



# Product Information Guide



ULTRA FOOD FOR  
**ULTRA PETS**

[ultra-pet.co.za](http://ultra-pet.co.za)

# WORLD CLASS VETERINARY NUTRITION

ULTRA PET is a high quality, tried and trusted, locally produced veterinary diet that is made for the ULTRA PETS of South Africa and is produced by RCL FOODS®, the biggest pet food manufacturer in the country.



V 22070 | V18006 | V 20964 | V 15673



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## ULTRA VALUES

We believe that every dog is extraordinary. It's the little things and the big things... the wagging tail, their soft snores, their playful bark or that slobbery kiss Hello.

**We call this their 'ULTRA-NESS'**

We want you to keep them at their 'ultra-best' and that's why we have used the expertise of our in-house animal nutritionist and veterinarian to scientifically formulate ULTRA PET food using only high-quality ingredients to create a recipe that your dog will love.



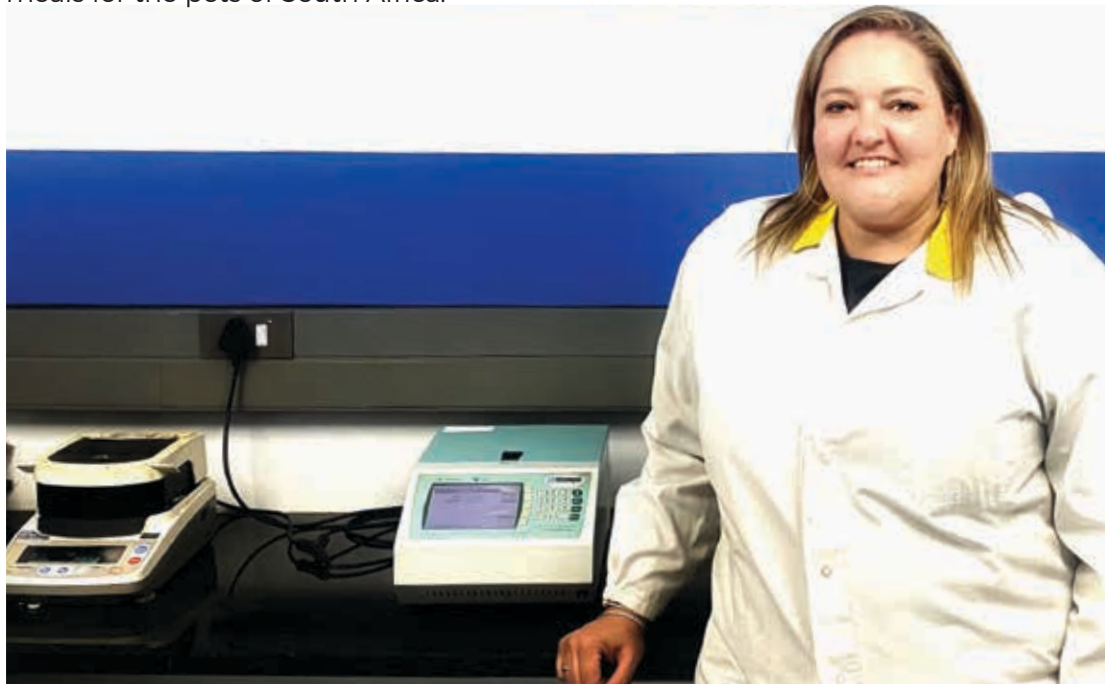


# ULTRA NUTRITION EXPERTS

## Our Animal Nutritionist

Christina de Beer is a qualified animal nutritionist who graduated from the University of Pretoria in 2004. She has more than 18 years' experience in the production and formulation of pet food. She is registered as a professional natural scientist, was a member of the committee which wrote the SANS909 pet food standards and is a director on the board for the South African pet food industry.

She joined RCL FOODS in April 2013 and manages our pet food factory as well as ensuring only the best recipes are produced for your pets. Christina's passions include her 2 legged and 4 legged 'kids', playing sport and developing healthy and nutritious meals for the pets of South Africa.



## Our Veterinarian

Dr. Carra Walters BSc (Hons) BVM&S MRCVS

Dr Carra qualified in 2007 as a Veterinary Surgeon at Edinburgh University and holds a further BSc degree in Biological and Medicinal Chemistry obtained at Exeter University in 2001 in the UK. Following 3 years of private practice in London, she returned to South Africa to pursue her passion for animal well-being and commitment to critical care.

In her 16 years' experience, mainly working as an emergency vet, Dr Carra reaffirmed her dedication to improving the way in which veterinary care is delivered when needed the most as well as developing a passion for clinical nutrition.



# THE ULTRA GUARANTEE



We know that you want only the best for your ULTRA PET. We do too, and that's why we're so confident in the quality of our products.

However, if you and your furry friend aren't completely satisfied with your ULTRA PET purchase, we will happily give you your money back. All you have to do is return your

purchase to the store and present your receipt as proof of purchase.

If you are not assisted in-store to your satisfaction, contact us on **0860 103 764** or message us at: **[ultra-pet.co.za/contact](https://ultra-pet.co.za/contact)**

**In order to qualify for this guarantee please ensure that your ULTRA PET product complies with the following criteria:**

- The product must be returned within 30 days of the item purchased.
- Ideally, the product should be in its original packaging. This is important as we need the batch details from the bag for quality control and testing.
- If the product has been decanted and the packaging misplaced, then the original proof of purchase will need to be provided.
- Our ULTRA PET food should not be mixed with any other dog food products as this will affect the test results. Sadly, if this occurs, then we will not be able to accept the return and the guarantee will not apply.
- The guarantee only applies to ULTRA PET products purchased from a Veterinary or specialized Pet Outlet.



# WHY CHOOSE ULTRA PET?



ULTRA PET products are tried and tested and have been exclusively sold in the South African veterinary market for over 25 years.



We offer a wide range of dry dog products that cater for most of the nutritional requirements your pets need.



We offer a 100% money back guarantee on all our products.



We offer you FREE Pet Accident benefits simply by buying any of the ULTRA PET range of products. For more details on how this works, please visit [ultra-pet.co.za/ultraplus/](https://ultra-pet.co.za/ultraplus/)



We have over 40 years of in-house scientific and expert advice behind the production of our food.



**FSSC 22000**

Ultra Pet products are manufactured in our brand new, FSSC22000 certified, manufacturing facility based on Gauteng. Our factory follows strict manufacturing and hygiene protocols that ensures that your dog is fed food of the highest quality.

## Transitioning to ULTRA PET

Making the switch to ULTRA PET is easy. We have developed a method to help your dog make the transition across to our food. **Always ensure that your pets have plenty of fresh water available to drink!**



### DAY 1 & 2

70% Current Food  
30% ULTRA PET



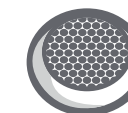
### DAY 3 & 4

50% Current Food  
50% ULTRA PET



### DAY 5 & 6

30% Current Food  
70% ULTRA PET



### DAY 7

Good choice!  
100% ULTRA PET

# OUR ULTRA NUTRITION APPROACH

## Protein

Protein is a macro-nutrient that is essential for building muscle mass. There are three macro-nutrients, namely, protein, fats and carbohydrates. The body requires large amounts of macro-nutrients to sustain life, hence the term 'macro'.

Protein can also be classified as nitrogenous organic compounds, which have large molecules composed of one or more long chains of amino acids. These are an essential part of the bodies of all living organisms, especially as structural components of body tissues such as muscle and hair, as well as enzymes and antibodies.

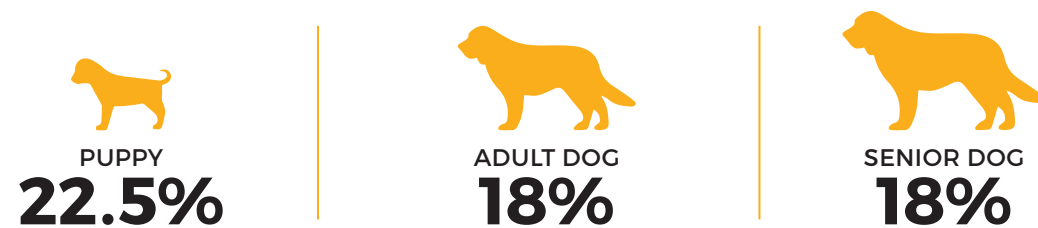
Sources of protein typically used in pet food are beef, chicken, lamb, turkey, ostrich, soya, gluten, fish and eggs.

The nutritional value of protein is measured by the quantity of essential amino acids and at ULTRA PET, we base this solely on the Department of Agriculture, Forestry and Fisheries regulations.

All our recipes meet and exceed the 18% minimum protein requirements for adult dogs and 22.5% for puppies as per DALRRD regulations. We strive to source only the highest quality protein which includes a combination of animal and plant-based proteins.

These and all our other excellent ingredients, are thoroughly tested upon arrival at our on-site laboratory.

THE MINIMUM AMOUNT OF PROTEIN REQUIRED BY A PET TO SUSTAIN THEIR NORMAL BODILY FUNCTIONS IS AS FOLLOWS:\*



\*Based on nutritional requirements set out in the Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act, 1947 (Act no. 36 of 1947).

## Amino Acids

Amino acids are organic compounds made of carbon, hydrogen, nitrogen, oxygen or sulphur.

Amino acids are the building blocks of protein, and proteins are the building blocks of muscle mass.

The amino acids that should be considered when formulating pet food include (but are not limited to):

- Arginine
- Histidine
- Isoleucine
- Leucine
- Lysine
- Methionine
- Cystine
- Phenylalanine
- Tyrosine
- Threonine
- Tryptophan
- Valine

## Fresh Meat

Some products in our range have been developed with Fresh Meat sourced from a fully regulated supplier. Our Fresh Meat is an excellent source of amino acids that not only enhances the palatability of our food but also aids in promoting a healthy digestive system.

## Prebiotics

Mannan oligosaccharides (MOS) is a prebiotic which is a functional ingredient used in ULTRA PET products that encourages the growth of beneficial microorganisms in the digestive tract. Bacteria (both the 'good' and the 'bad' types) in the intestinal tract has hair-like appendages which looks for areas in the intestinal wall to attach to with the aim of reproducing.

MOS mimics the properties of the gut wall which allows them to bind to the harmful bacteria, enabling the good bacterial to rather bind to the gut wall and grow. This has a positive influence on the gut microbiome in your dog.

That's why we believe in this Ultra-ingredient so strongly and include it in most of our recipes.





# BASIC NUTRITION

## Fibre

ULTRA PET uses only the best quality ingredients which contain the correct quantities of dietary fibre, and the correct ratios between soluble and insoluble fibre, to keep your pets digestive system healthy.

Dietary fibre is a type of carbohydrate that cannot be digested by the body's enzymes in the small intestine. Dietary fibre passes through to the large intestine, where it is fermented.

Fibre is grouped according to its physical properties and is called soluble, insoluble or resistant starch. It can contain substances such as cellulose, lignin and pectin, which have a high resistance to the action of digestive enzymes.

Soluble fibre dissolves in water and is readily fermented in the colon, making the stool soft and easier to pass, which may help to treat constipation. Soluble fibre (fermentable fibre) can be

found in sources such as:

- Grains
- Apples
- Beans
- Carrots
- Potatoes

Insoluble fibre bulks the stool, helping waste move through the digestive tract, which can help to prevent constipation. Insoluble fibre is found in:

- Certain cereals
- Brown rice
- Vegetables
- Potato skins
- Nuts and seeds

## Ash

**Ash** is defined as the part of a food that doesn't burn. If food is incinerated all of the macro-nutrients will burn, but the minerals will stay behind creating ash.

Minerals do not burn, so this gives an indication of the minerals added to the food. If the value is too low, it indicates that insufficient minerals were added and if it's too high, it indicates that too much bone meal was added to the product.

## Digestibility

The **digestibility** of a food indicates the amount of nutrition that was absorbed by the animal's body, which is then available for growth and maintenance. The more nutrients absorbed by the body, the less will be excreted.

Digestibility tests were conducted on all ULTRA PET products and an average digestibility score greater than 80% was achieved and we achieved a fat digestibility score of greater than 90%.

The requirement of the Department of Agriculture, Forestry and Fisheries is to have a

minimum digestibility of 65% - meaning that the ULTRA PET range is well above the regulated standard.

Our entire range has been developed with fresh meat, which not only enhances palatability, but also aids in promoting a healthy digestive system.

To add to all of this, our latest innovation is the inclusion of prebiotics, which improve the health of a dog's digestive and intestinal systems.

## Fats

Fat is an essential part of the body that is important in providing energy to the body. A critical role of fat is allowing the absorption of fat-soluble vitamins.

Vitamins such as vitamin A cannot be absorbed by the body if there are not sufficient amounts of fat available.

Fat consists of glycerol molecules attached to fatty acids, which can be divided into three major types: saturated, unsaturated and trans-fats.

Saturated fats are found in animal products such as meat and dairy products, while unsaturated fats are mostly of vegetable origin.

Trans-fats can be found in pastries, margarine or products made from partially hydrogenated vegetable oil.


Fat also plays an important role in the taste of food. Even the most nutritious food can't help the body if the food is not consumed by the pet.

Therefore, taste is vital to ensure the pet consumes the food, allowing the nutrients to be made available to the body.


Fat also provides omega fatty acids, which are needed to maintain cell structures and help in the formation of body tissue.

This plays an important role in ensuring that your pet's skin and coat stay healthy.


FAT SOURCES COMMONLY USED IN PET FOOD INCLUDE:



ANIMAL FAT



FISH OIL



VEGETABLE OIL

**Essential fatty acids need to be supplemented by the diet, since the body cannot produce sufficient amounts.**

Two of these are linoleic acid, which is important for both dogs and cats, and arachidonic acids, which are important for cats. Linoleic acid is needed for normal growth and development.

The body uses linoleic acid to make eicosanoids, which regulate inflammation. It's also a component of cell membranes and it plays a role in cardiac health. Arachidonic acids are important for skin growth, blood clotting, and the reproductive and gastrointestinal systems.

At ULTRA PET, we pride ourselves in developing recipes that taste good to our pets. One of the main components of where that awesome Ultra-taste comes from, is in the fat that is used as a coating on the kibbles. The type of fat that we use on the ULTRA PET kibbles is flavoursome, nutritious, and stable at high temperatures which results in a more palatable food.

Food safety is a high priority for us, and that's why thorough tests are performed on every batch before use.



# OUR PRODUCTS



## PREMIUM RECIPE RANGE

V 20964 | V 29518 | V 15633 | V 29519 (Act 36 of 1947)



## SPECIAL DIET RANGE

V 15632 | V 15673 | V 15672 (Act 36 of 1947)



## SUPERWOOF RANGE

V 29138 | V 29517 | V 17907 | V 18006 | V 15634 (Act 36 of 1947)



## OPTIWOOF RANGE

V 22455 | V 22070 (Act 36 of 1947)





# The Special Diet Range

Some dogs need more than a standard adult dog food, because they may be overweight, suffer from food allergies or have issues with their joints and mobility.

We've developed our **Special Diet** range in conjunction with our in-house experts to ensure that these dogs get the best nutrition for their health and overall well-being.

- ✓ **Uniquely formulated diets to assist most common ailments**
- ✓ **Our weight control recipe helps overweight dogs**
- ✓ **Our hypo-allergenic recipe is ideal for dogs with food allergies**
- ✓ **Our joint recipe may aid in maintaining healthy joints**

## SPECIAL DIET HYPO-ALLERGENIC

### Benefits

	GRAIN- AND GLUTEN-FREE
	MUSCULAR SUPPORT
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

### Contains

**20% PROTEIN** | **10% FAT** | **4,5% FIBRE**

### Ingredients

Dried Potato, Duck meat and bone meal, cellulose fibre, fats and oils, Minerals (Calcium, Phosphorus, Potassium, sodium, chloride, Magnesium, Zinc, Copper, Manganese, Iodine, Selenium), Vitamins (Vitamin A, Vitamin D, Vitamin E, Niacin, Pantothenic acid, Vitamin B6, Vitamin B1, Vitamin B2, Folic acid, Vitamin B12, Choline), Approved Antioxidants.

Ultra Pet does not use any artificial colourants or flavourings in our food, so the colour of our kibble may vary.

Sometimes a standard adult formula isn't enough for dogs with food allergies. **ULTRA PET Special Diet Hypo-Allergenic** has been scientifically developed in conjunction with our in-house experts to contain duck meal and potato as novel sources of protein and carbohydrates.

These allow dogs' digestive and immune systems to have a break from their battle against common food allergens.

**Available in 3kg and 12kg packs.**





# SPECIAL DIET

## WEIGHT CONTROL

### Benefits

	WEIGHT MANAGEMENT
	BALANCED NUTRIENTS
	MUSCULAR SUPPORT
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

### Contains

20%	5-8%	18%
PROTEIN	FAT	FIBRE

### Ingredients

Cereals\*, derivatives of vegetables origin and vegetable protein extract, natural fibre source, meat and animal derivatives, minerals (including calcium, phosphorus, potassium, sodium, chloride, magnesium, zinc, iron, copper, manganese, iodine, selenium), vitamins (including vitamin A, vitamin D, vitamin E, niacin, pantothenic acid, vitamin B6, vitamin B1, vitamin B2, folic acid, vitamin B12, choline), palatability enhancer, oils and fats, mannan-oligosaccharide, glucosamine and chondroitin, green-lipped mussel extract, L-carnitine, approved antioxidants.

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

Sometimes a standard adult formula isn't enough for dogs who are slightly overweight or who struggle to maintain a healthy weight.

**The ULTRA PET Special Diet Weight Control** formula contains a precise nutritional balance of energy and protein.

The added L-carnitine assists in burning fat naturally, instead of storing it in the body. Wholesome fibre aids with keeping dogs' hunger satisfied between meals.

Available in 3kg and 12kg packs.



(\*May contain GMO's)

V 15673 (Act 36 of 1947)

# SPECIAL DIET

## JOINT HEALTH

### Benefits

	JOINT MAINTENANCE
	STRONG MUSCLES
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	PREBIOTICS
	STRONG TEETH AND BONES

### Contains

24%	11%	3%
PROTEIN	FAT	FIBRE

### Ingredients

Cereals\* (min 20% rice), meat and animal derivatives (min 20% chicken), cereal by-products and vegetable protein extract, fats and oils, palatability enhancer, vegetable fibres, minerals and vitamins, fish and fish derivatives, mannan-oligosaccharide, glucosamine and chondroitin, green-lipped mussel extract, approved antioxidants.

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

As they age your dog may need additional nutritional support for their bones and joints.

**The ULTRA PET Special Diet Joint Health** product offers a complete and balanced diet that has been formulated with glucosamine and chondroitin, which may aid in maintaining healthy joints and is enriched with fatty acids to fuel your active dog with added energy.

Available in 3kg and 12kg packs.



(\*May contain GMO's)

V 15632 (Act 36 of 1947)



# The Premium Recipe Range

Your dog deserves the very best nutrition from the best ingredients, including high quality, fresh meat for enhanced taste and a better source of protein. As an added benefit, our Premium Recipe range is completely maize free, with the inclusion of rice and prebiotics helping to maintain a healthy digestive system. All of these great ingredients have resulted in our best ever recipe that your dog will love.

- ✓ High-quality protein blend to assist in maintaining lean muscle mass
- ✓ Nutritionally balanced recipe
- ✓ Made with fresh meat for a great taste your dog will love
- ✓ Omega's 3 & 6 assist in maintaining a healthy skin & coat
- ✓ Completely Maize free





PREMIUM RECIPE  
SMALL MEDIUM PUPPY

Benefits	
	NUTRITIONALLY BALANCED
	JOINT MAINTENANCE
	STRONG MUSCLES
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	PREBIOTICS
	STRONG TEETH AND BONES

Contains		
31% PROTEIN	16% FAT	4% FIBRE

**Ingredients**

Rice (min 14%), poultry meal (min 22% chicken meal, min 4% fresh chicken), gluten, fats & oils, palatability enhancer, wheat bran, carcass meal, fibres, minerals & vitamins (calcium, phosphorus, potassium, sodium chloride, magnesium, zinc, copper, manganese, iodine, selenium, vitamin A, vitamin D, vitamin E, niacin, pantothenic acid, vitamin B6, vitamin B1), fish and fish derivatives, glucosamine & chondroitin & green lipped mussel extract, mannan oligosaccharides and approved antioxidants.

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly

ULTRA PET Premium Recipe dry dog food for small-medium puppies is maize-free and has been scientifically developed in conjunction with our in-house experts.

It contains protein from high-quality poultry meal and fresh meat for enhanced taste. This amino acid forms the building blocks for strong muscles and muscle growth, and is combined with the correct balance of fats and carbohydrates to ensure that puppies reach their full potential and enjoy healthier, active lives.

Available in 3kg and 8kg packs.



ULTRA PET Premium Recipe dry dog food for large puppies is maize-free and has been scientifically developed in conjunction with our in-house experts.

It contains protein from high-quality poultry meal and fresh meat for enhanced taste. This amino acid forms the building blocks for strong muscles and muscle growth, and is combined with the correct balance of fats and carbohydrates to ensure that puppies reach their full potential and enjoy healthier, active lives.

Available in 8kg and 20kg packs.



PREMIUM RECIPE  
LARGE PUPPY

Benefits	
	NUTRITIONALLY BALANCED
	JOINT MAINTENANCE
	STRONG MUSCLES
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	PREBIOTICS
	STRONG TEETH AND BONES

Contains		
30% PROTEIN	15% FAT	4% FIBRE

**Ingredients**

Rice (min 14%), poultry meal (min 22% chicken meal, min 4% fresh chicken), gluten, fats & oils, palatability enhancer, wheat bran, carcass meal, fibres, minerals & vitamins (calcium, phosphorus, potassium, sodium chloride, magnesium, zinc, copper, manganese, iodine, selenium, vitamin A, vitamin D, vitamin E, niacin, pantothenic acid, vitamin B6, vitamin B1), fish and fish derivatives, glucosamine & chondroitin & green lipped mussel extract, mannan oligosaccharides and approved antioxidants.

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly



PREMIUM RECIPE  
SMALL MEDIUM ADULT

Benefits

	NUTRITIONALLY BALANCED
	JOINT MAINTENANCE
	STRONG MUSCLES
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	PREBIOTICS
	STRONG TEETH AND BONES

Contains

28%	15%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Rice (min 14%), chicken (min 22% chicken meal, min 4% fresh chicken), gluten, fats & oils, palatability enhancer, wheat bran, fibres, minerals & vitamins (calcium, phosphorus, potassium, sodium, chloride, magnesium, zinc, copper, manganese, iodine, selenium, vitamin A, vitamin D, vitamin E, niacin, pantothenic acid, vitamin B6, vitamin B1), fish and fish derivatives, glucosamine & chondroitin, green lipped mussel extract, mannan oligosaccharides and approved antioxidants

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly

ULTRA PET Premium Recipe dry dog food for small-medium adult dogs is maize-free and has been scientifically developed in conjunction with our in-house experts.

It contains protein from high-quality poultry meal and fresh meat for enhanced taste. These amino acids form the building blocks for strong muscles, muscle growth and are combined with the correct balance of fats and carbohydrates to ensure that your dog reaches their full potential and enjoys a healthier, active life.

Available in 3kg and 8kg packs.



V 29518 (Act 36 of 1947)

ULTRA PET Premium Recipe dry dog food for large adult dogs is maize-free and has been scientifically developed in conjunction with our in-house experts.

It contains protein from high-quality poultry meal and fresh meat for enhanced taste. These amino acids form the building blocks for strong muscles, muscle growth and are combined with the correct balance of fats and carbohydrates to ensure that your dog reaches their full potential and enjoys a healthier, active life.

Available in 8kg and 20kg packs.



V 20964 (Act 36 of 1947)

PREMIUM RECIPE  
LARGE ADULT

Benefits

	NUTRITIONALLY BALANCED
	JOINT MAINTENANCE
	STRONG MUSCLES
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	PREBIOTICS
	STRONG TEETH AND BONES

Contains

28%	15%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Rice (min 14%), chicken (min 22% chicken meal, min 4% fresh chicken), gluten, fats & oils, palatability enhancer, wheat bran, fibres, minerals & vitamins (calcium, phosphorus, potassium, sodium, chloride, magnesium, zinc, copper, manganese, iodine, selenium, vitamin A, vitamin D, vitamin E, niacin, pantothenic acid, vitamin B6, vitamin B1), fish and fish derivatives, glucosamine & chondroitin, green lipped mussel extract, mannan oligosaccharides and approved antioxidants

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly



# The Superwoof Range

Your dog's overall well-being begins with **ULTRA PET Superwoof**, a food that contains an ideal blend of high-quality ingredients including fresh meat for enhanced palatability and a better source of protein

- ✓ Nutritionally balanced recipe
- ✓ Made with fresh meat for a great taste your dog will love
- ✓ Omega's 3 & 6 assist in maintaining a healthy skin & coat
- ✓ Digestible formulation promotes a strong immune system





# SUPERWOOF

## SMALL-MEDIUM PUPPY

Benefits

	STRONG MUSCLES
	JOINT MAINTENANCE
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

Contains

30%	16%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals (Min 4% Rice), Meat and Animal Derivatives (Min 22% Chicken Meal, Min 4% Fresh Chicken), Vegetable Protein Extract and Derivatives of Vegetable Origin, Oils and Fats, Palatability Enhancer, Fish and Fish Derivatives, Fibre Source, Minerals and Vitamins, Colourants, Mannan oligosaccharides, Glucosamine & Chondroitin & Green-lipped Mussel Extract, Approved Antioxidants.

Ultra Pet does not use any artificial colourants or flavourings in our food, so the colour of our kibble may vary.

(\*May contain GMO's)

Your puppy needs a nutritionally balanced food that will help them grow into strong, healthy adults. That food is **ULTRA PET Superwoof for small to medium-breed puppies**, which contains fresh meat.

This high-quality food is filled with vitamins and minerals to give your puppy a well-balanced and healthy life. This formula helps to promote healthy digestion and ensures that your puppy has strong teeth and bones whilst the inclusion of fatty acids sustains your pup's high energy levels. This recipe is boosted with Omega-6 fatty acids to nourish the skin and replenish its natural oils which results in a lovely shiny coat and healthy skin.

Available in 3kg and 8kg packs, in a delicious chicken and rice flavour.



V 29517 (Act 36 of 1947)

Your puppy needs a nutritionally balanced food that will help them grow into strong, healthy adults. That food is **ULTRA PET Superwoof Large Puppy**, which contains fresh meat.

This high-quality food is filled with vitamins and minerals to give your puppy a well-balanced and healthy life. This formula helps to promote healthy digestion and ensures that your puppy has strong teeth and bones whilst the inclusion of fatty acids sustains your pup's high energy levels. This recipe is boosted with Omega-6 fatty acids to nourish the skin and replenish its natural oils which results in a lovely shiny coat and healthy skin.

Available in 3kg, 8kg and 20kg packs, in a delicious chicken and rice flavour.



V 17907 (Act 36 of 1947)

# SUPERWOOF

## LARGE PUPPY

Benefits

	STRONG MUSCLES
	JOINT MAINTENANCE
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

Contains

28%	15%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals (Min 4% Rice), Meat and Animal Derivatives (Min 22% Chicken Meal, Min 4% Fresh Chicken), Vegetable Protein Extract and Derivatives of Vegetable Origin, Oils and Fats, Palatability Enhancer, Fish and Fish Derivatives, Fibre Source, Minerals and Vitamins, Colourants, Mannan oligosaccharides, Glucosamine & Chondroitin & Green-lipped Mussel Extract, Approved Antioxidants.

Ultra Pet does not use any artificial colourants or flavourings in our food, so the colour of our kibble may vary.

(\*May contain GMO's)



SUPERWOOF  
SMALL-MEDIUM ADULT

Benefits

	STRONG MUSCLES
	JOINT MAINTENANCE
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

Contains

26%	14%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals\* (min 4% rice), meat and animal derivatives (min 20% beef/chicken/turkey meal, min 6% fresh beef/chicken/turkey), vegetable protein extract, derivatives of vegetable origin, oils and fats, palatability enhancer, minerals and vitamins, mannan oligosaccharide and antioxidants.

(\*May contain GMO's)

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

Available in 3 delicious flavours

- With beef and rice
- With chicken and rice
- With turkey and rice

Your dog's overall health begins with a complete and nutritionally balanced diet that contains fresh meat and is easier to enjoy with smaller kibbles.

**ULTRA PET Superwoof for small to medium adult dogs** is a high-quality food that contains all of the necessary nutrients your dog needs for a healthy and active life. This formula contains vitamin A and vitamin E, which act as antioxidants and helps build a strong immune system.

For maintaining a healthy skin and a shiny coat there are added Omega-6 fatty acids.

Available in 3kg, 8kg, 12kg and 20kg packs



V 29138 (Act 36 of 1947)

Your dog's overall health begins with a complete and nutritionally balanced diet that contains fresh meat and is easier to enjoy with smaller kibbles.

**ULTRA PET Superwoof for large adult dogs** is a high-quality food that contains all of the necessary nutrients your dog needs for a healthy and active life. This formula contains vitamin A and vitamin E, which act as antioxidants and help build a strong immune system.

For maintaining a healthy skin and a shiny coat there are added Omega-6 fatty acids.

Available in 8kg, 20kg and 40kg packs



V 18006 (Act 36 of 1947)

SUPERWOOF  
LARGE ADULT

Benefits

	STRONG MUSCLES
	JOINT MAINTENANCE
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

Contains

24%	13%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals\* (min 4% rice), meat and animal derivatives (min 20% beef/chicken/turkey meal, min 6% fresh beef/chicken/turkey), derivatives of vegetable origin and vegetable protein extract, oils and fats, palatability enhancer, minerals and vitamins, mannan-oligosaccharide, glucosamine and chondroitin, green-lipped mussel extract and antioxidants.

(\*May contain GMO's)

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

Available in 3 delicious flavours

- With beef and rice
- With chicken and rice
- With turkey and rice

# SUPERWOOF

## SENIOR

Benefits

	WEIGHT MANAGEMENT DURING AGING
	MUSCLE TONE AND MAINTENANCE
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	STRONG TEETH AND BONES

Contains

24%	12%	4%
PROTEIN	FAT	FIBRE

Ingredients

Cereals\* (min 4% rice), meat and animal derivatives (min 20% chicken meal, min 6% fresh chicken), vegetable protein extract and derivatives of vegetable origin, oils and fats, palatability enhancer, minerals and vitamins, mannan-oligosaccharide, glucosamine and chondroitin, L-carnitine, green-lipped mussel extract and antioxidants.

(\*May contain CMO's)

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

Your dog's overall health begins with a complete and nutritionally balanced diet that contains fresh meat and is easier to enjoy with smaller kibbles.

**ULTRA PET Superwoof for Large-Breed Senior Dogs** is a high-quality food that contains all of the necessary nutrients your Senior Dog needs for a healthy and active life. This formula contains vitamin A and vitamin E, which act as antioxidants and help build a strong immune system.

For maintaining a healthy skin and shiny coat, there are added Omega-6 fatty acids.

Available in 3kg, 8kg and 20kg packs





# The Optiwoof Range

A dog's good health is reflected in the way they look, feel and behave – it's visible in their strong muscles, energy levels, shiny coats and healthy skins. **ULTRA PET Optiwoof dry dog food** has been scientifically developed to contain the appropriate levels of protein, fat and calories to help dogs maintain their optimal body condition.

Our Optiwoof range is developed with prebiotics, which are a type of plant fibre designed to improve the health of your dog's digestive and intestinal systems.

- ✓ Nutritionally balanced recipe
- ✓ Developed with prebiotics
- ✓ Omega 6 assist in maintaining a healthy skin & coat. Vitamins A and E, that support the immune system.
- ✓ Highly digestible formulation promotes a strong immune system





# OPTIWOOF

PUPPY

Benefits

	OPTIMAL MUSCLE AND ORGAN DEVELOPMENT
	HEALTHY DIGESTIVE SYSTEM
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	FREE FROM ARTIFICIAL FLAVOURS
	PREBIOTICS

Contains

26%	12%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals\* (min 4% rice), vegetable protein extract and derivatives of vegetable origin, meat and animal derivatives (min 4% beef meal), fats and oils, palatability enhancer, minerals and vitamins, fish and fish derivatives, mannan-oligosaccharide, approved antioxidants.

(\*May contain CMO's)

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.

**ULTRA PET Optiwoof Puppy** understands that your puppy's good health is reflected in the way they look, feel and develop – It's in their strong muscles, high energy levels, shiny coat and healthy skin.

It is suitable for all puppy breeds and will deliver the required levels of protein and fat to help your puppy develop into a healthy, active adult dog. What's more, this range is formulated with the inclusion of prebiotics, which improve the health of the dog's digestive and intestinal systems.

Available in 8kg and 20kg packs, in a delicious beef and rice flavour.



V 22455 (Act 36 of 1947)

**ULTRA PET Optiwoof Adult** with Beef and Rice is a complete and balanced dog food that assists with maintaining strong muscles, a healthy digestive system and healthy teeth and bones.

Our Adult dog food has been developed by our resident veterinarian and animal nutritionist to deliver the appropriate levels of protein, fat and calories to help dogs maintain an optimal body condition.

This product is free from artificial colours and flavourants and has been formulated with the inclusion of prebiotics, a plant-based fibre, that helps to improve the health of your dog's intestinal and digestive systems. An added benefit is the inclusion of ingredients that support joint health & mobility in your dog

Available in 3kg, 8kg, 20kg and 40kg packs, in a delicious beef and rice flavour.



V 22070 (Act 36 of 1947)

# OPTIWOOF

ADULT

Benefits

	STRONG MUSCLES
	PROMOTES JOINT HEALTH
	HEALTHY SKIN AND COAT
	HEALTHY IMMUNE SYSTEM
	FREE FROM ARTIFICIAL FLAVOURS
	PREBIOTICS

Contains

23%	11%	4,5%
PROTEIN	FAT	FIBRE

Ingredients

Cereals (rice min 4%)\*,meat and animal derivatives (beef meal min 4%), derivatives of vegetable origin, vegetable protein extract, animal fat, palatability enhancer, minerals (Calcium, Phosphorus, Potassium, Sodium, Chloride, Magnesium, Zinc, Iron, Copper, Manganese, Iodine, Selenium) and Vitamins (Vitamin A, Vitamin D, Vitamin E, Niacin, Pantothenic acid, Vitamin B6, Vitamin B1, Vitamin B2, Folic acid, Vitamin B12, Choline), glucosamine, chondroitin and green lipped mussel extract, mannan-oligosaccharides, Approved Antioxidants

(\*May contain GMO's)

ULTRA PET does not use any colourants or preservatives in our food, hence the colour of our kibble may vary slightly.





# Get **FREE** Pet Accident Benefits\* with **ULTRA PLUS**

\*Claim payout values may differ and are dependent on which Ultra Pet product you purchase. Paid out on approved claims only.

## Did you know...

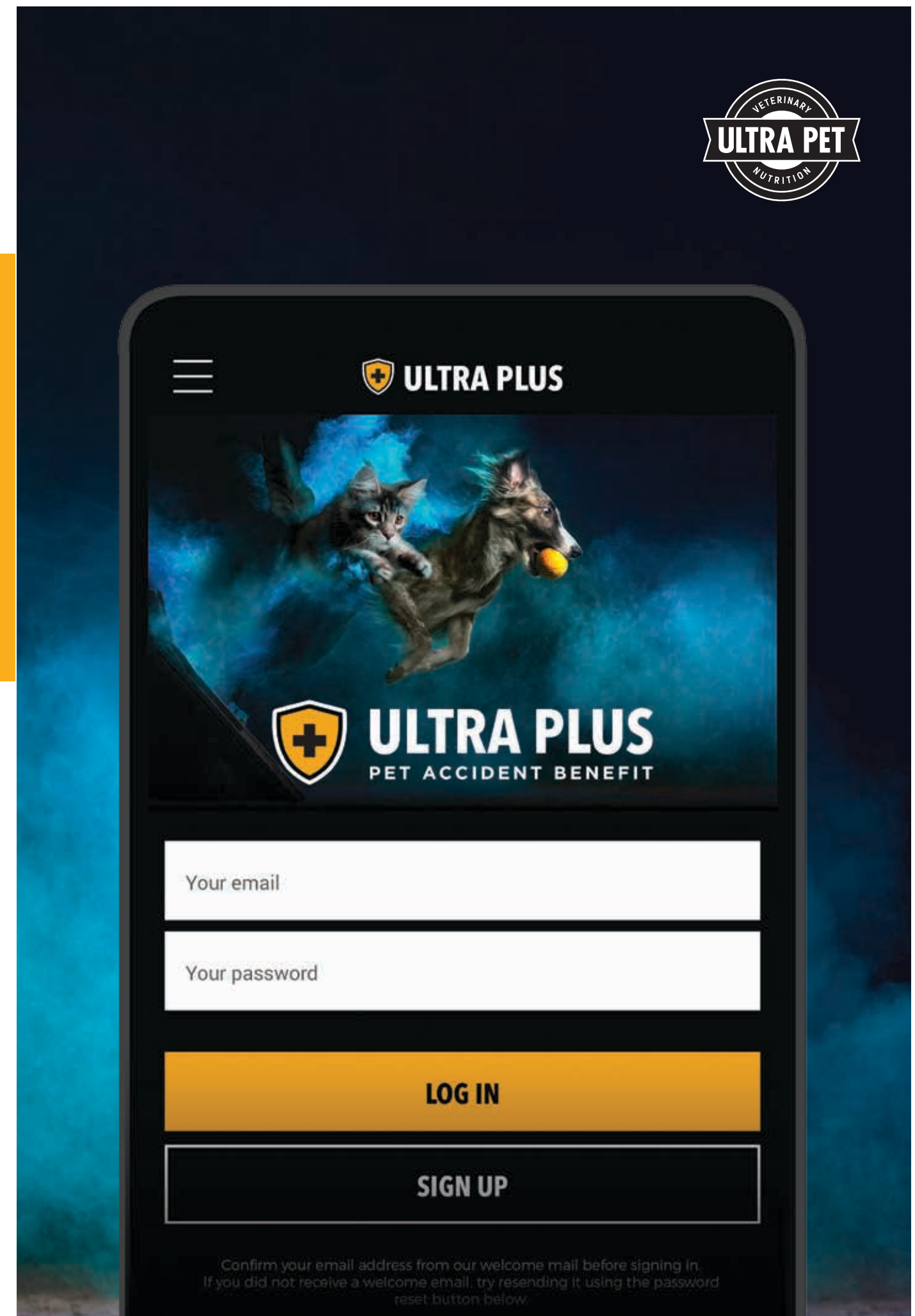
That just by purchasing Ultra Pet products and joining our free **ULTRA PLUS** program, your loyalty is rewarded? You will receive our unique pet accident benefit **at no additional cost to you.**

**ULTRA PLUS** helps to reduce the financial burden of medical treatment (subject to our T&C's), in the event that your pet is injured as a result of a sudden, unforeseen or unintended event.

It's all about knowing that if you are an active **ULTRA PLUS** member and your pet was injured in an accident, that you would then be able to **claim back** either the full or part portion of your final vet invoice.

## It's that simple!

for more information, please visit [ultra-pet.co.za/ultraplus](https://ultra-pet.co.za/ultraplus)



# Product Information Guide



[ultra-pet.co.za](http://ultra-pet.co.za)