



PRODUCT INFORMATION GUIDE



THE SCIENCE OF LOVE



Caring for your pet just got easier—with expert-backed nutrition made with love. Ultra Pet holistically considers your fur baby's every need by offering you pet food that has been scientifically formulated to enhance their daily nutrition.

WORLD-CLASS NUTRITION, LOCALLY PRICED.

At Ultra Pet, we know every pet is extraordinary—from wagging tails to sweet purrs. That's why we've blended expert-backed nutrition with the love you feel every day. Scientifically formulated by our in-house animal nutritionist and vet, Ultra Pet is the perfect balance of science and love—fueling visible health and deepening the bond you share.

WHY CHOOSE ULTRA PET?



ULTRA PET products are tried and tested and have been exclusively sold in the South African veterinary market for over 30 years.

We offer a wide range of Dry Dog & Cat 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, visit ultra-pet.co.za/ultraplus/ or see page 10.



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



FSSC 22000

For over 30 years, Ultra Pet has been proudly manufactured in South Africa by industry experts who understand what pets need. Our brand-new, FSSC 22000 certified facility in Gauteng upholds world-class hygiene and safety standards. Ensuring your cat receives food of the highest quality, made with care you can trust.

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.



SPECIAL DIET FOR DOGS



Some dogs need more than standard food. Our **Special Diet** range, developed with in-house experts, supports their unique health needs 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.**
- 🐾 **Kibble shapes available for different life stages and breed size.**



PREMIUM RECIPE



Your dog deserves the best. Our **Premium Recipe** range uses fresh meat for great taste and quality protein, is maize-free, and supports healthy digestion with rice and prebiotics.

- 🐾 **High-quality protein blend to assist in maintaining lean muscle mass.**
- 🐾 **Made with fresh meat for a great taste your dog will love.**
- 🐾 **Omega's 3 & 6 assist in maintaining a healthy skin & coat.**



SUPERWOOF



Ultra Pet **Superwoof** supports your dog's well-being with fresh meat and high-quality ingredients for great taste and protein-rich nutrition.

- ☼ **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.**
- ☼ **Kibble shapes available for different life stages and breed size.**



OPTIWOOF



Ultra Pet **Optiwoof** is scientifically formulated with balanced nutrients and prebiotics to support your dog's health, inside and out.

- 🐾 **Highly digestible formulation promotes a strong immune system.**
- 🐾 **Developed with prebiotics.**
- 🐾 **Omega 6 assist in maintaining a healthy skin & coat. Vitamins A and E, that support the immune system.**
- 🐾 **Kibble shapes available for different life stages for all-size dogs.**



SPECIAL DIET FOR CATS



Some cats have special dietary needs. Our affordable **Special Diet** range is expertly formulated to support their unique health requirements.

- 🐾 **Uniquely formulated diets to assist most common ailments.**
- 🐾 **Our Metabo-lite recipe is scientifically formulated for help overweight cats.**
- 🐾 **The Grain-Free recipe is ideal for cats with grain-related allergies.**
- 🐾 **Kibble shapes available for different Special Diet requirements.**



OPTIMAL BALANCE



Ultra Cat **Optimal Balance** is packed with fresh meat, essential nutrients, Taurine, and Vita-Cat for complete nutrition and a healthy, active life.

- 🐾 **Made with fresh meat for a better source of healthy protein.**
- 🐾 **Clinically proven to assist in maintaining urinary tract health.**
- 🐾 **Omega's 3 & 6 assist in maintaining a healthy skin & coat.**
- 🐾 **Kibble shapes available for different life stages.**



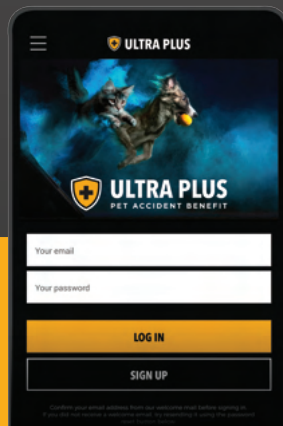


ULTRA PLUS

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.



Get rewarded for just choosing Ultra Pet.

When you buy Ultra Pet products and join our free ULTRA PLUS program, you're not just feeding your pet - you're unlocking real rewards.

As a member, you'll receive our exclusive Pet Accident Benefit at no extra cost.

If your pet is hurt in a sudden or unexpected accident, we help cover the cost of medical treatment.

It's our way of giving you peace of mind - knowing that if something happens to your pet, and you're an active ULTRA PLUS member, you could get reimbursed for a portion or full cost of treatment.

Terms and conditions apply.



Scan to learn more



TRANSITIONING TO ULTRA PET

Making the switch to ULTRA PET is easy. We have developed a method to help your cat 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



You know
that look.



Scan to learn more
or visit ultra-pet.co.za



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OF LOVE

