



The Special Diet Range



ULTRA FOOD FOR
ULTRA PETS

ultra-pet.co.za

WORLD CLASS VETERINARY NUTRITION

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 bones.

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**



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: support@ultra-pet.co.za**

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 Dog 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 specialised pet outlet.

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INTRODUCING: ULTRA PET SPECIAL DIET



Hypo-Allergenic Information

What causes allergies in dogs?

This could be a combination of issues, but the most common causes are:

- Genetics
- Antibiotics
- Environment

Allergy and food intolerance symptoms

Your dog may exhibit one or more of the following symptoms – keep an eye on his behaviour over time and look out for:

- Chronic ear inflammation or itchiness
- Gastrointestinal issues
- Watery eyes
- Dull coat
- Chronic diarrhoea or gas
- Itchy and irritated skin

Allergy testing

The best way to find out what your dog is allergic to is by eliminating certain foods for a period of time, usually three or four weeks, then slowly reintroduce specific foods and monitor their symptoms for possible reactions.

- ✓ **Step 1**
Cut out all common allergy foods
- ✓ **Step 2**
Reintroduce the foods one at a time
- ✓ **Step 3**
Take note of which foods trigger your dog's syndrome
- ✓ **Step 4**
Speak to your vet about switching your dog's food

Joint-health Information

Osteoarthritis or arthritis?

While arthritis is inflammation of the joints, osteoarthritis is a degenerative disease that causes chronic deterioration and inflammation of your dog's joint cartilage – both are most prevalent in older dogs.

What are the symptoms?

Both can be very painful for your best friend and often cause noticeable changes in your dog's energy levels. Look out for:

- Decreased activity levels
- Lameness
- Severe loss of energy
- Difficulty with mobility
- Sudden weight-loss
- Swelling of the joints

Taking care of your dog

The symptoms are sometimes triggered by cold weather and excessive exercise, so please monitor the symptoms so you know when to limit activity and keep your dog on a diet high in fatty acids.

ULTRA PET Special Diet Joint Health Trial

ULTRA PET conducted a 3-month trial on 53 dogs of different breeds, all of whom were on an existing treatment schedule (alternative products or supplements) for joint support. During the trial period the dogs were taken off their treatment schedule and fed ULTRA PET Special Diet Joint Health dog food. All the dogs were monitored by a qualified veterinarian for the duration of the trial. At the end of the trial, a questionnaire was used to find out:

- How easy it was for the dog to lie down?
- How easy it was for the dog to stand up once it had lain down?
- How easy it was for the dog to walk and/or run?
- What the dog's faecal score was (firm, well-shaped as opposed to soft)?

From the answers we received, the following conclusions were made:

- 73.5% of dogs maintained their ease of lying down, while 13.2% showed an improvement.
- 68% of dogs maintained their ease of standing up, while 20.7% showed an improvement.
- 36% of dogs maintained their levels of mobility during exercise (including jumping), while 20% showed an improvement.
- All dogs maintained a good faecal score or had an improvement (no loose stools were reported).

Weight Control Information

Understanding obesity in dogs

The weight issue:

Over the past 30-40 years, obesity has emerged as a key health issue for the dog population in western countries and other developed nations. More recently, we are seeing this affect dogs around the world, and South Africa is no exception.

Obesity is a nutritional disease that is defined by an excess of body fat. It occurs when dogs are over-nourished and under-exercised.

Dogs are considered overweight when their body weight is 15% above their optimal weight, and obese when they exceed their optimal body weight by 30%.

The results can be very harmful and, in some cases, reduce their lifespan, even if your dog is only moderately obese. Health conditions associated with obesity include cardiovascular, cardiorespiratory, metabolic and musculoskeletal diseases, osteoarthritis, type II diabetes mellitus, urinary and reproductive disorders, etc.

Obesity usually occurs in middle-aged dogs. Neutered and indoor dogs also tend to have a higher risk of becoming obese.

Contributing factors to weight gain

- Genetic pre-disposition and age**
Age brings with it a decrease in both metabolic rates and activity for both male and female dogs and, therefore, a propensity to become overweight. Gender is a contributing factor and obesity is more common in females. Some breeds, such as Labrador Retrievers, Cairn Terriers, and Cocker Spaniels etc tend to be more prone to obesity as are breeds that are classified as 'miniature to medium' in stature.
- Reproductive management**
Neutering and spaying may increase the risk of obesity due to a reduced metabolic rate.
- Dietary/exercise management**
Too much food and too many treats combined with less exercise, will also result in an increase in weight.

Steps to managing an over-weight dog

- Find out from your vet how much your dog should weigh.
- Exercise your dog regularly – if they are unfit, start slowly and increase the time and distance you walk/run. Swimming and hydrotherapy are also great. Remember, regular exercise will help prevent the rapid regain in weight that can occur after successful weight loss.
- Don't give them scraps from the table – your dog will get all the nutrition they need from ULTRA PET Weight Control food.
- Starving your dog is not a successful strategy as it will result in excessive protein loss and may result in hospitalisation.
- Take any concurrent medical concerns into consideration during the weight-loss process and avoid excessive restriction of essential nutrients.

How ULTRA PET can help

Our **Special Diet Weight Control food** has been specifically formulated to help your dog reduce its weight in a healthy, controlled manner.

This nutrient dense, high-fibre food provides all the vitamins and minerals your dog needs to reduce the likelihood of deficiencies during the weight loss process.

Calcium and phosphorus have been added to maintain healthy teeth and strong bones, while the Omega 6 fatty acids keep their coat looking shiny.



Key references are indicated below:

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Prevalence and risk factors for obesity in adult dogs from private US veterinary practices. *International Journal of Applied Research in Veterinary Medicine*, 4(2), p.177.

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Rohlf, V.I., Toukhesati, S., Coleman, G.J. and Bennett, P.C., 2010. Dog obesity: can dog caregivers' (owners') feeding and exercise intentions and behaviors be predicted from attitudes?. *Journal of Applied Animal Welfare Science*, 13(3), pp.213-236.

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SPECIAL DIET

HYPO-ALLERGENIC

Benefits



Grain and Gluten-free
To assist in reducing the likelihood of allergies



Muscular Support
Our protein is sourced from duck meal to assist in maintaining lean muscle mass and provides fatty acids for energy



Healthy Digestive System
Digestible ingredients for optimal absorption of nutrients



Healthy Skin and Coat
Omega-6 fatty acids assist in maintaining a shiny coat and healthy skin



Health Immune System
Vitamins and minerals, including vitamins A and E, that may support the immune system



Strong Bones and Teeth
Calcium and phosphorus for strong bones and healthy teeth



If your dog has a delicate digestive system or suffers from food intolerance and allergies, our **ULTRA PET Special Diet Hypo-Allergenic food** can provide all the support they need.

Ultra Pet Hypo-Allergenic has been scientifically developed by our veterinarian and animal nutritionist, to contain Duck meal and Potato as novel sources of protein and carbohydrates. These allow your dogs' digestive and immune systems to have a break from their battle against common food allergens.

Available in 3kg and 12kg packs.

Feeding guidelines

This product should be used under veterinary supervision. **ULTRA PET Special Diet Hypo-Allergenic** should be fed for two to three months continuously in order to assess response.

Ensure that nothing else is consumed over this period of time.

BODY WEIGHT (KG)	RECOMMENDED DAILY AMOUNT (GRAMS PER DAY)
1 - 5	30 - 95
5 - 10	95 - 160
10 - 20	160 - 270
20 - 30	270 - 365
30 -40	365 - 455
40 - 50	455 - 620

Divide the recommended daily amount into two equal-sized meals per day. Limit other foods, table scraps and snacks, because feeding these would be counterproductive.

Avoid changing between different diets as this may cause digestive upsets for your dog.

Keep in mind that each dog is different and will have different daily nutritional requirements, therefore, adjust feeding amounts to ensure a lean, healthy body condition is maintained.

Guaranteed analysis

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

NUTRIENT		AMOUNT IN g/kg
CRUDE PROTEIN	MIN	200
MOISTURE	MAX	100
CRUDE FAT	MIN	100
CRUDE FIBRE	MAX	45
CRUDE ASH	MAX	100
LINOLEIC ACID	MIN	10
CALCIUM	MAX	25
PHOSPHORUS	MIN	6
VITAMIN E	MIN	40 IU/Kg
VITAMIN A	MIN	5000 IU/Kg
SELENIUM	MIN	0.11

Ingredients

Duck Meat and Bonemeal, Dried Potato, Cellulose fibre, Fats and Oils, 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), Approved Antioxidants.





SPECIAL DIET

JOINT HEALTH

Benefits

- 

Joint Maintenance
Glucosamine, chondroitin and green-lipped mussel extract to support joint health and mobility
- 

Muscular Support
High-quality protein blend to assist in maintaining lean muscle mass, and fatty acids for energy
- 

Healthy Digestive System
High-quality cereals (rice) and dietary fibre to help maintain a healthy digestive system
- 

Healthy Skin and Coat
Omega-6 and Omega-3 fatty acids assist in maintaining a shiny coat and healthy skin
- 

Healthy Immune System
Vitamins and minerals, including vitamins A and E, that may support the immune system
- 

Prebiotics
The inclusion of prebiotics in this formula creates an environment for microflora to flourish
- 

Strong Bones and Teeth
Calcium and phosphorus for strong bones and healthy teeth



For dogs that suffer from joint stiffness or arthritis, you can rely on ULTRA PET Special Diet Joint Health food to help improve their mobility.

Scientifically formulated by our veterinarian and animal nutritionist, this complete and balanced diet contains glucosamine and chondroitin to build strong bones and support healthy joint cartilage. To avoid extra stress on the joints, the quality protein blend helps maintain lean muscles and a healthy weight.

We've also added fatty acids to help maintain your dog's energy levels, while a combination of high-quality cereals and nutritional fibre help sustain a healthy digestive system.

Available in 3kg and 12kg packs.

Feeding guidelines

This product should be used under veterinary supervision. **ULTRA PET Special Diet Joint Health** should be fed for two to three months continuously in order to assess response.

These amounts are for relatively active dogs, based on normal environmental temperatures. However, every dog is unique, so adjust feeding according to your dog's individual needs to maintain a lean, healthy body weight.

BODY WEIGHT (KG)	RECOMMENDED DAILY AMOUNT (GRAMS PER DAY)
10 - 15	170 - 230
15 - 20	230 - 285
20 - 25	285 - 340
25 - 30	340 - 390
30 - 40	390 - 485
40 - 50	485 - 570
50 - 60	570 - 655
60 - 70	655 - 735
70 - 80	735 - 815

Avoid changing between different diets as this may cause digestive upsets for your dog.

Guaranteed analysis

24% PROTEIN | **11%** FAT | **3%** FIBRE

NUTRIENT		AMOUNT IN g/kg
CRUDE PROTEIN	MIN	240
MOISTURE	MAX	100
CRUDE FAT	MIN	110
CRUDE FIBRE	MAX	30
CRUDE ASH	MAX	90
LINOLEIC ACID	MIN	10
CALCIUM	MAX	25
PHOSPHORUS	MIN	6
OMEGA 6 : 3 RATIO		5 - 10:1
GLUCOSAMINE	mg/kg	150
CHONDROITIN	mg/kg	150
GREEN-LIPPED MUSSEL EXTRACT	mg/kg	75
VITAMIN A	MIN	5000 IU/Kg
VITAMIN E	MIN	40 IU/Kg

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 Oligosaccharides, Glucosamine, Chondroitin, Green-lipped Mussel Extract and Approved Antioxidants (*may contain GMO's).

SPECIAL DIET

WEIGHT CONTROL

Benefits

- 

Nutritionally Balanced
Nutrients, vitamins and minerals to minimise deficiencies that may occur with a calorie-moderated diet
- 

Muscular Support
High-quality protein blend to assist in maintaining lean muscle mass, and contains fatty acids for energy
- 

Healthy Digestive System
High-quality cereals and fibre to help maintain a healthy digestive system
- 

Healthy Skin and Coat
Omega-6 fatty acids assist in maintaining a shiny coat and healthy skin
- 

Healthy Immune System
Vitamins and minerals, including vitamins A and E, that may support the immune system
- 

Strong Bones and Teeth
Calcium and phosphorus for strong bones and healthy teeth



An overweight dog needs more support from their food to help them reach and maintain a healthier weight.

ULTRA PET Special Diet Weight Control understands that a healthy weight contributes to your dog's quality of life.

Our low-calorie formula has been scientifically developed by our veterinarian and animal nutritionist. It contains a precise nutritional balance of energy and wholesome fibre to help keep your dog's digestive

system healthy, so your furry friend can live life to the fullest.

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.

Feeding guidelines

This product should be used under veterinary supervision. Your dog's desired weight should first be determined by your veterinarian and should be used to calculate the amount to feed per day.

BODY WEIGHT (KG)	RECOMMENDED DAILY AMOUNT (GRAMS PER DAY)
1 - 5	35 - 120
5 - 10	120 - 200
10 - 20	200 - 340
20 - 30	340 - 460
30 - 40	460 - 570
40 - 50	570 - 675
50 - 60	675 - 775
60 - 70	775 - 865
70 - 80	865 - 960

Divide the recommended daily amount into two equal-sized meals per day. Limit other foods, table scraps and snacks, because feeding these would be counterproductive. Avoid changing between different diets as this may cause digestive upsets for your dog.

Keep in mind that each dog is different and will have different daily nutritional requirements, therefore adjust feeding amounts to ensure a lean, healthy body condition is maintained. healthy body condition is maintained.

Guaranteed analysis

20% PROTEIN | 5-8% FAT | 18% FIBRE

NUTRIENT		AMOUNT IN g/kg
CRUDE PROTEIN	MIN	200
MOISTURE	MAX	100
CRUDE FAT	MIN	50
CRUDE FAT	MAX	80
CRUDE FIBRE	MAX	180
CRUDE ASH	MAX	90
CALCIUM	MAX	30
PHOSPHORUS	MIN	6
L-CARNITINE	MIN	150 mg/kg
LINOLEIC ACID	MIN	10
VITAMIN A	MIN	5000 IU/Kg
VITAMIN E	MIN	40 IU/Kg
SELENIUM	MIN	0.11
METABOLISABLE ENERGY		2670 kCAL/kg

Ingredients

Cereals*, Derivatives of Vegetable 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, Glucosamine and Chondroitin, L-Carnitine, Green-Lipped Mussel Extract. Approved Antioxidants (*may contain GMO's).

Why choose ULTRA PET Special Diet?



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. If you are not satisfied with our product, simply please return it to the vet it was purchased from. T&C'S Apply.



We offer you FREE Pet Accident cover 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/



We have over 40 years of in-house scientific and expert advice behind the production of our food. Our in-house veterinarian is available to discuss any nutritional questions on our website



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



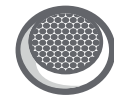
DAY 3 & 4

50% Current Food
50% ULTRA PET



DAY 5 & 6

30% Current Food
70% ULTRA PET



DAY 7

Good choice!
100% ULTRA PET

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ULTRA PLUS
PET ACCIDENT BENEFIT

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

ULTRA-PET.CO.ZA

ULTRA PLUS
PET ACCIDENT BENEFIT

Your email

Your password

LOG IN

SIGN UP

Confirm your email address from our welcome mail before signing in. If you did not receive a welcome email, try resending it using the password reset button below.



ULTRA FOOD FOR
ULTRA PETS

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