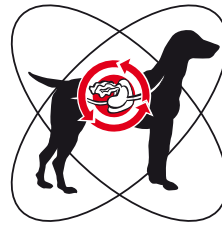




Complete and balanced nutritional
program for each stage
of Your dog's life



N • Nutrition
P • Program
S • System



KIRA PROTECT products were born to satisfy superior quality requirements. It is the suitable answer to the more and more demanding market of **Premium** products, which are authentically different.

KIRA PROTECT products are peculiar because of their excellent appetability, they have a high protein content mainly from protides of animal origin (+90% of the total proteins), a high digestibility and an easy absorption, with a consequent satisfaction of dogs' requirements and a visible feces reduction.

Each product provides the **correct nutritional supply** to any dog thanks to **6 different carefully balanced formulations** in order to satisfy dogs' specific needs no matter their life-style or physiological phase are. Each product provides unique benefits and long-lasting nutritional advantages.

The **high bio-availability** of these formulae support the easy metabolisation with a consequent higher nutritional result.



Superior Nutritional System

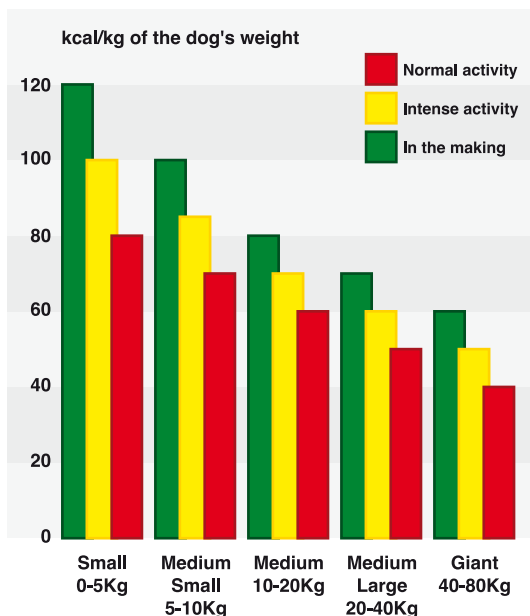


Highly Bio-Available

for best result

When our four legged friends eat, they feed on substances which mainly satisfy their twofold need:

- *They take on **energy** and **plastic substances**,*
- *They take in all the **elements** they need to satisfy the request of their different metabolic and physiological states.*



Premium Recipe

High Bio-Availability



The available **energy** and **proteins** are well-balanced and easily metabolizable. They assure to the digestive system the **best benefit** from the nutritional substances and guarantees getting also the **best digestive result**.

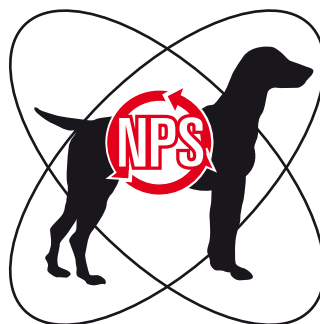
The balanced formulations assure also the right balance of other **Macroelements**, such as essential fatty acids, carbohydrates and fibres necessary for the **correct functioning of the intestine**. The **Microelements** such as minerals and vitamins are necessary to satisfy the different pets' needs for each life-style and particular physiological state.

Evident results

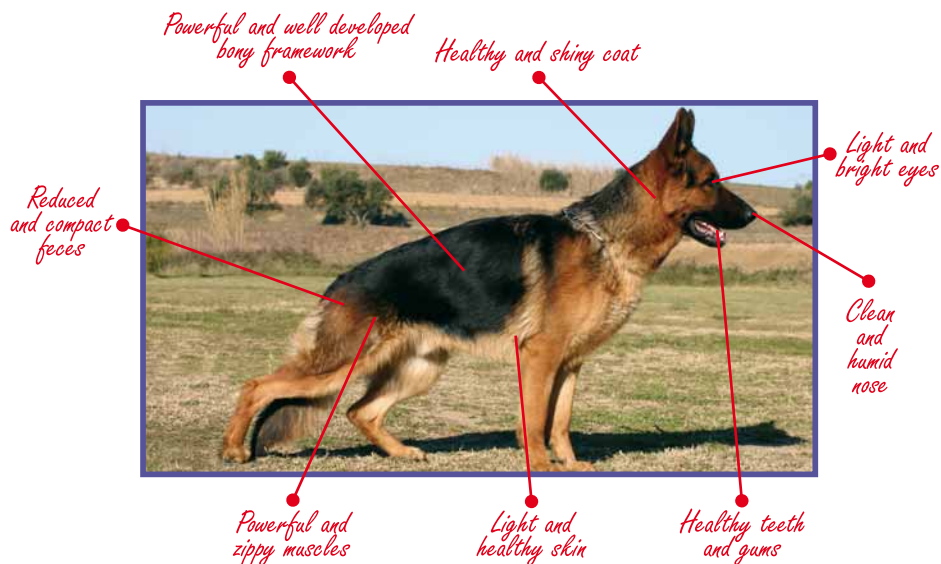
Kira Protect is highly nourishing and the metabolizable energy, supported by the best levels of digestibility, satisfies the nutritional requirements without energetic excesses, through a proper content in each formula. The results of the high bio-availability are clearly shown thanks to distinctive signs on dogs: their fitness, behaviour and their general health state.

When you start to feed dogs with **Kira Protect** the results will be evident:

- **Healthy and shiny coat**
- **Powerful and well developed bony framework**
- **Powerful and zippy muscle**
- **Light and bright eyes**
- **Clean and humid nose**
- **Healthy teeth and gums**
- **Light and healthy skin**
- **Reduced and compact feces**



Another effect of the high intestinal assimilation of these formulae is the ejection of food remains, which turn out to be reduced and their visual and olfactory aspect is definitely more satisfactory compared to other common products.





Nutritional effectiveness

Kira Protect is an **appetizing** and **efficient** nourishment that positively affects pets' metabolism. This effectiveness has been confirmed by many tests in both phases, growth and maintenance, of several dogs. Appetibility tests have surpassed indexes of preference. As far as available energy is concerned, value levels have always been high and the level of digestibility related to proteins can be confirmed around 90%.

Moreover the results of the nutritional levels satisfy or surpass the strictest international standards, which are codified by the most authoritative associations. Dog owners or breeders have verified during their daily experience the positive effects of these products.



efficient
appetizing digestible





Key-factors for the nutritional success: 6 special formulae

12345
6

6 special formulae offer specific benefits to dogs in any phase of their life.

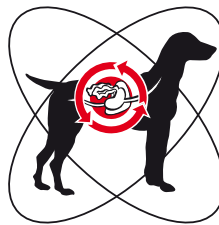
These formulations are divided into two nutritional program systems:

NPS (Nutrition Program System) and **FPS (Formula Program System)**: the former has been conceived for the best nutritional result for every dogs' physiology; the latter has been conceived with special formulae to face intolerances in dogs who are sensitive or with particular physiological needs.

the best
nutritional
result



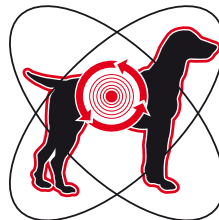
**N • Nutrition
P • Program
S • System**



special
formulae
for nutrition
intolerance



**F • Formula
P • Program
S • System**



Superior Nutritional System



Planning and formulation

for every dog's need

Our **expert nutritionists, veterinarians, dog owners and breeders** have cooperated together for the **planning, formulation and realisation** of company tests and trials. The planning group has verified:

- High quality of ingredients
- Careful dosage
- High digestibility
- Easily absorbable energy
- High nutritional power

Clue ingredients

WHITE MEATS AND FISH:

(Chicken — Turkey — Lamb — Fish)

First protein source at high biological value, appetibility and digestibility.

White meats and fish are a noble source of amino acids essential for growth and maintenance of muscle tissues.

OILS AND FATS:

(Stabilized chicken and fish fat)

This is a source of animal origin that assures appetibility and digeribility, a high energy level and essential fatty acids, necessary for a healthy skin and a thick and shiny coat.

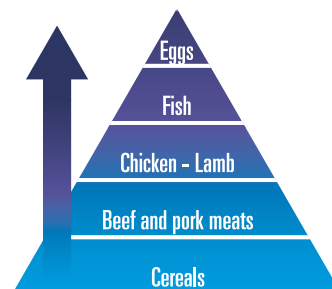
CEREALS:

(Rice)

Main source of carbohydrates together with maize. These carbohydrates are supplied in an easy-to-digest form.

VITAMINS AND MINERALS

They are supplied in the right quantity and carefully studied according to different stages and life-styles.



Energy value
of ingredients

6 *special formulations*

All dogs are different and during their life-stages they need a different nutritional supply.

Kira Protect range, with 6 carefully balanced formulae, has been conceived in order to supply the right nutritional balance.



Puppies and growing dogs

This recipe has high protein and energy contents and the right balance of minerals and vitamins for an active and healthy growth.

Premium Recipe Chicken & Rice

Adult dogs

This recipe guarantees a high nutritional balance necessary to keep fit and for the dog's general health.

Premium Recipe Chicken & Rice

Active dogs and females in the making

The increased energy requirements due to their peculiar physiological state are guaranteed by the supply of high energy contents.

Premium Recipe Turkey & Rice

Large and giant dog breeds

This recipe guarantees high quality and balanced fats. High protein levels maintain the muscle tone and reduce body fats and preserve lean body mass.

Premium Recipe Chicken & Beet

Adult and mature dogs sensitive to allergies

This recipe guarantees high selection of quality protein matrixes and appropriate starchy rates in order to help prevent nourishing intolerances.

Premium Ipoallergenic Recipe

Adult and mature dogs sensitive to allergies

This recipe guarantees high balance between "alternative" protein source and a special mixture of natural fibres in order to help nutritional desensitization.

Premium Desensitizer Recipe



Adaptation to dog's physiological states

1

Lactation

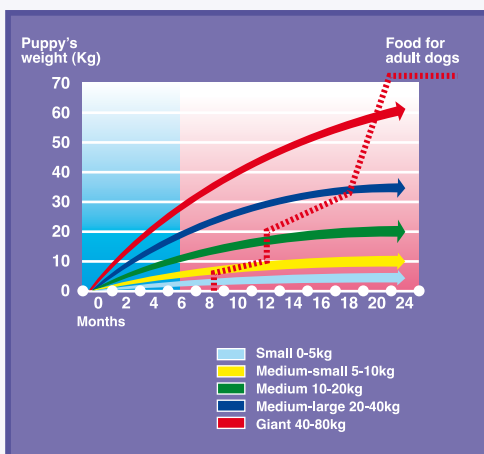
In this phase the puppy is fed by his own mother and this nourishment is very rich in nutrients and body defences. In this stage it is very important to feed the puppy's mother with the same proteins, fats and carbohydrates sources, which will be administered to the puppy later, in order to guarantee the best digestibility and assimilation of the product through a sort of metabolic identification of such elements.



2 Weaning



After the 3rd week of life we suggest to feed puppies with **Puppy Start-Up & Junior**, which is a specific formula for the weaning phase. This phase is among the most delicate ones of the dog's life, because a critical separation from the nursing mother could have repercussions on the dog's life. Normally this time lasts **from 10 to 15 days**. The weaning is effective if the specific nourishment will be administrated gradually and alternatively to his mother's milk. The quantity of this specific nourishment will be according to the weight the dog will reach during his adulthood. The transition to dry nutrition foresees a short **period of adaptation** with the limited administration of the product, which needs to be previously moistened. This product will remain available to be licked in the puppy's early approaches.



The aim of a puppy's diet is to obtain a growth rate based on breed, age and gender. Small size puppies achieve the adult weight when they are around the 8th -9th month of age; medium size dogs after the 12th month of age and the big size puppies from the 15th to the 24th month of age. From birth to adulthood their weight increases 40-50 times. During this period of rapid and delicate growth it is better to follow the **nutrition table** and not to overfeed the puppy. A fat puppy has more chances to become an obese adult dog. On the other hand puppies should not be too thin but well fed instead, in order to fight diseases and parasites.

Scott & Fuller, 1965	Pageat, 1999	Overall, 2001
Neonatal Period (1 st - 2 nd week)	Prenatal Period	First two weeks (1 st - 2 nd week)
Transitional Period (3 rd week)	Neonatal Period (1 st - 2 nd week)	Transitional Period (3 rd week)
Socializing Period (4 th - 10 th week)	Transitional Period (3 rd week)	Socializing Period (3 rd - 12 th week)
Juvenile Period (up to sex maturity)	Socializing Period (4 th - 10 th week)	



ENERGY

During puppy's growth, nutritional and energetic needs are considerably much **more important** than during any other phase of the dog's life (except for lactation). Growing puppies' energy need is **twice compared to an adult dog**, until he reaches the 40% of adulthood weight. When he is six-months-old this energetic requirement decreases according to the slowdown of his growth-rate. In this stage the energy supply corresponds to 1,6 times the level of maintenance and further lowered to 1,2 times when the adult dog reaches the 80% of the adulthood weight.

PROTEINS

The requirement of proteins in growing puppies is higher than in adult dogs. Puppies need of a higher quantity and quality of proteins for the formation and the maintenance of their muscle tissue. The factors that influence the protein needs depend on the their quality and digestibility, in order to ensure the dog the right quantity of Essential Amino Acids for his growth and development.

CALCIUM AND PHOSPHORUS

Calcium and phosphorus are fundamental components of skeleton and teeth and they both have other important biological functions. The absorption of Ca e P depends on the presence of Vitamin D and on the Ca/P ratio in the diet (they compete for the same sites of absorption). The calcium/phosphorus ratio is important because an excessive supply of calcium reduces the absorbtion of phosphorus, iron, zinc and copper and may give rise to the lack of these minerals. An excessive content of calcium and phosphorus shouldn't be given to growing dogs, because it may contribute to the development of certain skeletal pathologies, especially in large and giant size dogs. Moreover it may also reduce the growth speed and the somatic bulk of the adult dog.

Daily dog's energetic needs (Kcal EM/d)

$$100 \times (\text{kg pv})^{0,88} \quad \text{ove K} =$$

$$132 \times (\text{kg pv})^{0,75} \quad 99 \text{ inactive dog}$$

$$K \times (\text{kg pv})^{0,67} \quad 132 \text{ active dog}$$

$$160 \text{ very active dog}$$

Daily dog's energetic needs according to his physiological stage (Kcal EM/d)

Post weaning phase	Adult's needs x2
40% of the adult's weight	Adult's needs x1,6
80% of the adult's weight	Adult's needs x1,2
Bitches at the end of their pregnancy	Maintenance needs x1,25-1,5
Bitches in the lactation phase	Maintenance needs x3

- Proteins digestibility
- Amino acid composition
- Diet energy density
- Pet's physiological stage
- Physical activity

Calcium and phosphorus are fundamental components of skeleton and teeth, and work out several others biological functions. Calcium and phosphorus absorption depends on Vitamin D presence and on ratio Ca/P of diet (Ca and P are responsible for the same absorption sites).

AAFCO 2000	Need (%)			Max tolerable dose (%)		
	Ca	P	Ca/P	Ca	P	Ca/P
Adult dog	0,6	0,5	1/1	2,5	1,6	2/1
Growing dog	1,0	0,8	1/1	2,5	1,6	2/1

3 Growth



Growth is the second most important stage in dog's life and envisages a different duration concerning the evolution of organism and the **formation of the dog's temper**, according to his breed and size. In this phase we suggest to keep on feeding the dog with **Puppy Start-Up & Junior** that has been conceived to improve dogs' nutritional supply, during this strong development phase, when size and weight increase rapidly until the end of their growth: respectively 9-12 months of age in small and medium breeds and 16-18 months of age in large breeds.

Digestibility and energy density of the diet are very important elements in the nutrition of growing puppies. The effects of a scarce digestibility may be accentuated, because the taking of a larger quantity of food reduces further its digestibility, because the maximum capacity in their stomach is reached before they consume the nutrients in the right quantity. **The energy supply must be well balanced** and easily digestible, in order to keep optimal puppies' weight and fitness during the development phases, following a harmonic growth of the muscular mass without weighing down their skeletal structure.





4 Adulthood

Adult dogs' nutrition depends on their **energy requirements**, which are influenced by their **lifestyle**, **temperament**, **breed** and **environment** where they live.

Complete and balanced pet nutrition must contain both plastic nutrients (proteins) and the right quantity of energy to build and make their body work. **A dog who makes a "normal" physical activity must be fed with a "maintenance" diet.** **Adult Maintenance Nutrition** has a complete and balanced formula, according to the most up-dated scientific research. It ensures the right and appropriate energy supply for normal active pets. If dogs have a reduced or scarce physical activity, it is appropriate to administer 20% less than the recommended quantities for maintenance. In case of active dogs, it is advisable to administer from 20% up to 40% more. For active adult dogs we suggest to feed them with **Adult Energy Nutrition**. The dual-purpose action of the nutritional system **Kira Protect** applies also to this product: you can decrease dosages of 20% in case of reduced physical activity or give the suggested quantities in case of sporting endurance, pregnant bitches or during lactation.

energy requirements
lifestyle
temperament
breed
environment

Physiological state	k3
Growth	
Pre-weaning	3
Post-weaning	da 2 a 1,2
Adult	1
Second half of the gestation	da 1,1 a 1,5
Lactation	da 3 a 4
Neutered animal	0,8

Health condition	k4
Physical inactivity	0,7 - 0,9
Hypometabolism	0,5 - 0,9
Trauma	1,0 - 2,0
Initial cancer	0,8 - 1,2
Advanced cancer	1,1 - 2,0
Blood poisoning	1,2 - 1,5
Burn	1,2 - 2,0

5 *Special nutrition*

Large breed dogs

Several studies have indicated an increase of overweight dogs among large and giant breeds, because they are constitutionally inclined to increase their fatty mass. As a secondary consequence, these dogs have often problems with joints. Therefore they need to **maintain an ideal body condition** and to avoid excessive weight in order to prevent consequences on their skeletal structure characterized by long bones and fragile cartilages. Overweight is caused by an energy supply that overcomes dog's needs during a certain phase of his life, often due to a food excess. Consequently, the energy excess causes fat deposits in the dog's body. The majority of overweight problems in puppies, adult dogs or little active senior dogs depend on hypernutrition linked with a poor physical activity or because of castration or spaying. Overweight is a syndrome that comes from nourishment and the annual weight increase is exponential, even if the caloric imbalance between the introduced energy and the consumed one is only a few kcal per day. There are many pathologic conditions that are directly linked to overweight: locomotory difficulties, skeletal problems, increased risk of heart pathologies, weariness of others organs such as liver and kidneys, breathing and skin problems and a meaningful reduction of longevity. **The daily ration of a balanced and complete food has to be carefully weighed and supplied during the day.** In order to maintain or to take back the pet to his ideal weight it is necessary to use a specific food such as **Adult large breed**. It is also necessary the pet owner's care concerning the evaluation of the weight to maintain or to reach, according to his dog's breed.



Sensitive adult dogs

Skin and hair sensitivity - Sensitivity to food intolerances.

The dog's skin belongs to the complex system of the tegumentary apparatus, which performs important functions such as protective, sensorial, immune and metabolic tasks, and therefore it interacts with internal systems. That's why bright dog's skin and hair mean good health. The elements that influence his health are: good genetic characteristics, continuous care and food supplying essential nutritive contents in a proper and balanced quantity. The fundamental nutrients are shortly the following:





1 - PROTEINS

Hair is made of 95% of proteins, and in some period (pack), proteins supplied with food can be used up to 30% to satisfy functional and structural needs of skin and hair. For this reason it is necessary to **use one or more high quality protein sources, in order to guarantee the supply of all the Essential Amino Acids** which help the hair structure development and the replacement of skin cells.

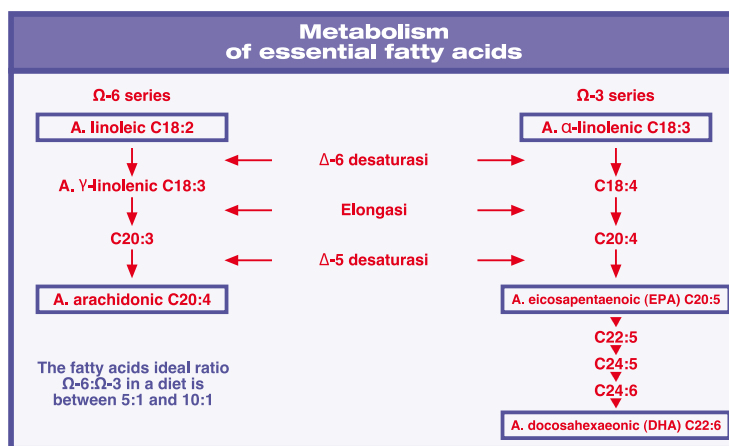
2 - FATTIES AND FATTY ACIDS

Fatty acids are among the constituents of cellular membranes and the essential fatty acids must be introduced with food. The use of fatty sources which can provide fatty acids Omega 6 and Omega 3 (essential polyunsaturated fatty acids) helps maintain an optimal skin and hair state of health.

3 - VITAMINS A, C, E, GROUP B, TOGETHER WITH TRACE ELEMENTS OF COPPER AND ZINC

They have a specific and essential role to reach and maintain an optimal skin and hair state of health.

Food intolerances are non immune-mediate reactions which are caused by usual consumption of a specific food and/or additive. By eliminating the intake of substances which causes the intolerance, symptoms disappear.



Essential Fatty acids content in some food (%)					
	A. linoleic C18:2 Ω-6	A. α-linolenic C18:3 Ω-3	AA C20:4 Ω-6	EPA C20:5 Ω-3	DHA C22:6 Ω-3
Fresh tuna	0,05	0,09	0,04	0,28	0,89
Cod	0,16	0,15	0,02	0,73	1,26
Chicken meat	1,13	0,05	0,14	0,03	0,06
Linseed oil	14,4	58,1	---	---	---
Soy oil	51,0	6,8	---	---	---
Rape oil	20,3	9,3	---	---	---
Peanut oil	32,0	---	---	---	---
Corn oil	53,2	1,2	---	---	---
Olive oil	9,8	0,8	---	---	---
Butter	2,18	0,42	---	---	---

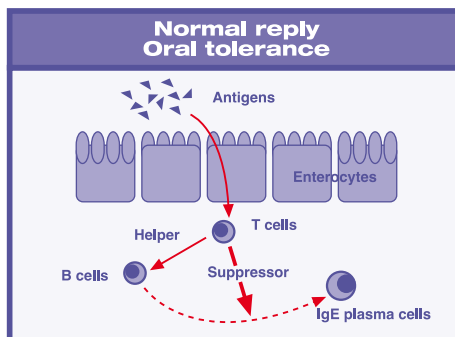
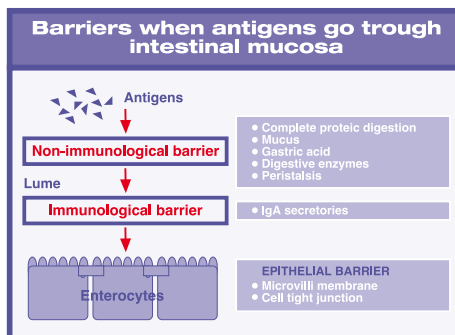
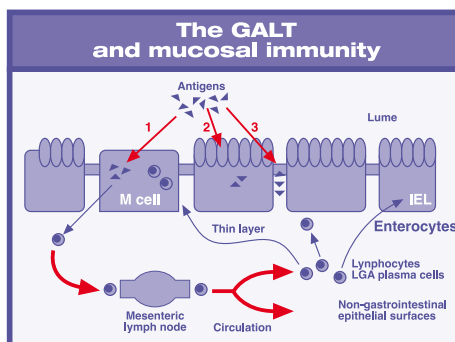
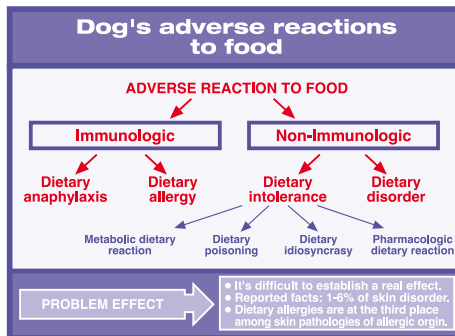
The provoking event could be overdrawn by several reasons (diet, toxins, parasites, infectious diseases) which cause damage to the intestinal mucosa and the weakening of its protective barrier function. Consequently, the body is no more protected by swallowed and not digested food and the mucosa becomes permeable to this substances.

There are several theories about dietary intolerances. The most well-founded are two:

1. Theory of modified macromolecular absorption.
 2. Theory of H. Selye's stress.
- With reference to the first one, a big vitaminic lack caused by daily food refining is assumed, in particular the carbohydrates, that should cause a lack of absorption of all vitamin and mineral elements so important for the body. In order to help the health of dog's skin and hair, to make their digestion easy and to assist their intestinal health, **Adult Fish & Rice Formula** and **Adult Lamb & Rice Formula** are a good choice for the needs of every sensitive dog.

Adult Fish & Rice Formula helps dog live better contrasting dermatologic inflammations. It is a light and high digestible food, that stimulates the immune system as well, thanks to a reinforcement action.

Adult Lamb & Rice Formula has been conceived to help the digestive apparatus. Some dogs tend to suffer from gastroenteric problems; a proper nourishment can help them to regularize their intestinal functions and encourage a healthy and active lifestyle.





Superior Nutritional System

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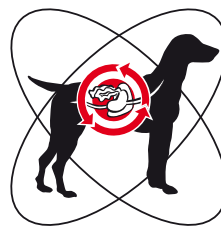
PLUSSES



PUPPY - Start-Up & Junior
Development for Babydog of all sizes

Premium Recipe Chicken & Rice

N • Nutrition
P • Program
S • System



Growth and optimal skeletal development: the high quality and the right content of fats, proteins and carbohydrates help the correct growth of puppies. The balanced ratio between calcium and phosphorus help their bones and teeth development.

High protein concentration and strengthened digestive security: the quality of the employed proteins and the action played by particular fractions of fibres (FOS), guarantee a very good digestibility and balance of the intestinal microflora.

Building of optimal immune defenses: the correct supply of vitamins and oligoelements support health and development of puppies' immune system.



Available bags: 2Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



Complete and balanced recipe for weaning and growth of puppies of all sizes up to 12/24 months of life. It has been particularly conceived to help both the skeletal and muscle development. It positively affects on the correct teething. The quantity of proteins employed guarantees a very good digestibility, thanks also to the particular fractions of fibres (FOS), which maintain the balance of the intestinal microflora. This product guarantees the correct energetic supply, which is fundamental in this important first stage of your four-legged friend's life. Health and development of his immune system are guaranteed by the correct supply of vitamins and oligoelements.

Calcium: 1,20%

Phosphorus: 0,95%

Ca/P Ratio: 1,26

Animal protids/
Total protids ratio: >0,90

Metabolizable Energy:
4000 Kcal/Kg

PUPPY START-UP & JUNIOR

Mini croquettes with chicken and rice - Complete food for puppies

Ingredients: dehydrated chicken meat (min. 14%); dehydrated poultry meal; maize; rice (min. 14%); stabilized chicken fat; pig crackling; herring meal; maize gluten; brewer's yeast; beet pulp; bicalcic phosphate; sodium chloride; preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Puppy Start-Up & Junior". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.



Chemical analysis

Crude protein	30,00%
Crude fat	18,00%
Crude fibre	2,50%
Crude ash	7,50%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	2.000 I.U.
Vitamin E (alpha tocopherol min. 91%)	100 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

 Weight of the adult dog	 80cl = 300g			
	Up to 3 months of life split into No. 4 meals	From 3 to 6 months of life split into No. 3 meals	From 6 to 12 months of life split into No. 2 meals	From 12 to 18 months of life split into No. 2 meals
1 - 5 Kg	50 - 110 g	50 - 140 g	45 - 130 g	—
5 - 10 Kg	110 - 195 g	140 - 240 g	130 - 230 g	—
10 - 20 Kg	195 - 290 g	240 - 370 g	230 - 320 g	—
20 - 30 Kg	290 - 340 g	370 - 450 g	320 - 410 g	300 - 380 g
30 - 40 Kg	340 - 420 g	450 - 560 g	410 - 480 g	380 - 430 g
40 - 55 Kg	420 - 460 g	560 - 660 g	480 - 520 g	430 - 510 g
55 - 65 Kg	460 - 520 g	660 - 750 g	520 - 580 g	510 - 580 g



Superior Nutritional System

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PLUSES

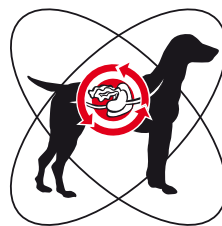


ADULT - Maintenance Nutrition

Daily vitality for all sizes

Premium Recipe Chicken & Rice

N • Nutrition
P • Program
S • System



Balanced nutrition with mono- and polyunsaturated fatty acids and FOS: the supply of nutrients rich in Omega 3 and Omega 6, monounsaturated fatty acids and fructooligosaccharides (FOS) help the intestinal absorption.

Maximum digestive security and maintenance of the ideal weight and vitality: the high quality of the noble protein source of poultry origins (chicken) balanced with carbohydrates (rice), supports the maximum digestive security.

Optimal absorption and tolerance of nutrients: the high bioavailability recipe with the alternative chicken protein matrix (min. 14 %) and the starchy one from rice (min. 14%), guarantee the advantages of their correct supply.



Available bags: 3Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



The high bioavailability recipe with chicken (min. 14%) and rice (min. 14%), guarantees the advantages of their correct supply. The noble protein source from chicken balanced with the carbohydrates from rice, support the maximum digestive security. The supply of nutrients rich in mono- and polyunsaturated fatty acids and fructooligosaccharides help intestinal food tolerance and absorption, so that the adult dog has a better relationship with food. This product is ideal for the maintenance of the ideal weight, to keep fit and for adult dogs' vitality (1-7 years of life) with normal physical activity.

Calcium: 1,10%

Phosphorus: 0,80%

Ca/P Ratio: 1,37

Animal protids/
Total protids ratio: >0,80

Metabolizable Energy:
3900 Kcal/Kg

ADULT MAINTENANCE NUTRITION

Croquettes with chicken and rice - Complete food for dogs

Ingredients: maize; dehydrated chicken proteins (min. 14%); rice (min. 14%); dehydrated poultry meal; stabilized chicken fat; pig crackling; herring meal; maize gluten; brewer's yeast; beet pulp; bicalcic phosphate; sodium chloride; FOS (fructooligosaccharides); preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Adult Maintenance Nutrition". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.



Chemical analysis

Crude protein	25,00%
Crude fat	15,00%
Crude fibre	3,50%
Crude ash	7,50%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E (alpha tocopherol min. 91%)	120 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

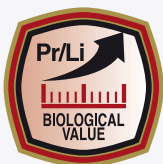
 Weight of the adult dog	 80cl = 300g
1 - 10 Kg	50 - 180 g
10 - 15 Kg	180 - 240 g
15 - 20 Kg	240 - 300 g
20 - 25 Kg	300 - 350 g
25 - 35 Kg	350 - 450 g
35 - 45 Kg	450 - 540 g



Superior Nutritional System

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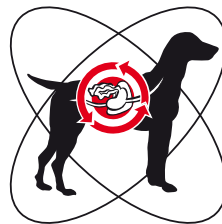
PLUSSES



ADULT - Energy Nutrition
Power at work and at guard

Premium Recipe Turkey & Rice

N • Nutrition
P • Program
S • System



Energy and plastic constituents at high biological value: the high supply of proteins at high biological value (plastic constituents of the essential amino acids) and the high supply of energy constituents (unsaturated and essential fats) are easily available to satisfy the nutritional needs in active dogs.

Maximum digestive security: the high quality of fats, proteins and carbohydrates support the digestive development and security and also the intestinal wholeness.

Intense and protracted physical activity: the correct energy level and the balanced nutritional system supplies, as a direct consequence, the necessary energy to withstand longer during a long physical effort.



Available bags: 3Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



This product has been conceived in order to satisfy adult dogs' nutritional needs subject to intense and prolonged physical activity. Its formula doesn't satisfy working dogs' nutritional needs only but also bitches in the making. The formula has a high content of ready available energy and plastic constituents at high biological value. It has a very good protids and lipids ratio (30/20) and the right supply of vitamins and oligoelements support the specific biological functions when the adult dog is particularly active.

Calcium: 1,50%

Phosphorus: 1,10%

Ca/P Ratio: 1,36

Potassium: 0,70%

Sodium: 0,33%

Animal protids/

Total protids ratio: >0,90

Metabolizable Energy:
4200 Kcal/Kg

ADULT ENERGY NUTRITION

Croquettes with turkey and rice - Complete food for dogs

Ingredients: maize; dehydrated turkey proteins (min. 14%); rice (min. 14%); dehydrated poultry meal; stabilized chicken fat; pig crackling; herring meal; maize gluten; brewer's yeast; beet pulp; bicalcic phosphate; sodium chloride; preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Adult Energy Nutrition". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.

Chemical analysis

Crude protein	30,00%
Crude fat	20,00%
Crude fibre	3,50%
Crude ash	7,50%

Integration per Kg

Vitamin A	18.000 I.U.
Vitamin D3	1.500 I.U.
Vitamin E (alpha tocopherol min. 91%)	120 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

Weight of the adult dog	80cl = 300g	
	Maintenance	Sport
5 - 10 Kg	105 - 175 g	115 - 190 g
10 - 15 Kg	175 - 240 g	190 - 260 g
15 - 20 Kg	240 - 290 g	260 - 320 g
20 - 25 Kg	290 - 340 g	320 - 380 g
25 - 30 Kg	340 - 400 g	380 - 440 g
30 - 35 Kg	400 - 450 g	440 - 500 g
35 - 45 Kg	450 - 550 g	500 - 600 g



Superior Nutritional System

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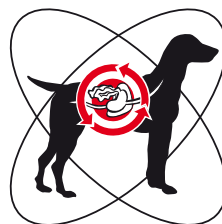
PLUSES



ADULT - Large Breed Nutrition Maintenance for Maxi & Giant sizes

Premium Recipe Chicken & Beet

N • Nutrition
P • Program
S • System



Fatty mass build-up control: the recipe is balanced in order to keep fit and maintain the ideal large size adult dogs' weight, since the age of two.

Digestive and intestinal absorption security: a special mixture of vegetable not fermentescible fibres from beet pulps and fructooligosaccharides help a good intestinal absorption even in dogs with slow digestion.

Joints mobility supported by precursors of cartilage: the addition of precursors of chondroitin and glucosamine (poultry meal) help maintain joints mobility during regular physical activity.



Available bags: 3Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



This specific formula has been conceived in order to nourish giant and large size adult dogs from 18 months up to 7 years of life. This kind of dogs need to keep an ideal body weight condition and avoid weight excesses because of their skeletal structure, characterized by long bones and fragile cartilages. The special mixture of vegetable not fermentescible fibres from beet pulp and fructooligosaccharides supports a good intestinal absorption even in dogs with slow digestion. This food helps keep joints in good conditions during dogs' regular physical activity.

Calcium: 1,30%

Phosphorus: 1,00%

Ca/P Ratio: 1,30

Animal protids/
Total protids ratio: >0,90

Metabolizable Energy:
3830 Kcal/Kg

ADULT LARGE BREED NUTRITION

Croquettes with chicken and beet pulp - Complete food for dogs

Ingredients: maize; dehydrated chicken proteins (min. 14%); rice; dehydrated poultry meal; stabilized chicken fat; pig crackling; herring meal; maize gluten; brewer's yeast; beet pulp (min. 4%); bicalcic phosphate; chicken cartilage (natural source of glucosamine); sodium chloride; FOS; preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Adult Large Breed Nutrition". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.

Chemical analysis

Crude protein	25,00%
Crude fat	13,00%
Crude fibre	3,50%
Crude ash	7,00%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E (alpha tocopherol min. 91%)	120 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

Weight of the adult dog	80cl = 300g
30 - 40 Kg	410 - 510 g
40 - 50 Kg	510 - 600 g
50 - 60 Kg	600 - 690 g
60 - 70 Kg	690 - 780 g



Superior Nutritional System

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PLUSSES

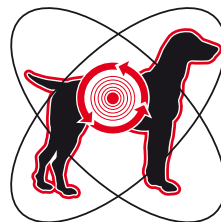


ADULT - Lamb & Rice Formula

Sensitive Canine of all breeds

Premium Desensitizer Recipe

F • Formula
P • Program
S • System



It helps the food desensitization:
the right balance of lamb as alternative protein source helps the action of the intestinal mucous reducing reactions caused by nourishment intolerances.

Maximum digestive security:
the high digestibility of lamb and rice supports the digestion and absorption of this food and reduces the intestinal fermentescibility.

Balance of the intestinal flora:
a special mixture of natural fibres (rice, beet pulp, brewer's yeast) help regularize the gastric apparatus and to desensitize the intestinal mucous.



Available bags: 3Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



High digestibility recipe with lamb (min. 14%) and rice (min. 14%). It is ideal to assist dogs in case of evident digestive and absorption problems and also intestinal fermentescibility. The right balance between lamb as alternative noble protein source and the special mixture of natural fibres (Rice, Beet Pulp, Brewer's yeast) help regularize the gastric apparatus and desensitize the intestinal mucous.

Calcium: 1,20%

Phosphorus: 0,90%

Ca/P Ratio: 1,33

Animal protids/
Total protids ratio: >0,90

Metabolizable Energy:
3900 Kcal/Kg

ADULT LAMB & RICE FORMULA

Croquettes with lamb and rice - Complete food for dogs

Ingredients: maize; dehydrated lamb proteins (min. 14%); rice (min. 14%); dehydrated poultry meal; stabilized chicken fat; herring meal; maize gluten; brewer's yeast; beet pulp; bicalcic phosphate; sodium chloride; FOS (fructooligosaccharides); preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Adult Lamb & Rice Formula". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.

Chemical analysis

Crude protein	25,00%
Crude fat	15,00%
Crude fibre	3,90%
Crude ash	7,50%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E (alpha tocopherol min. 91%)	120 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

 Weight of the adult dog	 80cl = 300g
1 - 10 Kg	50 - 180 g
10 - 15 Kg	180 - 240 g
15 - 20 Kg	240 - 300 g
20 - 25 Kg	300 - 350 g
25 - 35 Kg	350 - 450 g
35 - 45 Kg	450 - 540 g



Superior Nutritional System

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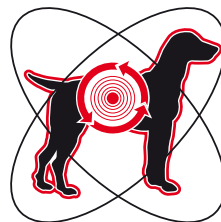
PLUSSES



ADULT - Fish & Rice Formula
Sensitive Canine of all breeds

Premium Ipoallergenic Recipe

F • Formula
P • Program
S • System



Macronutrients with Omega 3 and Omega 6 and Prebiotic Microcomponents: the supply of P.U.F.A. of the series Omega 3 and Omega 6 and FOS, help sensitive dogs' health or dogs having a proneness towards allergic affections or food intolerances.

It helps skin and hair health: the high balance of monounsaturated and polyunsaturated fatty acids and the correct level of zinc, support skin and hair health belonging to the tegumentary apparatus.

It strengthens the immune defences: the correct supply of antioxidant vitamins (particularly vitamin E) and the balanced integration of oligoelements, help strengthen dogs' natural defenses.



Available bags: 3Kg - 15Kg

Complete and balanced nutritional program for each stage of Your dog's life.



Hypoallergenic formula with fish (min. 14%) and rice (min. 14%) especially conceived for nourishment of particularly sensitive dogs having a proneness to allergic affections or food intolerances. The right balance between mono- and polyunsaturated fatty acids of the series Omega 3 and Omega 6, supports the skin lipid balance and the anti inflammatory action spread on the whole tegumentary apparatus. The correct supply of antioxidant vitamins and the right integration of oligoelements help strengthen the immune system.

Calcium: 1,50%

Phosphorus: 1,00%

Ca/P Ratio: 1,50

Monounsaturated fatty acids: 18 g/kg

Polyunsaturated fatty acids Ω3: 7 g/kg

Polyunsaturated fatty acids Ω6: 18 g/kg

**Metabolizable Energy:
3800 kcal/kg**

ADULT FISH & RICE FORMULA

Croquettes with fish and rice - Complete food for dogs

Ingredients: maize; dehydrated fish proteins (min. 14%); rice (min. 14%); dehydrated poultry meal; stabilized chicken fat; pig crackling; maize gluten; brewer's yeast; beet pulp; bicalcic phosphate; sodium chloride; FOS (fructooligosaccharides); preservatives, antioxidants and stabilizers: E320, E321, E280, E284.

Directions for use: Weigh the necessary quantity of "Adult Fish & Rice Formula". Put the croquettes into the bowl, add warm water or serve as it is. Let your dog always have a bowl of fresh water available.

Chemical analysis

Crude protein	26,50%
Crude fat	12,50%
Crude fibre	3,50%
Crude ash	7,50%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E (alpha tocopherol min. 91%)	120 mg
Copper (copper sulphate pentahydrate)	20 mg

Daily doses

Weight of the adult dog	80cl = 300g
1 - 10 Kg	50 - 180 g
10 - 15 Kg	180 - 250 g
15 - 20 Kg	250 - 300 g
20 - 25 Kg	300 - 360 g
25 - 35 Kg	360 - 470 g
35 - 45 Kg	470 - 550 g



Info service

Gheda Petfood

The range of products **KIRA PROTECT** is available at all the best specialized pet shops, where you can rely upon qualified advices. For this reason you can find KIRA PROTECT just in these selling points, in order to offer the best help and support to dog owners.

The **info service KIRA PROTECT** has at its disposal expert nutritionists ready to give all information that sellers, breeders and dog owners require. No matter what your dog's age, size, breed, weight and lifestyle are, you will always find a product from **GHEDA PETFOOD** conceived in order to satisfy his nutritional needs in the best way.

For further information about pet food employment and selling points of **KIRA PROTECT**, or if you need more details concerning your four-legged friend's nourishing needs, please contact us at our website **www.gheda.it**. It will be a pleasure for us to help you.

KIRA PROTECT
SUPERIOR NUTRITIONAL SYSTEM
Gheda Petfood: the Natural choice