



Tel: 0800 8488049 Fax: 01529 461256

info@naturaldogfoodcompany.com www.naturaldogfoodcompany.com

What's in it for... the owner?

<p>Economical</p>	<p>We have always been committed to keeping our prices as low as possible but the bag price is only half of the story. Since we only use the highest quality ingredients with no fillers or bulking agents, Natural Dog Food actually contains far more high quality nutrition per gram than many competitor brands making our feeding amounts amongst the lowest around. The price per day of feeding Natural Dog Food therefore works out exceedingly economical.</p>
<p>Less waste</p>	<p>With no fillers or bulking agents at all, Natural Dog Food is highly nutritious and easy to digest meaning you need to feed much less and as a result there is less waste to pick up afterwards.</p>
<p>UK produced</p>	<p>All of our ingredients are sourced as locally as possible. This means that every ingredient apart from the brown rice and a couple of herbs come from the UK: Scottish salmon, Welsh lamb, English chicken, herbs and vegetables grown in Cambridgeshire and grains grown just outside of our factory. All manufacturing and packing also takes place right here in the UK.</p> 
<p>Ethical</p>	<p>Our strict ethical code has dictated the way in which The Natural Dog Food Company has developed right from the start: All of our meat comes from non-intensive, UK farms; our packaging is fully biodegradable; we source our ingredients locally wherever possible to reduce our carbon footprint; we are firmly against animal testing; we are an independent, family run company with no affiliation to any corporation; we supply only independent traders.</p>
<p>Free advice line 0800 8488049</p>	<p>Any questions or doubts you or your customers might have can be put directly to our nutritionists on our free-phone advice line.</p>



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The Natural Dog Food Company

...where good health comes naturally

Diet and Disease

It has long been established that diet and health go hand-in-hand. In general, if an animal receives the right amount of everything it needs from its diet, it will thrive. On the other hand, if there is too much or too little of something in the diet, or if low-grade, unsuitable foods are regularly eaten, health problems inevitably begin to occur.

From minor upsets like skin irritations and digestive illness to full-blown acute sickness, most health problems can be traced back to diet. Even apparently harmless issues like excessive moulting, bad breath and hyperactivity are often early indicators of a dietary problem and may, in time, develop into something more serious. The good news is that almost all health problems can be helped, if not eliminated altogether, through simply changing your dog's diet!

Natural Dog Food

Here at The Natural Dog Food Company we believe that for a happy, healthy dog, nature knows best.

- 🐾 No artificial ingredients
- 🐾 Free from wheat, dairy and soya
- 🐾 No by-products, derivatives or fillers
- 🐾 100% human grade ingredients
- 🐾 Hypoallergenic

Every ingredient used in Natural Dog Food is of the highest available quality and has been carefully selected to reflect the natural diet of the dog.

Furthermore, by combining a high proportion of fresh, human grade meat with our unique range of

nutritional herbs, vegetables and whole grains we have been able to create the first complete dog food to contain every nutrient a dog needs without any artificial vitamin supplementation whatsoever.



When health matters, think naturally

Feeding naturally allows the body to do what it is designed to do: stay healthy. Some of the best indicators are listed below:

Energy: A healthy dog should be alert and have plenty of enthusiasm for exercise without being hyperactive.

Skin: The skin should be pliable and unblemished with no greasiness or dandruff.

Coat: Look for a sleek and shiny coat with no grease and no unpleasant odour. Moulting should only occur briefly once or twice a year.

Digestion: Stools should be firm – not loose nor hard. Excessive wind and bad breath are two easy to spot signs of indigestion caused by a poor diet.

Immune system: Feeding naturally promotes a robust immune system which is essential for keeping illness at bay. Virtually all chronic health problems can be at least partially attributed to inappropriate diet.

For more information call free on **0800 8488049**



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What's in it for... the dog?

100% Natural	By combining a high proportion of fresh meat with a broad range of vegetables, nutritious whole grains and herbs, Natural Dog Food is the first truly balanced complete dog food. This means that everything a dog needs can be found in the raw ingredients so unlike all earlier dog foods, we don't need to add any artificial vitamins or minerals making NDF the first completely natural dog food on the market.
Meat rich	Dogs are primarily carnivorous and benefit from a meat rich diet. With an average of 41% meat in the adult varieties and up to 55% meat in the puppy foods, Natural Dog Food is formulated to accurately recreate the natural diet of the dog – the kind of diet a dog is evolved to eat.
Low protein	Excessive protein can be responsible for a wide range of health concerns and behavioural problems in dogs. This is especially true if the protein comes from an inappropriate, non-meat source. Natural Dog Food is low in protein (just 20% in the adult foods) and almost all of the protein present is derived from the high meat content.
Hypoallergenic	Free from wheat, soya, dairy products, maize, beef, pork and all forms of chemical additives, the entire Natural dog Food Company range is 100% hypoallergenic. All of our products include only a single protein source making them ideal for dogs that are prone to food allergies or intolerances.
Highly palatable	Thanks to the top quality fresh ingredients and especially the high fresh meat content, most dogs find Natural Dog Food irresistible. For this reason we don't need to add any salt, fats, sugars or flavour enhancers to get dogs to eat.
Easily digestible	Natural Dog Food incorporates only the highest quality, natural ingredients with no fillers, by-products, derivatives, or bulking agents whatsoever. This makes the food very easy to digest and suitable for even the most sensitive of dogs.



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Nutritional information



Adult Lamb

Complete food for adult dogs of all breeds and ages.

Ingredients: Dried British Lamb (min 23%), Fresh British Lamb (min 21%), Whole Brown Rice (min 19%), Whole Oats, Mixed Vegetables and Herbs (Min 8%), Whole Barley, Sugar Beet, Whole Linseed, Brewer's Yeast, Seaweed.

Protein 20%
Oil 8.5%
Fibre 3%
Ash 7%

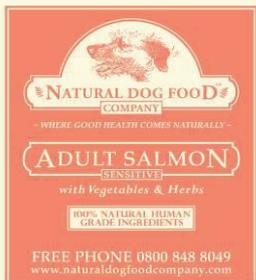


Adult Chicken

Complete food for adult dogs of all breeds and ages.

Ingredients: Dried British Chicken (min 22%), Fresh British Chicken (min 21%), Whole Brown Rice (min 21%), Whole Oats, Mixed Vegetables & Herbs (Min 8%), Whole Barley, Refined Chicken Oil, Sugar Beet, Whole Linseed, Brewer's Yeast.

Protein 20%
Oil 8.5%
Fibre 3%
Ash 5%



Adult Salmon

Complete food for adult dogs of all breeds and ages.

Ingredients: Fresh Scottish Salmon (min 24%), Whole Brown rice (min 24%), Whole Oats, Dried Scottish Salmon (min 13%), Mixed Vegetables & Herbs (min 9%), Whole Barley, Whole Linseed, Refined Chicken Oil, Brewer's Yeast, Sugar Beet, Seaweed.

Protein 20%
Oil 8.5%
Fibre 3%
Ash 5%

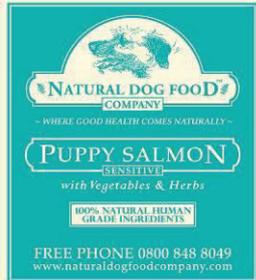


Puppy Chicken

Complete food for puppies of all breeds from weaning until 12 months of age and small breed adults.

Ingredients: Dried British Chicken (min 29%), Fresh British Chicken (min 26%), Whole Brown Rice (min 20%), Mixed Vegetables & Herbs (min 9%), Whole Barley, Whole Linseed, Refined Chicken Oil, Brewer's Yeast.

Protein 25%
Oil 11.0%
Fibre 3%
Ash 6%



Puppy Salmon

Complete food for puppies of all breeds from weaning until 12 months of age and small breed adults.

Ingredients: Fresh Scottish Salmon (min 24%), Dried Scottish Salmon (min 22%), Whole Brown Rice (min 21%), Whole Oats, Mixed Vegetables & Herbs (min 9%), Sugar Beet, Refined Chicken Oil, Whole Linseed, Brewer's Yeast, Seaweed.

Protein 25%
Oil 11.5%
Fibre 2.5%
Ash 8%



Senior / Light

Complete food for senior dogs and/or dogs prone to weight gain of all breeds.

Ingredients: Whole Brown Rice (min 38%), Dried British Turkey (min 26%), Whole Oats, Whole Barley, Mixed Vegetables & Herbs (min 5%), Sugar Beet, Refined Poultry Oil, Whole Linseed, Brewer's Yeast.

Protein 21%
Oil 7.5%
Fibre 3.5%
Ash 6%