

ULTRA

PREMIUM DOG FOOD MADE IN NZ

Why should you feed a Premium Dry Dog Food (Kibble) such as ULTRA?

A Premium Dry Dog Food is a 'complete food' of meat and vegetables with all the necessary vitamins & nutrients. Ultra has been formulated in New Zealand to ensure Kiwi dogs are kept happy and healthy.

Premium Dry Dog Food have **higher digestibility**. For instance, a premium dry pet food might have an 80% digestibility. This means that for every 100gm of premium food fed and eaten, 80gm is digested and only 20gm ends up as poop. The same amount of the cheaper brand would end up with only 40gm digested and 60gm of poop. The digestibility is affected by the type of protein, meat and ingredients in the food. Cheaper foods tend to have cheaper cuts of meat and more grains acting as fillers.

Premium food have more constant levels of protein and vitamins, and also tend to state and guarantee what their protein content is derived from. If they state beef, that is what your pet gets. Many cheaper brands will only claim animal proteins or by-products, so it's a gamble as to what you may get from one packet to the next.

The higher quality and level of vitamins and minerals will usually leave them with a noticeably glossier coat and higher energy levels.

Ultra sources all ingredients locally, such as beef & fish protein keeping your dog in top condition because this is a complete meal - Just add water and the odd cannon bone.

SUPPLIED BY...

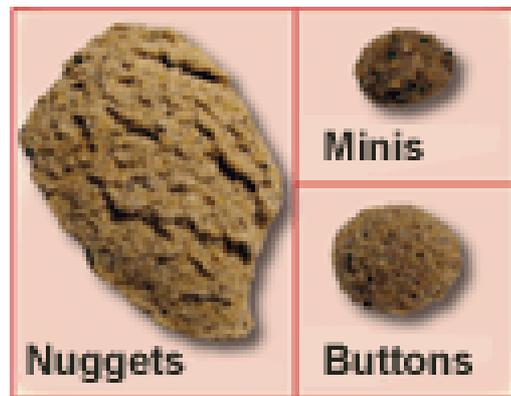


GOODOGZ
four paws to be proud of!

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**Training & Grooming
Centre**

www.goodogz.co.nz



Nuggets for large breed dogs or dogs who rush their food, Buttons for middle sized dogs Minis for small dogs or more delicate eaters.

ULTRA IS....

- NZ made. No imports costs, no fancy packaging, and no middleman
- Cheaper than most other Premium dog foods.
- All raw materials sourced in NZ, wherever possible from the human food chain, and GE free
- As natural as possible, no byproducts, no artificial colours, flavours or preservatives
- A Premium quality dog food that everyone can afford
- A complete, fully balanced diet (AFCCO approved)
- Extruded not baked (minimum loss of nutrients and vitamins due to the short cooking time)
- Antioxidants are Natural tocopherols, Rosemary, Citric Acid
- Enriched with Omega 3, Omega 6, Garlic, Kelp and Rosemary
- Packaged in 'chemical bleach free' natural brown bags.



ADULT Full Maintenance

For dogs over 9 mths of age



Available in Nuggets, Buttons or Minis

100% WHEAT GLUTEN FREE

100% CHICKEN FREE

Amino Acids MG per/kg

100% GE FREE

Ingredients:

beef meal, ground corn, blood meal, ground brown rice, bran, animal fats, fish meal, fish oil, potassium bicarbonate, salt, garlic, kelp, rosemary, added vitamins and minerals.

Feeding Guide: 1 - 1.5 cups per 10kg of dog weight. Add hot water and allow to soak for a few minutes.

Adult Maintenance available in Mini's (small) Buttons (medium) Nuggets (large)

Composition

Protein (min)% 20.0

Fat (min)% 10.0

Fibre (max)% 4.0

Moisture (max)% 10.0

Linoleic Acid (min)% 1.0

Minerals (min) mg/kg of dog biscuit

Iron 100

Copper 8

Manganese 6

Zinc 125

Cobalt 2

Iodine 1.5

Selenium 0.2

Vitamins (min) iu/kg of dog biscuit

Vitamin A 8000

Vitamin D 800

Vitamin E 80

Amino acids mg/kg

Niacin 20

Pantothenic Acid 10

Folic Acid 0.5

Biotin 0.15

Taurine 500

Choline 1200

Minerals

Calcium Phosphorus ratio 1.4:1

Sodium (min)% 0.3

Chloride (min)% 0.45

Potassium (min)% 0.6

Vitamins (min) mg/kg of dog biscuit

Vitamin K 1.5

Vitamin C 50

Vitamin B1 3

Vitamin B2 6

Vitamin B6 3

Vitamin B12 0.03

