

ADDICTION.

Addiction started in 2002 when our founder – a leading holistic veterinary surgeon and clinical nutritionist with over 20 years' experience– began to notice that everyday pet foods were under nourishing our pets and, in fact, causing them harm.

Identifying a pattern between the painful skin and gastrointestinal problems in the pets he was treating and a lack of nutrition in their diets, he set out to research what pet foods were available. He found that most foods were not providing our pets with the nutrients they need to stay fit, healthy and active. The unhealthy combinations of fats, grains, by-products and additives in these foods were creating harmful food allergies and serious health problems.

Reinventing: A New Approach to Pet Nutrition

Setting out to revolutionize pet food formulation, our founder developed a completely new range of foods inspired by our cats' and dogs' natural diets and based on providing them with all the nutrients they need to thrive. He formulated recipes around premium proteins and high quality wild game meats – meats that were not only much richer in nutrients, but also hypoallergenic and easier to digest.

He added vegetables, fruits, herbs, nuts and seeds to these meats to intensify their flavour and wholesomeness. The results were simply amazing. Each patient who tried the new food would devour it and ask for more. These pioneer dogs and cats were soon refusing their normal food and only eating these new dishes (hence our brand name 'Addiction'). More significantly, those patients that were regularly fed Addiction showed significant improvements in skin and coat health and greater overall vitality.

Staying Ahead of the Pack

Encouraged by these results, our founder continued to develop Addiction into a complete range of cutting edge foods to provide the most advanced hypoallergenic nutrition for dogs and cats around the world.

What Nature Intended For Your Pet

Using only natural, wholesome, highest quality ingredients packed with nutritional benefits to enhance health and well-being, Addiction's range of pet foods contains no artificial preservatives, flavours, fillers or by-products which are commonly found in many of today's pet and even human foods. We strive to use wild or free-range meats that are not subject to growth hormones and steroids, but are instead raised in a stress-free environment. The result? Food as close to what nature intended, allowing your pet to achieve the highest levels of optimal health possible.

Addiction's New Zealand Plant

Addiction owns and operates its own manufacturing plant in the Bay of Plenty, New Zealand where the lush forests, clean lakes and stringent agricultural and manufacturing standards ensure the highest quality food made in a pristine environment. New Zealand is free from most diseases such as Mad-cow Disease and Foot and Mouth Disease. The Bay of Plenty plant was opened in 2007, and until recently exported all of its product overseas.

More information about Addiction. <http://www.nznaturalpetfood.co.nz/>

Article on the Bay of Plenty plant.

http://www.nzherald.co.nz/bay-of-plenty-times/news/article.cfm?c_id=1503343&objectid=11211655

Other products:- Cat food, Puppy food, Salmon and Possum products

THE BEST PET FOOD COMES FROM NEW ZEALAND!



100% 'Grain Free' Non-Allergenic Premium Food

 GOODOGZ <i>four paws to be proud of!</i> www.goodogz.co.nz	Training & Grooming Centre <i>Peter & Karen de Wit</i> Ph: (04) 5286 796 Mob : 021 124 0174
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LE LAMB

Now Grain Free!

What makes Addiction's *Le Lamb* so different?

We start with the most tender, Free-range Lamb from the pristine pastures of New Zealand and top it off with Probiotics and the antioxidant-goodness of juicy berries. Free from fillers and by-products, this recipe is ideal for dogs of all life stages.

Ingredients

Lamb Meal, Potatoes, Peas, Fish Meal, Tapioca, Chicken Fat (Preserved with Mixed Tocopherols), Flaxseed, Natural Flavor, Fish Oil, Sodium Chloride, Dried Cranberries, Dried Blueberries, Turmeric, Brewers Dried Yeast, Chamomile, Peppermint, Dried Enterococcus Faecium, Dried Lactobacillus Acidophilus, Dried Bifidobacterium Longum, Dried Bifidobacterium Thermophilum, Vitamin E Supplement, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Thiamine Mononitrate (Vitamin B1), Riboflavin Supplement, Pyridoxine Hydrochloride (Vitamin B6), Vitamin B12 Supplement, Vitamin D3 Supplement, Folic Acid (Vitamin B9), Taurine, Choline Chloride, Magnesium Sulfate, Zinc Sulfate, Ferrous Sulfate, Calcium Carbonate, Copper Sulfate, Manganese Sulfate, Calcium Iodate, Cobalt Sulfate, Sodium Selenite, Green Tea Extract, Rosemary Extract and Spearmint Extract.

With added:- Cranberries and Blueberries, high in antioxidants and phytochemicals- Herbal Botanicals known for their aromatic properties- Fish Oil rich in Omega 3 for healthy skin and coat

No:

- By-products, Fillers, Corn, Wheat and Soy- Artificial Colors and Flavorings

Nutritional analysis

Crude Protein - (min) 22%

Crude Fat - (min) 12%

Crude Fiber - (max) 3%

Moisture - (max) 10%

Calcium - 2.3%

Phosphorus - 1.4%

Caloric Content 3240 kcal/kg