat lamb, Fresh meat lamb, Chicken oil, Peas, Potato, Lamb liver hydrolyzate, Carrot, Pumpkin, Potato protein, yeast, beet pulp, Salmon Oil, Flaxseed, Mixed fruits (apple and blueberries) Mixed vegetables (tomato and spinach), Algae, Mannan-oligosaccharides, inulin, yucca, rosemary, parsley, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein	29,0%
Crude oils and fats	17,0%
Crude Fibres	2,5%
Crude Ash	6,5%
Calcium	1,5%
Phosphorus	1,0%
Omega 3 fatty acids	0,5%
Omega 6 fatty acids	2,9%
EPA + DHA	0,3%
Glucosamine	650 mg / kg
Chondroitin	150 mg / kg



Without cereals
or grains



Improves immune
system



Promotes
digestive tract

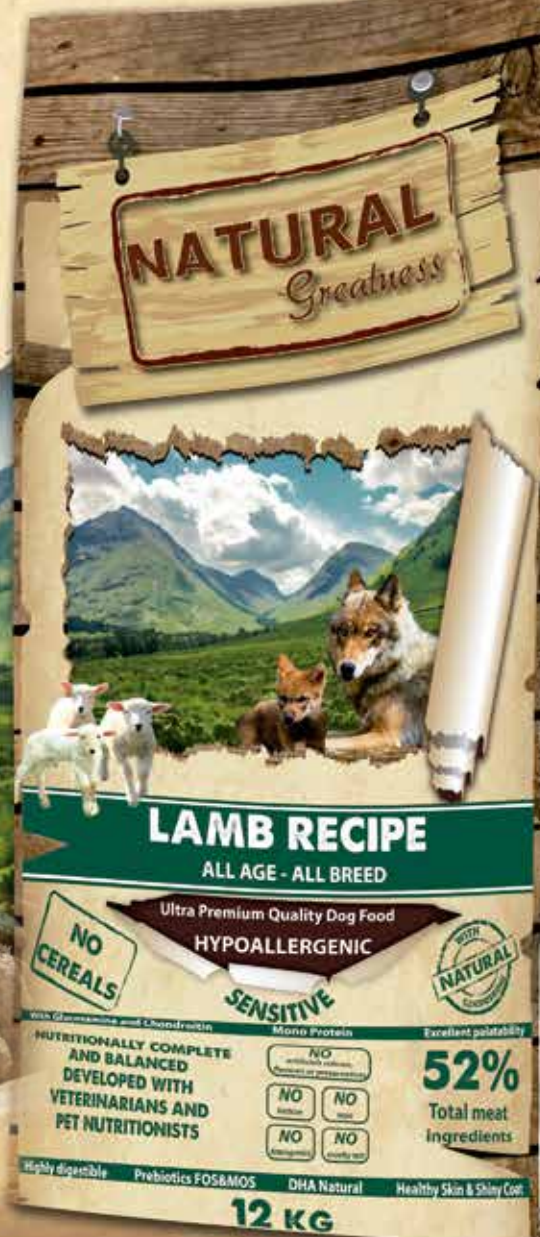


Strengthens and
takes care joints



TOTAL MEAT INGREDIENTS:

52%



CHICKEN RECIPE

Ultra Premium - Starter - Puppy - Junior

2 kg / 6 kg

CHICKEN RECIPE - Hypoallergenic recipe designed for **puppies** from weaning to the age of 12-18 months and also excellent for **pregnant or nursing dogs and miniature adults**.

The chicken used is human grade and is a source of high quality protein that promotes the development of strong muscles and provides energy for the proper growth of the puppy.

Composition:

Dehydrated chicken meat, Peas, Potatoes, Fresh chicken meat, Chicken oil, Dehydrated salmon, Chicken Liver hydrolysate, Beet Pulp, Yeast, Linseed, Salmon oil, Dehydrated whole egg, Chicory (FOS), Mannan-oligosaccharide (MOS), Mineral substances, Glucosamine, Yucca, Chondroitin.

Recipe formulated WITHOUT CEREALS and WITHOUT LACTOSE. NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Nutritional Analysis:

Crude Protein	32,0%
Crude oils and fats	20,0%
Crude Fibres	2,5%
Crude Ash	8,0%
Calcium	1,8%
Phosphorus	1,1%
Omega 3 fatty acids	0,5%
Omega 6 fatty acids	3,9%
EPA + DHA	0,2%
Glucosamine	650 mg /kg
Chondroitin	150 mg /kg

Metabolizable Energy:
4.100 Kcal/Kg



Without cereals
or grains



Significant for
brain and vision
development



Promotes
digestive tract



Improves immune
system



TOTAL MEAT INGREDIENTS:

52%

TURKEY RECIPE

Ultra Premium - Adult - All Breed

2 kg / 12 kg

TURKEY RECIPE - Excellent hypoallergenic recipe formulated without cereals or grains to satisfy the nutritional needs for adult dogs.

The turkey used is human grade to ensure high levels of quality protein to help build and maintain muscle mass and energy.

Recipe formulated **WITHOUT CEREALS** and **WITHOUT LACTOSE**.
NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Metabolizable Energy:
3.900 Kcal/Kg

Composition:

Dehydrated turkey meat, Dehydrated duck and chicken meat, Potato, Peas, Fresh turkey meat, Chicken oil, Beet pulp, Turkey liver hydrolysate, Pea protein, Potato protein, Yeast, Dehydrated salmon, Linseed, Salmon oil, Dehydrated whole egg, Chicory (FOS), Mannan-oligosaccharide (MOS), Mineral substances, Yucca, Glucosamine, Chondroitin.

Nutritional Analysis:

Crude Protein	28,0%
Crude oils and fats	16,0%
Crude Fibres	2,5%
Crude Ash	8,0%
Calcium	1,5%
Phosphorus	1,0%
Omega 3 fatty acids	0,5%
Omega 6 fatty acids	3,0%



Without cereals
or grains



Turkey as the main
source of protein



Promotes
digestive tract

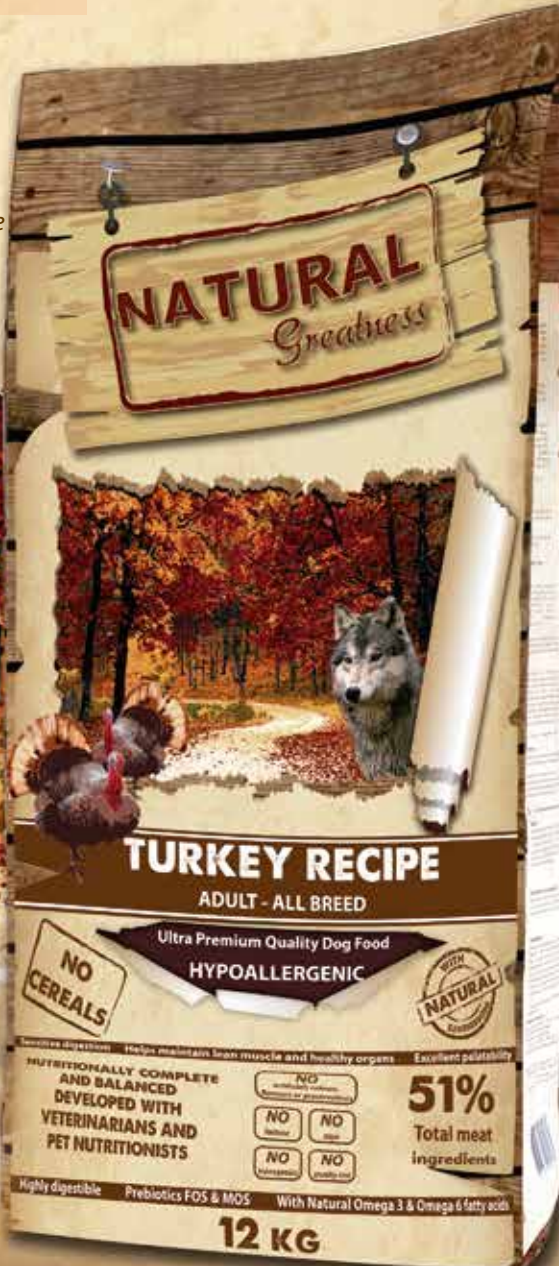


Improves immune
system



TOTAL MEAT INGREDIENTS:

51%



SENSITIVE

SALMON RECIPE - MINI

Ultra Premium - Adult - Mini 2 kg / 6 kg

SALMON RECIPE - Hypoallergenic human grade salmon and potato recipe formulated without cereals or grains, with **right-size kibble specifically designed to meet the needs of the small-breed dog**. A complete food ideally suited to adult dogs with a sensitive digestion or for dogs that simply require high quality food.

Composition:

Dehydrated salmon, Potatoes, Fresh salmon, Potato protein, Chicken oil, Yeast, Beet pulp, Salmon hydrolysate, Salmon oil, Linseed, Mineral Substances, Glucosamine, Chicory, Mannan-oligosaccharide, Citrus extract, Chondroitin, Yucca.

Recipe formulated WITHOUT CEREALS and WITHOUT LACTOSE. NO COLOURS OR ARTIFICIAL FLAVOURS AND NO ARTIFICIAL PRESERVATIVES.

Nutritional Analysis:

Crude Protein	28,5%
Crude oils and fats	16,5%
Crude Fibres	2,5%
Crude Ash	7,5%
Calcium	1,1%
Phosphorus	0,8%
Omega 3 fatty acids	0,9%
Omega 6 fatty acids	2,7%
Glucosamine	650 mg /kg
Chondroitin	150 mg / kg

Metabolizable Energy:
3.880 Kcal/Kg



Without cereals
or grains



Improves immune
system



Promotes
digestive tract



TOTAL MEAT INGREDIENTS:

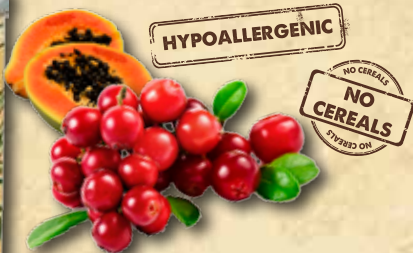
43%

Compleat Dog Food

No preservatives, artificial colors or flavors.

Lamb with Papaya, Cranberry and Rosemary

Our recipe **Lamb with papaya, Cranberries and Rosemary** contains only one source of protein: the delicious lamb.



Composition:

Lamb (min. 65%: comprising lean meat, heart, liver and lungs), Meat broth, Papaya, Cranberries, Minerals, Rosemary, Salmón Oil.

Nutritional Analysis:

Crude Protein	10,6%
Crude Fibres	0,5%
Crude oils & fats	6,9%
Crude Ash	2,5%
Moisture	75,0%

Cranberries: Cranberries are the most common berry used to fight urinary tract infections in humans and the same applies to canine friends. Cranberries helps to prevent and control urinary tract infections by reducing the pH of dog urine.

Papaya: Rich in fiber which helps to treat digestive problems such as bloating and flatulence. In addition to fiber, papaya also contains Vitamin K, Vitamin E, Vitamin A, Vitamin C, folic acid and potassium.

Rosemary: This herb is high in iron, calcium and vitamin B6. Rosemary has also been shown to act as an antioxidant.

Our delicious recipe „Salmon and Turkey with Pumpkin, Sweet Potato and Curcumin“ provides two sources of high quality protein and essential fatty acids.

Salmon and Turkey with Pumpkin, Sweet Potato and Curcumin

Composition:

Salmon and Turkey (65% min. Consisting of lean meat, heart, liver and lungs), Meat broth, Pumpkin, Sweet potato, Minerals, Curcumin, Salmon Oil.

Nutritional Analysis:

Crude Protein	10,8%
Crude Fibres	0,5%
Crude oils & fats	6,6%
Crude Ash	2,5%
Moisture	75,0%



Pumpkin: Low-calorie food rich in vitamin A, vitamin C, beta-carotene, fiber, potassium, zinc, calcium and magnesium. It also contains antioxidants.

Sweet potato Heart healthy and easy on the digestive tract, sweet potato contains more nutrients than potatoes. They are beneficial for weight control and help reduce blood pressure. High in fiber, vitamin A, vitamin C, vitamin E and vitamin B.

Curcumin: It can inhibit the compounds involved in joint comfort. Helps prevent frequent / inconsistent stools and flatulence associated with very sensitive intestines. In addition to help with pain and inflammation, curcumin has many other health benefits.

Rabbit and Duck with Apple, Peach and Chamomile

Our recipe for „Rabbit and duck with apple, peach and Chamomile“ contains a mix of meats highly healthy as they are the rabbit and duck meat



Composition:

Rabbit (35% min. Consisting of lean meat, heart, liver and lungs), Duck (31% min. Consisting of lean meat, heart, liver and lungs), meat broth, apple, peach, Minerals, Manzanilla, Salmon Oil

Nutritional Analysis:

Crude Protein	10,7%
Crude Fibres	0,5%
Crude oils & fats	6,6%
Crude Ash	2,5%
Moisture	75,0%

Apples: Apples are a great source of vitamin A and C and contain powerful antioxidants.

Peaches: Peaches are full of health benefits, both for our dogs and us. Like most fruits, peaches are also a good source of vitamins A and C. The vitamins and nutrients that are good peaches in the renewal of skin cells and tissue repair.

Chamomile: Among the attributes of the herb are anti-spasmodic, carminative (gas relieving), anti-inflammatory, sedative, antimicrobial, digestive, vulnerary and anthelmintic activities.

Our recipe for „Venison with Carrot, Pear and Dandelion“ is perfect for dogs that have allergies to other proteins, since it contains two protein sources that are not commonly used in pet foods.

Venison with Carrots, Pear and Dandelion

Composition:

Deer, Reindeer and Wild Rabbit (min. 65%: comprising lean meat, heart, liver and lungs), Meat Broth, Carrots, Pear, Minerals, Dandelion, Salmon Oil.

Nutritional Analysis:

Crude Protein	10,7%
Crude Fibres	0,5%
Crude oils & fats	6,8%
Crude Ash	2,5%
Moisture	75,0%



Carrots: Carrots are rich in Beta carotene and loaded with vitamin A, vitamin C and vitamin K, while it is also high in potassium and fiber. Good for the skin and eyes.

Pears: Pears are naturally rich in vitamins C and K, as well as nutrients such as copper, all of which act as antioxidants to protect cells from your dog damage from free radicals. Pears are an excellent source of dietary fiber, and fiber is good for the heart.

Dandelion: Medicinal herb prized for its beneficial effects on the liver, kidney and urine pH value.

CLASSIC RANGE

156 g

Complementary Dog Food
No preservatives, artificial colors or flavors

Chicken Breast

Composition:

Chicken Breast 75%, Chicken Broth 24%, Rice 1%.

Nutritional Analysis:

Crude Protein	13,0%
Crude Fibres	1,0%
Crude oils and fats	0,3%
Crude Ash	2,0%
Moisture	82,0%

100%
NATURAL

75%
MEAT

100%
NATURAL

Chicken Breast with Vegetables

Composition:

Chicken Breast 45%, Chicken Broth 26%, Pumpkin 8%, Carrots 8%, Peas 8%, Rice 5%.

Nutritional Analysis:

Crude Protein	13,9%
Crude Fibres	1,0%
Crude oils and fats	0,3%
Crude Ash	2,0%
Moisture	80,0%



Chicken Breast with Beef Liver & Vegetables

Composition:

Chicken Breast 28%, Chicken Broth 24%, Beef Liver 15%, Pumpkin 8%, Carrot 8%, Pea 8%, Rice 5%.

Nutritional Analysis:

Crude Protein	13,0%
Crude Fibres	1,0%
Crude oils and fats	0,3%
Crude Ash	2,0%
Moisture	82,0%

100%
NATURAL



Ocean Fish with Kelp

Composition:

Mackerel 40%, Tuna Fillet 30%, Fish Broth 20%, Kelp seaweed 5%, Rice 5%.

Nutritional Analysis:

Crude Protein	12,0%
Crude Fibres	1,0%
Crude oils and fats	1,0%
Crude Ash	3,0%
Moisture	83,0%



Filete de Atún y Sardinas

Composition:

Tuna Fillet 50%, Sardine 20%, Fish Broth 20%, Pumpkin 5%, Rice 5%.

Nutritional Analysis:

Proteína bruta	12,0%
Fibras	1,0%
Grasa	1,0%
Ceniza	3,0%
Humedad	83,0%

100%
NATURAL



Changing to NATURAL Greatness

When we change the diet of our pet, the effects occur from the inside, so while the digestive changes occur relatively quickly, skin and coat may take much longer to respond. The full effects may take up to 12 weeks. In dogs, there may be changes in the coat before it gets better, especially when you move from an inadequate diet to a high-grade food. This is known as "detoxification period" and common symptoms include increased molting, increased dandruff and skin crusted. Detoxification usually begins in one or two weeks since the change of diet, and lasts for one or two weeks.

The digestive system of a dog or cat needs time to adjust completely to a new food. For this reason, is always recommended the introduction of a new food for several days to make the change as smooth as possible. The easiest way is to mix 70% of the old brand with 30% of the recommended amount of Natural Greatness during one or two days, followed by 1-2 days to 50/50 and a couple of days supply 30% of the old brand with 70% of Natural Greatness.

A slow change is especially important for dogs with sensitive stomachs that may need a longer transition period to Natural Greatness.

During 1 or 2 days



3rd and 4th day



6th and 7th day



Forever



Switching between different recipes Natural Greatness can be done directly, since both the quality of the ingredients, such as nutritional analysis are within the same range of values.

Why Natural Greatness?

Food plays a transcendental role in the life of your pet. Through diet, the dog or cat must to get everything your body needs: from the energy needed to develop daily activities to the incredible variety of nutrients that help form all tissues and maintain all cellular processes underway. All this must be provided by the diet. Too much or too little of any nutrient can quickly cause disorders and, if we introduce in the diet any inappropriate nutrient, probably entailing health problems. Therefore, from weaning to seniors, diet is the key factor determining the quality of life of your pet.

All NATURAL Greatness recipes are made with natural ingredients of the highest quality and digestibility, therefore any Natural Greatness recipe helps your pet to get a healthy skin, shiny hair and increased vitality.

NATURAL Greatness offers a natural standpoint to animal nutrition with high quality ingredients to feed all kinds of cats and dogs. We love cats and dogs and we have developed a natural and healthy food to maintain the overall health of them and the total well-being, supporting all body functions.

We select the best digestible proteins from nature, fruits and vegetables, along with a precise blend of vitamins and minerals to support the immune system. Each ingredient has a purpose and is carefully balanced to provide nutrition to every part of the pet's system naturally.

Our products are made from a natural cooking process. American technology used is highly advanced with direct injection of fresh meat. The quality of the natural ingredients used and new advanced process technology, gives our products a high level of palatability and digestibility. Our recipes are developed with the collaboration of a prestigious North American University.

Natural Cat & Dog Food



High
Palatability

NO
CEREALS

HYPOALLERGENIC

NATURAL
Greatness

Ultra Premium Quality Cat & Dog Food

WITH
NATURAL
INGREDIENTS

Hypoallergenic
Recipes

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