

PROPER FORM & TEMPER

The taylor-made nourishment... ...for your dog

The peculiarity of a dog is determined by 2 elements:
Morphological characteristics and **character traits**
of its breed.

1

Proper Form & Temper takes care of the
morphological types of each group:

It pays attention to the appearance, the size, the proportions, the relationships, the expression, the coat, the carriage and the walk of your dog.

It is ready to evaluate the character and the constitutional signs of dog and breed.

Proper Form & Temper takes care of the
constitutional types of each breed group:

It takes into consideration not only the outward morphological characteristics (phenotype) and the different development of every single apparatus but also the development and the function of the endocrine system.

It analyses the peculiar balance among the functions of the different apparatuses of each breed.

It considers how the development and the functionality of the endocrine system influence the structure and the aptitude characteristics of each breed and classifies them according to: hyporeactivity, normoreactivity and hyperreactivity.

2

The high quality food suitable to typology and breed aptitude, to size, age,
way of life and character of the dog.

PROPER FORM & TEMPER PROJECT

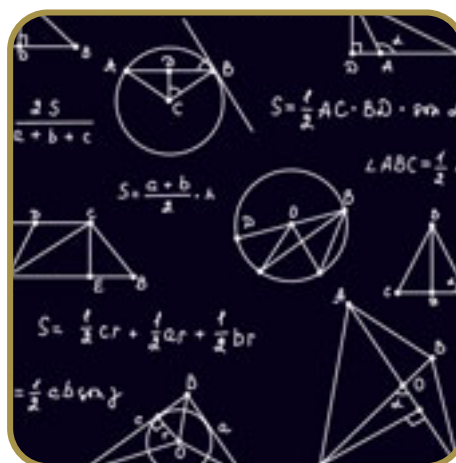
Purpose: high quality food suitable to typology and breed aptitude, to size, age, way of life and character of the dog.

Application field: morphological types of specific breeds of dog.

To determine the body-build of a dog, we resort to the constitution science which studies the anatomy of the animal in connection with the development of its nutritional system and with the functions of the endocrine apparatus, associating the activity of the internal secretion glands (endocrine constellation) with the hormonal aspect which, according to the type of physiological function, that is the function of some particular glands in comparison with others, may improve or prevent some functions and, therefore, determine the morphological type. The reference endocrine constellation for a particular breed will influence not only the building and the conformation of the body (body masses) but it is also responsible for the process of movement and particularly of the temperament understood as character or temper because, for example, a heavy and large subject will be less reactive than a light and slim subject.

The three most important morphological types that can be deduced from the comparison of the longitudinal diameters with the cross diameters are: **Brachymorphic, Mesomorphic and Dolicomorphic type**. Such classification can be expressed by an index, that is by a size ratio in centimeters compared with another, considered as a reference point.

The basic indexes are 3: **Body Index, Thorax Index and Cephalic Index**.



Constitutional Morphology	Body Index (trunk length x 100 / thorax perimeter)	Thorax Index (thorax width x 100 / thorax height)	Cephalic Index (head width x 100 / head length)
Brachymorphic	from 50 to 70	from 90 to 100	> 54
Mesomorphic	from 70 to 85	from 60 to 90	from 50 to 54
Dolicomorphic	from 85 to 100	from 50 to 60	< 50

The specific canine breeds have been divided according to their morphologic structure and use, into following groups:

Lupoids - Molossoids - Braccoids - Graioids - Toys

These groups include animals which, even if we consider the big differences of each group, have common morphologic characteristics, originated from comparable morphological-functional evolutions.

Lupoids

The **lupoid dog group** includes breeds having following characteristics: pyramid-shaped head, long muzzle with ratio 1:1 compared with the skull, triangular ears, held erect; small and adherent upper lips which do not go over the mandible. Nordic Lupoid: suitable for rigorous climates, small ears, very thick hairs, characterized by a thick and compact undercoat.



The **molossoid dog group** includes breeds having following characteristics: cubical or round head, solid; short muzzle; small and hanging ears; long and thick upper lips; solid and strong body.

Molossoids

Braccoids

The **braccoid dog group** includes breeds having following characteristics: prism-shaped head; muzzle with parallel side faces; big ears, flat held on the cheeks; big upper lips covering the lower mandible profile.



The **granoid dog group** includes breeds having following characteristics; long conical head; narrow skull; small folding back or erect ears; long and narrow muzzle, in straight line with the forehead; projected and angular nose, prominent in comparison with the mouth; short narrow close lips; slender body, light bone structure and very retracted stomach.

Graioids

Toys

The **Toys group** includes breeds having following characteristics: dogs which have always been considered as companion animals and therefore with the same life style, they are small sized or mini. It is not possible to have a common morphological description of them like the other groups, because there are different types concerning both overall structure and head of the animal.



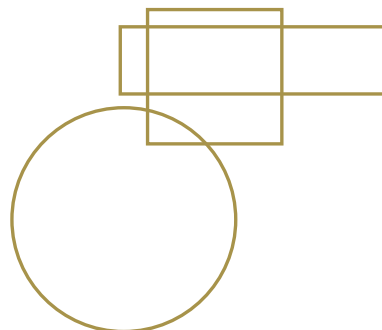
Breeds and groups classification

GROUPS	MOST COMMON BREEDS IN EUROPE	MORPHOLOGICAL-CONSTITUTIONAL ARRANGEMENT			ANATOMIC MEASUREMENTS		
		Morpho-logical Types	Habitus	Temperament	Weight	Medium height at the withers	Size
ENCI 3-4-9 Groups	Yorkshire Terrier	Mesomorph Toys	Muscular-respiratory microsome, hyperthyroid	Hyper-reactive	3 - 10 kg	25 - 35 cm	Mini Small
	Cavalier King Charles Spaniel		Muscular-respiratory microsome, normothyroid				
	West Highland White Terrier		Muscular-respiratory microsome, normothyroid				
	Border Terrier						
	Jack, Parson e Reverend Russell						
	Poodles						
	Shih-tzu	Anacolicomorph Toys	Muscular-respiratory microsome, normothyroid	Normo Hyper-reactive	3 - 12 kg	15 - 25 cm	Mini Small
	Lhasa Apso		Muscular-respiratory microsome, normothyroid				
	Maltese		Muscular-respiratory microsome, hyperthyroid				
	Pekinese						
	Dachshunds						
ENCI 1 Group	German Shepherd	Mesomorph Lupoid	Muscular normosomic, normothyroid	Normo reactive	20 - 45 kg	45 - 70 cm	Medium Large
	Belgian Shepherd		Muscular-respiratory normosomic, normothyroid				
	Bobtail		Muscular normosomic, normothyroid				
	Maremma and Abruzzes Sheepdog		Muscular normosomic, normothyroid				
	Beauce Shepherd						
	Australian Shepherd						
ENCI 5 Group	Siberian Husky	Nordic and Oriental Mesomorph Lupoids	Respiratory-muscular normosomic, normothyroid	Normo reactive	20 - 45 kg	45 - 70 cm	Medium
	Chow-Chow		Respiratory-muscular normosomic, normo-hypothyroid				
	Alaskan Malamute		Muscular normosomic, normothyroid				
	Akita						
	Samoiedo						
ENCI 1-2 Groups	Dobermann	Dolicomorph Lupoids	Muscular-respiratory normosomic, hyperthyroid	Normo reactive	10 - 45 kg	35 - 70 cm	Medium Large
	Border Collie		Muscular-respiratory normosomic, normothyroid				
	Bearded Collie		Muscular-respiratory normosomic, normothyroid				
	Shetland Shepherd						

Breeds and groups classification

GROUPS	MOST COMMON BREEDS IN EUROPE	MORPHOLOGICAL-CONSTITUTIONAL ARRANGEMENT			ANATOMIC MEASUREMENTS		
		Morpho-logical Types	Habitus	Temperament	Weight	Medium height at the withers	Size
ENCI 6-7-8 Groups	Labrador Retriever	Mesomorph Braccoids	Muscular, normosomic, normo-hypothyroid	Normo reactive	12 - 45 kg	30 - 70 cm	Small Medium
	English Cocker Spaniel		Muscular-respiratory normosomic, normothyroid				
	Golden Retriever		Muscular-respiratory normosomic, normo-hypothyroid				
	English / Irish Setter						
	Epagneul Bretón						
	Beagle						
	Deutsch Kurzhaar						
	English Pointer						
	Italian Bloodhound						
	Lagotto Romagnolo						
ENCI 2 Group	Boxer	Mesomorph Molossoids	Muscular, normosomic, normothyroid	Normo reactive	25 - 50 kg	55 - 70 cm	Medium Large
	Riesenschnauzer		Muscular-respiratory normosomic, hyperthyroid				
	Argentinian Dogo		Muscular normosomic, normo-hypothyroid				
	Corsican Dog		Muscular-respiratory normosomic, normo-hyperthyroid				
	Rottweiler		Muscular, normosomic, normothyroid	Normo Hypo-reactive	45 - 70 kg	60 - 80 cm	Large Giant
	Bernese Cowherd		Muscular, normosomic, normothyroid				
	Great Dane		Muscular, macrosomic, normothyroid				
	Newfoundland DOg		Muscular normosomic, normo-hypothyroid				
	Dogue de Bordeaux						
	Leonberger						
	St. Bernard						
ENCI 10 Group	Whippet	Dolichomorph Graioids	Respiratory normosomic, hyperthyroid	Normo Hyper-reactive	5 - 30 kg	30 - 70 cm	Small Medium
	Small Italian Greyhound		Respiratory normosomic, hyperthyroid				
	Azawakh						
	Magyar Agar						
	Galgo Español						
	Borzoï	Dolichomorph Graioids	Respiratory normosomic, normothyroid	Hyper-reactive	30 - 55 kg	70 - 85 cm	Large Giant
	Irish Wolfhound		Muscular-respiratory macrosomic, normothyroid				
	Afghan Greyhound		Respiratory macrosomic, normothyroid				
	Saluky						
	Greyhound						
	Deerhound						
	Sloughi						

PROPER FORM & TEMPER



Every breed has its own particular **body-build**...

...and its **strong temperament**...

...that makes it unique

Adaptability and versatility are the most important qualities facilitating the cohabitation of the dog with the men and making it a good companion, besides being a faithful friend always ready to help its owner. However, every dog has a peculiar character and it is unique and lovely for its owner. Besides, just like every man, the dog has got its own personality and character and for this reason we suggest to anyone who is going to have a dog to learn the **essential characteristics** of every breed, in order to find out the most suitable for his own requirements and life style as well as the **appropriate nutrition** for the morphology and temperament of the dog.



PROPER FORM & TEMPER

Takes into consideration the peculiarity of the morphologic groups to which the canine breeds belong.

Respects the biological essence of the endocrine constellation of each breed allowing making different classifications.

Enhances the conformation harmony generated by the mass homogeneity, by the lines, the surfaces and the color of the coat.

Satisfies all the different requirements of every morphologic group to which the breeds of dogs belong.

The project **input** and



MESOMORPH TOYS

Size: Small/Mini

Yorkshire Terrier – Cavalier King Charles Spaniel – West Highland White Terrier Border Terrier – Jack, Parson e Reverend Russel – Poodles				
Breed (Leader)	Mesomorph Toys Group	Shape (Thorax + Abdomen)	Temperament (Hyper-reactive)	Mobility
Yorkshire Terrier 	Body Index: 70 - 85 Adult size Mini/Small Average weight - adults: 3 - 10 Kg Medium height at the withers: 25 - 35 cm	Cubical 	Companion dog very active and clever, vivacious and well balanced. Sweet and fond of its owner. It learns easily, it is lovely and funny; it can be obedient but can also have negative attitudes.	Strength: reduced to a rapid and strong contraction Activity level: low Aptitude: resistance Articulation stress: low Energy requirement at rest: high

ANACOLIMORPH TOYS

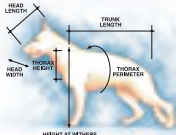

Size: Mini/Small

Shih-tzu – Lhasa Apso – Maltese Pekinese – Dachshunds				
Breed (Leader)	Anacolimorph Toys Group	Shape (Thorax + Abdomen)	Temperament (Normo-Hyper-reactive)	Mobility
Shih-tzu 	Body Index: Disproportionate Adult size Mini/Small Average weight - adults: 3 - 12 Kg Medium height at the withers: 15 - 25 cm	Parallelepiped 	Companion dog very watchful and vivacious. Very cheerful and social, very wary of strangers. Very nice with family and children, it adjusts itself to any environment.	Strength: reduced to a rapid and strong contraction Activity level: low Aptitude: resistance Articulation stress: low Energy requirement at rest: high

MESOMORPH LUPOIDS

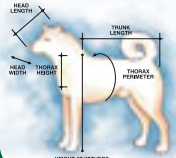
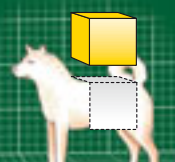
Size: Medium/Large

German Shepherd – Belgian Shepherd – Bobtail – Maremma and Abruzzes Sheepdog
Beauce Shepherd – Australian Shepherd

Breed (Leader)	Mesomorphic Lupoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-reactive)	Mobility
German Shepherd 	Body Index: 70 - 85 Adult size Medium/Large Average weight - adults: 20 - 45 Kg Medium height at the withers: 45 - 70 cm	Cubical 	Very balanced and self-assured dog, easy to train owing to its particular intelligence and nature. Very good guard dog for persons and property. It is brave and protective of its owner.	Strength: intermediate to middle-rapid and normal contraction Activity level: high Aptitude: resistance Articulation stress: medium Energy requirement at rest: medium

NORDIC and ORIENTAL MESOMORPH LUPOIDS – Size: Medium

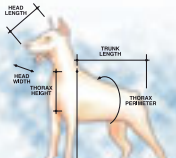

Siberian Husky – Chow Chow – Alaskan Malamute
Akita – Samoiado

Breed (Leader)	Mesomorph Lupoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-reactive)	Mobility
Siberian Husky 	Body Index: 70 - 85 Adult size Medium/Large Average weight - adults: 20 - 45 Kg Medium height at the withers: 45 - 70 cm	Cubical 	Strong sled-dog, it is also used as companion dog. Cheerful and jovial with friends, it behaves very affectionately towards the owner and the family, but it is also very independent. When it follows the herd, the predatory instinct awakes.	Strength: intermediate to middle-rapid and normal contraction Activity level: low Aptitude: resistance - strength Articulation stress: medium - high Energy requirement at rest: medium

DOLICOMORPH LUPOIDS

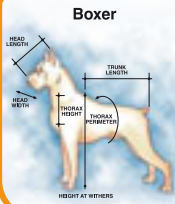

Size: Medium/Large

Dobermann – Border Collie – Bearded Collie
Shetland Shepherd

Breed (Leader)	Dolicomorph Lupoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-reactive)	Mobility
Dobermann 	Body Index: 85 - 100 Adult size Medium/Large Average weight - adults: 10 - 45 Kg Medium height at the withers: 35 - 70 cm	Parallelepiped 	Faithful dog. Courageous, brave, strong and watchful, it is an incomparable guard; no other breed can beat him. It is a breed of dogs with many aptitudes: guard and defense, it can be a good companion and a good utility dog.	Strength: high to middle-rapid and normal contraction Activity level: high Aptitude: resistance - athletic Articulation stress: medium Energy requirement at rest: medium

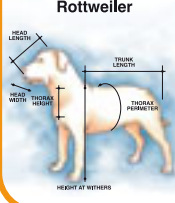

MESOMORPH MOLOSSOIDS

Size: Medium/Large

Boxer – Reischenschnauzer Argentinian Dogo – Corsican Dog				
Breed (Leader)	Mesomorph Molossoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-reactive)	Mobility
 <p>Boxer</p>	Body Index: 70 - 85	 <p>Conical</p>	<p>Utility dog, intelligent, easy to train. It is a tractable dog and an excellent companion attached to the family. Dog with strong nerves, brave, suitable also to protect the property. Sometime it can show uncertainty and snare.</p>	Strength: high to medium and reduced contraction
	Adult size Medium/Large			Activity level: medium
	Average weight - adults: 20 - 50 Kg			Aptitude: resistance - strength
	Medium height at the withers: 55 - 70 cm			Articulation stress: medium - high Energy requirement at rest: medium



MESOMORPH MOLOSSOIDS

Size: Big/Giant

Rottweiler – Bernese Cowherd – Great Dane – Newfoundland Dog Dogue de Bordeaux – Leonberger – Saint Bernard Dog				
Breed (Leader)	Mesomorph Molossoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-Hypo-reactive)	Mobility
 <p>Rottweiler</p>	Body Index: 70 - 85	 <p>Cylindrical</p>	<p>Quiet and loyal dog, good guard against foreign people and intruders. This dog has many attitudes: it is dominant, rough and powerful, provided with a big courage. It has a very strong bite force and is considered a good tracking dog; it can do well with family and as a companion.</p>	Strength: high to slow and reduced contraction
	Adult size Big/Giant			Activity level: high
	Average weight - adults: 10 - 70 Kg			Aptitude: strength
	Medium height at the withers: 60 - 80 cm			Articulation stress: high Energy requirement at rest: medium

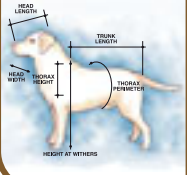

The Great Dane...

...a particular molossoid dog

Rottweiler – Bernese Cowherd – Great Dane – Newfoundland Dog Dogue de Bordeaux – Leonberger – Saint Bernard Dog				
Breed (Leader)	Mesomorph Molossoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-Hypo-reactive)	Mobility
 <p>Great Dane</p>	Body Index: 70 - 85	 <p>Conical</p>	<p>Quiet and even-tempered dog, it becomes aggressive if it thinks that the family may be in danger. Its reactions are always careful, slow and studied as it knows very well its ability and size. It has an unexpected agility that, together with its force, makes this dog a very good fighter.</p>	Strength: high to slow and reduced contraction
	Adult size Large/Giant			Activity level: high
	Average weight - adults: 10 - 70 Kg			Aptitude: strength
	Medium height at the withers: 60 - 80 cm			Articulation stress: high Energy requirement at rest: low

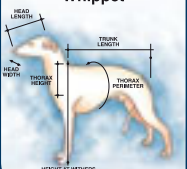
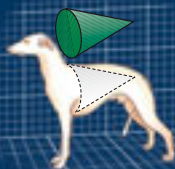
MESOMORPH BRACCOIDS

Size: Small/Medium

Labrador Retriever – English Cocker Spaniel – Golden Retriever – English / Irish Setter Epagneul Bretón – Beagle – Deutsch Kurzhaar – English Pointer – Italian Bloodhound – Lagotto Romagnolo				
Breed (Leader)	Mesomorph Braccoids Group	Shape (Thorax + Abdomen)	Temperament (Normo-reactive)	Mobility
Labrador Retriever 	Body Index: 70 - 85 Adult size Medium Average weight - adults: 12 - 45 Kg Medium height at the withers: 30 - 70 cm	Cubic 	Pleasant and playful dog, it is quiet and cheerful. It is a good worker and easy to train as hunting dog and retriever, it will do well in water, very good for pet therapy, for rescue, as a guide for blinds and help for disabled people; it can be a sniffer dog and tracker	Strength: intermediate to middle rapid and normal contraction Activity level: high Aptitude: strength Articulation stress: high Energy requirement at rest: medium

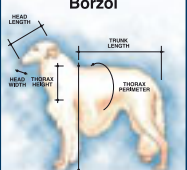
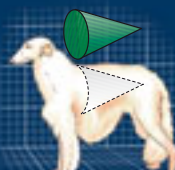
DOLICOMORPH GRAIIDS

Size: Small/Medium

Whippet – Small Italian Greyhound – Azawakh Magyar Agar – Galgo Español				
Breed (Leader)	Dolicomorph Graioids Group	Shape (Thorax + Abdomen)	Temperament (Normo-Hyper-reactive)	Mobility
Whippet 	Body Index: 85 - 100 Adult size Small/Medium Average weight - adults: 5 - 30 Kg Medium height at the withers: 30 - 70 cm	Conical 	Sweet, patient, quiet, affectionate and well tempered dog. It is an ideal companion dog, very good with its owner and it perfectly adapts himself to the domestic comforts. It feels good in sport competitions; it is fast on short distances and has a very good sight.	Strength: high to rapid and high contraction Activity level: medium Aptitude: athletic Articulation stress: high Energy requirement at rest: medium-high

DOLICOMORPH GRAIIDS

Size: Big/Giant

Borzoï – Irish Wolfhound – Afghan greyhound Saluki – Greyhound – Deerhound – Sloughi				
Breed (Leader)	Dolicomorph Graioids Group	Shape (Thorax + Abdomen)	Temperament (Normo-Hyper-reactive)	Mobility
Borzoï 	Body Index: 85 - 100 Adult size Big/Giant Average weight - adults: 30 - 55 Kg Medium height at the withers: 70 - 85 cm	Conical 	Quiet and self-controlled dog, it is very strong and withstands any climate and temperature. It is very courageous, rapid in moving and running. Owing to its sensorial qualities it is still used for hunting. It is very affectionate towards its owner.	Strength: high to rapid and high contraction Activity level: high Aptitude: strength - athletic Articulation stress: high Energy requirement at rest: medium

PROPER FORM & TEMPER

From the **research** to the most advanced **development...**

...was born

Proper Form & Temper



PROPER FORM & TEMPER just born
and already **GROWN UP**, because...

It has been realized according to the most advanced and recent scientific researches.

It has been formulated by experts on veterinary morphophysiology in strict observance of the morpho-constitutional nutrition requirements of every canine breed.

It is produced according to the Technical Specifications of expert nutritionists of the **GHEDA PETFOOD LAB TEAM**, which have been studying for years the behavior of the animals in order to determine the best nutrition program.





PROPER FORM & TEMPER

is also the result of an important study on the origins of the dogs. The research has analyzed every single behavior starting from the ability of the ancestral dogs to socialize with their herd to the instinct to go after the prey, from their natural watching instinct to the inclination of the dogs for guarding and aggressiveness. The priority of **Gheda Petfood** was the investment maximization also in this research field, because from the evolution of the species, different dog selections were born and today we call them companion, hunting, guard, tracking and whippet dogs.

Also for this reason, **Proper Form & Temper** is able to offer the nutritional profile appropriated to their:

Type

Breed Aptitude

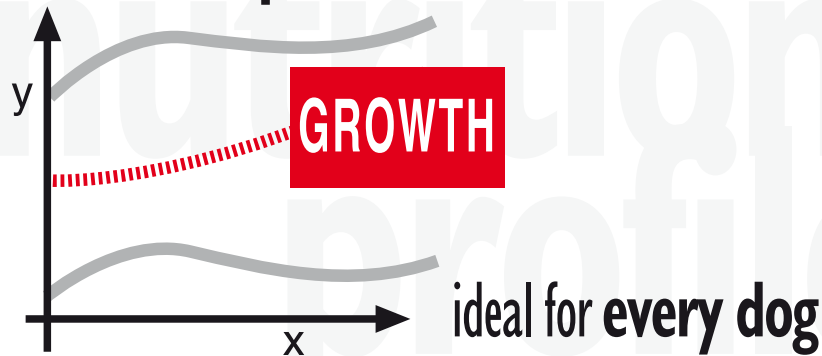
Age

Life Style

Temperament

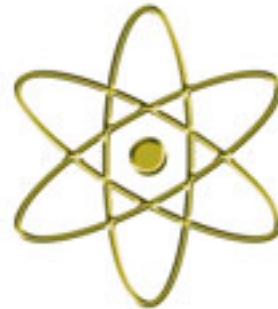


The nutritional profile



The observatory of **Gheda Petfood Lab** has given an accurate picture of all phenotypic - constitutional expressions of every dog group, discovering the real nutritional requirements and their dietary behavior. The top quality of **Proper Form & Temper** pet food is ensured by a management system which controls all the raw materials and the finished product duly selected and all the activities and working processes obtained through high technology know-how.

After developing, the specific nutritional species have been validated by a team of high specialized auditors from the research center of **Gheda Petfood Lab** with following results:



Levels Optimum levels of animal derivation proteins (more than 90% of the total proteins content) with high biological value in order to improve the ideal body condition and to satisfy the specific requirements of every physiologic condition, age, size and life style.

Amounts Optimum fibers content in order to ensure high digestibility and intestinal assimilation as well as a good quality of the faeces.

Contents Correct calorie contents (from lipid sources and carbohydrates) and optimum ratio between proteins and fats, for a balanced nutrition helping to reduce the fat body mass and to maintain the tonicity of the lean body mass.

Constituents Suitable plastic constituents in order to ensure a correct distribution of amino acids and energetic constituents corresponding to the energy requirements of the organism.

Micronutrients Right mixture and combination of antioxidant micronutrients help the dog to strengthen its natural resistance and to fight against the free radicals and to protect its cells from oxidative damages.

Microelements The different and well balanced microelements of vitamins and minerals are appropriated to the dog physiology, perfectly adapting to the organism requirements of dogs with a specific life style, going well with their temperament.

The performances of the nutritional profiles

The benefits of a **correct nutrition** in a dog in perfect shape are shown by clear distinguishing marks. The **nutritional plus** and the contents of each product formulation are indicated by special function icons:



MESOMORPH TOYS – Size: Mini/Small

Chicken & Rice Formula > PUPPY & JUNIOR > Growth & Development



High Vitality



Improved Vascularity



Palatability Control



Desensitizer Action

Salmon & Beet Formula > ADULT > Maintenance & Lightness



High Vitality



Sensitive Digestion



Hair Care



Desensitizer Action

Turkey & Rice Formula > MATURE & SENIOR > Maintenance & Lightness



Anti Age



Immuno Health



Improved Vascularity



Desensitizer Action

MESOMORPH LUPOIDS – Size: Medium/Large

Lamb & Rice Formula > PUPPY & JUNIOR > Growth & Development



Cerebral Toning-Up



Flex Mobility



Immuno Health



Desensitizer Action

Chicken & Barley Formula > ADULT > Maintenance & Lightness



Stressfull Control



Body Mass Maintenance



Easy Digestible



Desensitizer Action

Venison & Potatoes Formula > ADULT > Endurance & Active



Flex Mobility



High Energy



Endurance Control



Desensitizer Action

Turkey & Beet Formula > MATURE & SENIOR > Maintenance & Lightness



Anti Age



Digestive Action



Immuno Health



Desensitizer Action

MESOMORPH MOLOSSOIDS – Size: Large/Giant

Veal & Peas Formula > PUPPY & JUNIOR > Growth & Development



Weight Control



Dental Care



Growth Control



Desensitizer Action

Chicken & Beet Formula > ADULT > Maintenance & Lightness



Obesity Management



Desensitizer Action



Flex Mobility



Digestion Active

Fish & Beet Formula > MATURE & SENIOR > Maintenance & Lightness



Joint Flex Care



Anti Age



Immuno Health



Desensitizer Action

PROPER FORM & TEMPER

Clear message

...and...

... attracting and explicative packaging

Yorkshire Terrier
Cavalier King Charles Spaniel
West Highland White Terrier
Border Terrier
Jack, Parson e Reverend Russel
Poodles

German Sheperd
Belgian Sheperd
Bobtail
Maremma and Abruzzes Sheepdog
Beauce Sheperd
Australian Shepherd

Rottweiler
Bernese Cowherd
Great Dane ■ Newfoundland
Dogue de Bordeaux
Leonberger
Saint Bernard Dog

List of breeds to which the product is dedicated

Rottweiler
Bernese Cowherd
Great Dane ■ Newfoundland
Dogue de Bordeaux
Leonberger
Saint Bernard Dog



MESOMORPH TOYS

Body-Build: cubical
Size: mini/small
Age: + 8 years



MESOMORPH LUPOIDS

Body-Build: cubical
Size: medium/large
Age: 1 - 7 years



MORPHIC MOLOSSOID

Cylindrical
Size: giant
Age: 2 - 18 months



MESOMORPH MOLOSSOID

Body-Build: cylindrical
Size: large/giant
Age: 2 - 18 months



Canine physiology to which the product is dedicated

PUPPY & JUNIOR
Growth & Development



Description of the emotional temper

Express
Vigoro
arming

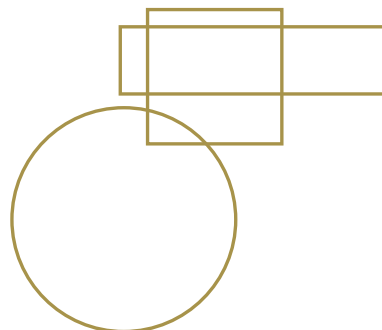


Description of the formula and of the supplied benefits

Formula: Veal

Dental Care

PROPER FORM & TEMPER










Feed your dog with love...




To **feed well** your dog is the first sign of affection toward him. A correct nutrition is the basis of a proper development of its organism and a well balanced energetic supply. Every breed has particular and unique characteristics of morphologic and physiologic conformation. Also the temperament and the activity type of the dog have influence on its nutrition requirements. **Proper Form & Temper** meets these requirements with special formulas, particularly studied and diversified for every specific breed.



...and with Proper Form & Temper

	2 - 8 months	8 months - 8 years	8 months - 8 years	+8 years
BREEDS	PUPPY & JUNIOR Growth & Develop. From 2 to 8 months	ADULT Maintenance & Lightness From 8 months to 8 years	ADULT Endurance & Active From 8 months to 8 years	MATURE & SENIOR Maintenance & Lightness Over 8 years
Yorkshire Terrier Cavalier King Charles Spaniel West Highland White Terrier Border Terrier Jack, Parson & Reverend Russel	 Chicken & Rice 800g	 Salmon & Beet 3Kg		 Turkey & Rice 15Kg

	2 - 12 months	12 months - 7 years	12 months - 7 years	+7 years
BREEDS	PUPPY & JUNIOR Growth & Development From 2 to 12 months	ADULT Maintenance & Lightness From 12 months to 7 years	ADULT Endurance & Active From 12 months to 7 years	MATURE & SENIOR Maintenance & Lightness Over 7 years
German Shepherd Belgian Shepherd Bobtail Maremma and Abruzzes Sheepdog Beauce Shepherd Australian Shepherd	 Lamb & Rice 1,5Kg	 Chicken & Rice 800g - 3Kg - 15Kg	 Venison & Potatoes 15Kg	 Turkey & Beet 15Kg

	2 - 18 years	18 months - 5 years	18 months - 5 years	+5 years
BREEDS	PUPPY & JUNIOR Growth & Development From 2 to 18 months	ADULT Maintenance & Lightness From 18 months to 5 years	ADULT Endurance & Active From 18 months to 5 years	MATURE & SENIOR Maintenance & Lightness Over 7 years
Rottweiler Bernese Mountain Dog Great Dane Newfoundland Dogue de Bordeaux Leonberger Saint Bernard	 Veal & Peas 4Kg	 Chicken & Beet 15Kg		 Fish & Beet 15Kg

PROPERFORM & TEMPER

PUPPY & JUNIOR

Growth & Development

Yorkshire Terrier • Cavalier King
Charles Spaniel • West Highland
White Terrier • Border Terrier
Jack, Parson e Reverend Russel • Poodles

The pluses of the Chicken & Rice Formula



High Vitality

This nourishment has a high energetic content obtained from the ratio 32/20 between high biological value proteins and easily digestible fats, supplying ready to use and to assimilate energy. The animals belonging to this morpho-breed have the most of the benefits from this specific nourishment for puppies. As a matter of fact, these puppies have a hyperreactive metabolism of anaerobic type, using the body proteins for energetic purposes, owing to the preponderant growth of the lean body mass, to the detriment of the energetic reserves and the skeleton development of the puppies.



Improved Vascularity

The right combination of vitamins helps fighting the vascular problems and improves the anaerobic activity peculiar to these dogs.



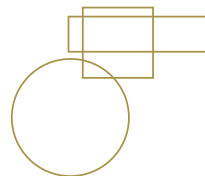
Palatability Control

The high appetibility of the croquettes, along with their particular shape, help this type of companion dogs provided with a small palate, to catch and to chew the croquettes



Desensitizer Action

The special combination and the freshness of the selected ingredients make this nutrition more fragrant and agreeable, with high digestibility level, in order to protect the wellbeing of the intestine. The use of hydrolyzed protein meals and for the most part of chicken proteins reduces the sensitizing effect caused by the food.



Mesomorph Toys

Vivacious



Pretty

Sly



Available also in 800g bags

PUPPY & JUNIOR

Growth & Development

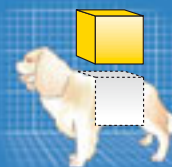
Yorkshire Terrier ■ Cavalier King
Charles Spaniel ■ West Highland
White Terrier ■ Border Terrier
Jack, Parson e Reverend Russel ■ Poodles

MESOMORPH TOYS

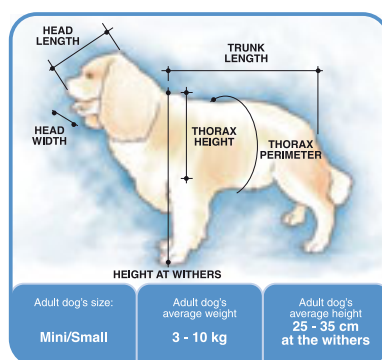
Body-Build: cubical

Size: mini/small

Age: 2 - 8 months



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Pretty - Vivacious - Sly.

When using **Proper Form & Temper** for the first time it is suggested to gradually switch over the new food. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of fresh water available.

CHICKEN AND RICE CROQUETTES - Complete nourishment for puppies.

Ingredients: chicken (14% min.); dehydrated chicken proteins; rice meal (14% min.); dehydrated pork proteins; maize meal; wheat meal; chicken and pork fat (stabilized with Vitamin E); dehydrated fish proteins; vegetable oils (stabilized with Vitamin E) hydrolyzed poultry proteins (appetibility enhancer); beet pulp; brewer's yeast; phosphoric acid; monocalcium phosphate; FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	32,00%
Raw fats	20,00%
Raw fiber	3,50%
Raw ashes	7,00%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.500 I.U.
Vitamin E	120 mg
Vitamin C	100 mg
Copper	20 mg

Daily Rations (40cl=165g)

Age of the puppy in months		0 - 3	3 - 6	6 - 12
Split into No. of meals:		4	3	2
Adult dog's weight	1 - 3Kg	50 - 80g	40 - 95g	40 - 90g
	3 - 5Kg	80 - 120g	95 - 140g	90 - 130g
	5 - 8Kg	120 - 180g	140 - 200g	130 - 180g
	8 - 10Kg	180 - 200g	200 - 250g	180 - 225g

PROPERFORM & TEMPER

ADULT

Maintenance & Lightness

Yorkshire Terrier ■ Cavalier King
Charles Spaniel ■ West Highland
White Terrier ■ Border Terrier
Jack, Parson e Reverend Russel ■ Poodles

The pluses of the Salmon & Beet Formula



High Vitality

This formula covers the nutritional requirements of the adult hyperreactive companion dogs "Toys" which have a natural predisposition for anaerobic activity causing the impoverishment of the body proteins.



Sensitive Digestion

The right amount of FOS, yeasts and non fermentable fibers such as beet pulps, help digestion and intestinal motility.



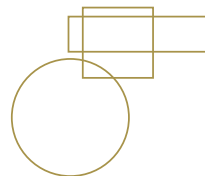
Hair Care

The Omega 3 polyunsaturated fatty acids (EPA and DHA) which are largely contained in salmon counteract the process of inflammation of the tegumentary apparatus of which the skin is a part.



Desensitizer Action

The desensitizer action of the nourishment helps the process of intestinal assimilation with a reduction of the production of mucus secreted by the intestinal villi (reduction of the inflammatory excesses at local level).



Sentinels

Self-confident

Rapid

Mesomorph Toys



Available also in 800g bags

ADULT

Maintenance & Lightness

Yorkshire Terrier ■ Cavalier King
Charles Spaniel ■ West Highland
White Terrier ■ Border Terrier
Jack, Parson e Reverend Russel ■ Poodless

MESOMORPH TOYS

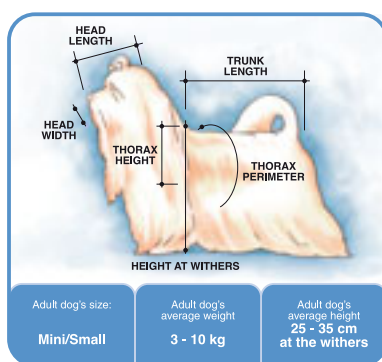
Body-Build: cubical

Size: mini/small

Age: 8 months – 8 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the dog physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Sentinels - Rapid - Self-confident.

When using **Proper Form & Temper** for the first time it is suggested to gradually switch over the new food. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of fresh water available.

SALMON CROQUETTES WITH BEET PULPS - Complete nourishment for dogs.

Ingredients: salmon (min 14%), dehydrated chicken proteins; rice meal; dehydrated pork proteins.; maize meal; wheat meal; chicken and pork fat (stabilized with vitamin E); dehydrated fish proteins; vegetable oil (stabilized with vitamin E); beet pulps (4% min.) hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate; FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of Proper Form. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	27,00%
Raw fats	17,00%
Raw fiber	3,50%
Raw ashes	7,00%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	1.000 I.U.
Vitamin E	120 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	 40cl=150g
3 - 5Kg	70 - 100g
5 - 7Kg	100 - 130g
7 - 10Kg	130 - 160g

PROPERFORM & TEMPER

MATURE & SENIOR

Maintenance & Lightness

Yorkshire Terrier ■ Cavalier King
Charles Spaniel ■ West Highland
White Terrier ■ Border Terrier
Jack, Parson e Reverend Russel ■ Poodles

The pluses of Turkey & Rice Formula



Anti Age

The antioxidant action of the Vitamins C and E countervails the degenerative cellular processes causing the ageing process.



Immuno Health

The antioxidant action of the Vitamins C and E strengthens their natural defenses.



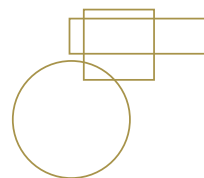
Improved Vascularity

The right levels of proteins and mineral substances improve the good functioning of the microcirculation in senior dogs. Low contents of phosphorus and sodium improve the wellbeing of the hearth by developing a good preventive action.



Desensitizer Action

The animal proteins from white meat, usually less sensitizing (turkey) and with a low fat level (ratio protein/fats 28/15) and more assimilable carbohydrates (rice), keep the lean muscular mass stable without bringing energetic excesses which may cause undesired aggregations of body fat.



Guards

Cheerful

Jovial

Mesomorph Toys



Available also in 3Kg bags

MATURE & SENIOR

Maintenance & Lightness

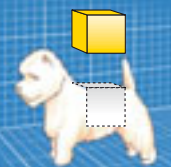
Yorkshire Terrier ■ Cavalier King
Charles Spaniel ■ West Highland
White Terrier ■ Border Terrier
Jack, Parson e Reverend Russel ■ Poodles

MESOMORPHIC TOYS

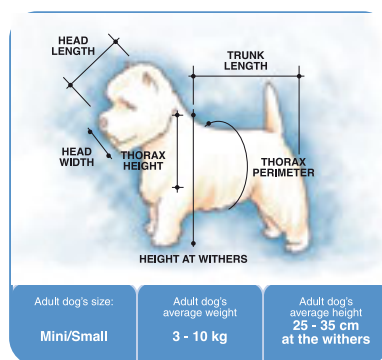
Body-Build: cubical

Size: mini/small

Age: 8 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Cheerful - Guards - Jovial.

When using **Proper Form & Temper** for the first time it is suggested to gradually switch over the new food. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of fresh water available.

TURKEY AND RICE CROQUETTES - Complete nourishment for dogs.

Ingredients: turkey (min. 14%); dehydrated chicken and turkey proteins; rice meal (14% min.); dehydrated pork protein; maize meal; wheat meal; chicken and pork fat (stabilized with Vitamin E); dehydrated fish proteins; vegetable oil (stabilized with vitamin E); beet pulps (4% min); hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate; FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	28,00%
Raw fats	15,00%
Raw fiber	3,00%
Raw ashes	6,50%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	800 I.U.
Vitamin E	120 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	 40cl=150g
3 - 5Kg	65 - 105g
5 - 7Kg	105 - 120g
7 - 10Kg	120 - 150g

PROPERFORM & TEMPER

PUPPY & JUNIOR

Growth & Development

German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

The pluses of the Lamb & Rice Formula



Cerebral Toning-Up

A well balanced combination of vitamins, minerals, antioxidants, phospholipids and vegetal extracts improving the learning ability of the puppies.



Flex Mobility

The ideal proportion of Proteins and Fats (30/18) meets both the plastic nutritional requirements and the energetic requirements of the puppies and the presence of cartilage precursors ensures an optimum skeleton development for a long and active life.



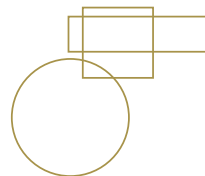
Immuno Health

The nutritional balance helps to develop the digestive system and to improve the immune system of the dogs.



Desensitizer Action

The formula contains combined protides with high biological value and completely balanced as far as the amino acids concerns. The accurate selection of desensitizing ingredients (lamb) ensures a correct growth of the puppies from the weaning to the maturity.



Mesomorph Lupoids

Playful



Intuitive

Obedient



Available also in 15Kg bags

PUPPY & JUNIOR

Growth & Development

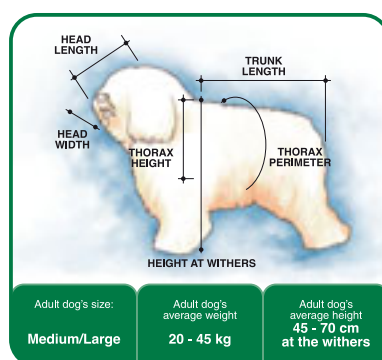
German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

MESOMORPH LUPOIDS

Body-Build: cubical
Size: medium/large
Age: 12 months



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Intuitive - Obedient - Playful.

When using **Proper Form & Temper** for the first time it is suggested to gradually switch over the new food. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of fresh water available.

LAMB AND RICE CROQUETTES - Complete nourishment for puppies.

Ingredients: lamb (14% min.); rice meal (14% min.); dehydrated chicken proteins; dehydrated pork proteins; maize meal; wheat meal; chicken and pork fat (stabilized with vitamin E); dehydrated fish proteins; hydrolyzed poultry proteins (appetibility enhancer); beet pulps; brewer's yeast; phosphoric acid; soya lecithin, FOS (fructooligosaccharides); sodium chloride. Antioxidants and preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of Proper Form. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	30,00%
Raw fats	18,00%
Raw fiber	2,50%
Raw ashes	7,00%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.500 I.U.
Vitamin E	120 mg
Copper	20 mg

Daily Rations (80cl= 330g)

Age of the puppy in months		0 - 3	3 - 6	6 - 12	12 - 18
Split into No. of meals		4	3	2	2
Adult dog's weight	20 - 25Kg	290 - 320g	370 - 420g	320 - 380g	290 - 350g
	25 - 30Kg	320 - 340g	420 - 450g	380 - 410g	350 - 370g
	30 - 35Kg	340 - 380g	450 - 510g	410 - 440g	370 - 400g
	35 - 40Kg	380 - 420g	510 - 560g	440 - 470g	400 - 430g
	40 - 45Kg	420 - 440g	560 - 600g	470 - 520g	430 - 450g

PROPERFORM & TEMPER

ADULT

Maintenance & Lightness

German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

The pluses of the Chicken & Barley Formula

Stressfull Control

The nutritional balance due to the proteins/fats ratio (27/16) and to the balance of glucides (starch and fibres), support the defatiguing and anti-stress action.



Body Mass Maintenance

These pluses make this product the ideal nutritional support in recovering phase after a working period, helping to maintain the weight and the lean body mass.



Easy Digestible

The formula was conceived according to nutritional specifications, suitable to the morpho-breed and to the size of these dogs. The protein sources are completely ready available to the organism owing to the content of easily assimilable ingredients (chicken 14% min.)



Desensitizer Action

The combination of ingredients helps preventing the intolerances to foods. The fructooligosaccharides (FOS) along with the fiber contained in the barley (4% min.) improve the intestinal microbiological balance and food absorption.



Self-confident

Watchful

Well-balanced



Mesomorph Lupoids



Available also in 800g and 3Kg bags

ADULT

Maintenance & Lightness

German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

MESOMORPH LUPOIDS

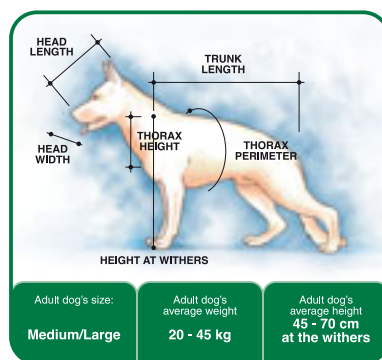
Body-Build: cubical

Size: medium/large

Age: 1 – 7 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Self-confident - Well-balanced - Watchful.

When using **Proper Form & Temper** for the first time it is suggested to gradually switch over the new food. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of fresh water available.

CHICKEN CROQUETTES WITH BARLEY - Complete nourishment for dogs.

Ingredients: chicken (14 % min.); dehydrated chicken proteins; rice meal; dehydrated pork proteins, maize meal; meal wheat; chicken and pork fat (stabilized with Vitamin E); barley meal (min. 4%), dehydrated fish proteins; beet pulps; hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate, FOS (fructooligosaccharides; sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	27,00%
Raw fats	16,00%
Raw fiber	4,00%
Raw ashes	7,00%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E	120 mg
Copper	20 mg

Daily Rations

Adult dog's weight	80cl=300g
20 - 25Kg	310 - 360g
25 - 30Kg	360 - 420g
30 - 35Kg	420 - 460g
35 - 45Kg	460 - 550g

PROPERFORM & TEMPER

ADULT

Endurance & Active

German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

The pluses of Venison & Potatoes Formula

Flex Mobility

The protein level (29 %) ensures the replacement of the body proteins and therefore it helps maintaining a suitable muscle tone. The ingredients supply precursors of chondroitin in order to ensure good flex mobility during the activities.



High Energy

The nourishment has a high level of energy content: as a matter of fact the energy source (18%) is given by a high lipid level and meets the energy requirements of this morphologic group during physical activities.



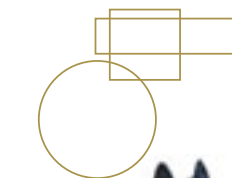
Endurance Control

The formula was conceived according to food specifications suitable to this morpho-breed and to the size of these mesomorph lupoids in activity phase. The ensemble of nutrients ensures a high tonicity for a long active life.



Desensitizer Action

The use of venison protein (14% min.) together with potato starch helps preventing the food intolerance.



Active



Athletic

Mesomorph Lupoids



ADULT

Endurance & Active

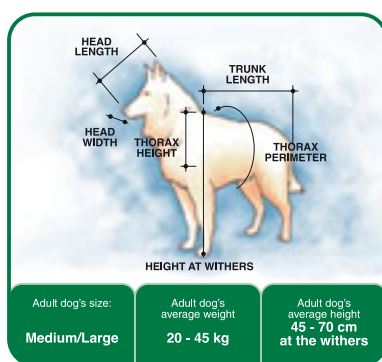
German Shepherd ■ Belgian Shepherd
Bobtail ■ Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

MESOMORPH LUPOIDS

Body-Build: cubical
Size: medium/big
Age: 1 – 7 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Active - Tireless - Athletic.

When using **Proper Form & Temper** for the first time it is suggested to switch over the new food in a gradual way. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of water available.

VENISON CROQUETTES WITH POTATOES - Complete nourishment for dogs.

Ingredients: venison (14% min.); dehydrated chicken proteins; maize meal; wheat meal; chicken and pork fat (stabilized with vitamin E); potato starch (4% min.); dehydrated fish proteins; beet pulps; hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate, FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	26,00%
Raw fats	14,00%
Raw fiber	4,00%
Raw ashes	6,50%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	800 I.U.
Vitamin E	120 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	80cl=330g
20 - 25Kg	300 - 350g
25 - 30Kg	350 - 410g
30 - 35Kg	410 - 450g
35 - 45Kg	450 - 540g

PROPERFORM & TEMPER

MATURE & SENIOR

Maintenance & Lightness

German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

The pluses of the Turkey & Beet Formula



Anti Age

Thanks to its high vitamin contents and particularly Vitamin E and Vitamin C, this nourishment fights the cellular degenerative processes which cause the ageing process.



Easy Digestible

The formula was conceived according to food specifications suitable for senior mesomorphic lupoid dogs requiring an appropriate protein contribution and a reduced calorie amount (fats) to maintain the muscle mass and the proper energy levels (without exceeding). The nourishment helps maintaining a correct function of the digestive system, thanks to the well balanced content of fiber fractions (beet pulps and FOS).



Immuno Health

The high vitamin levels and particularly Vitamin E and Vitamin C, help to reinforce the natural defenses of the organism.



Desensitizer Action

The content of white meats as protein sources (turkey 14% min.) helps reducing the risk of food intolerances.

Faithful

Careful

Reflective



Mesomorph Lupoids



MATURE & SENIOR

Maintenance & Lightness

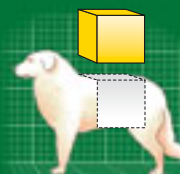
German Shepherd • Belgian Shepherd
Bobtail • Maremma and Abruzzes Sheepdog
Beauce Shepherd
Australian Shepherd

MESOMORPH LUPOIDS

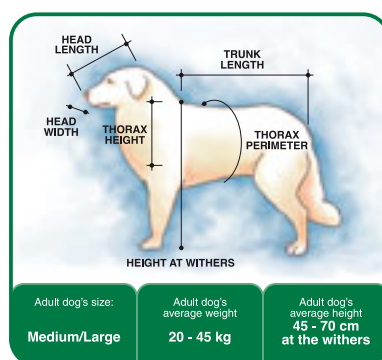
Body-Build: cubical

Size: medium/large

Age: +7 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Faithful - Careful - Reflective.

When using Proper Form & Temper for the first time it is suggested to switch over the new food in a gradual way. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of water available.

TURKEY CROQUETTES WITH BEET PULPS - Complete nourishment for dogs.

Ingredients: turkey (14 % min.); dehydrated chicken and turkey proteins; rice meal; dehydrated pork proteins; maize meal, wheat meal; chicken and pork fat (stabilized with vitamin E); dehydrated fish proteins, beet pulps (4% min.); hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate, FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	26,00%
Raw fats	14,00%
Raw fiber	4,00%
Raw ashes	6,50%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E	120 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	80cl=300g
20 - 25Kg	300 - 350g
25 - 30Kg	350 - 410g
30 - 35Kg	410 - 450g
35 - 45Kg	450 - 540g

PROPERFORM & TEMPER

PUPPY & JUNIOR

Growth & Development

Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

The pluses of the Veal & Peas Formula

Weight Control

Very good levels of easy-to-absorb animal proteins (veal) rich in essential Amino acids of proteins of vegetable origin (peas) help the growth of the plastic part of the muscles and of the whole lean body mass.



Dental Care

The right ratio of calcium and phosphorus (1,4/1) and the correct vitamin and mineral integration help the mineralization process of teeth and bones and bring optimum benefits for the development of the whole skeletal structure.



Growth Control

The formula is ideal in the growth phase and for the body development in puppies belonging to these molossoid morpho-breeds of large and giant size. It allows a progressive growth and distributed in the space of 18/24 months following the ideal growth curve up to the adulthood.



Desensitizer Action

The fiber of peas and beet pulps help establishing a microbial flora which is good for the intestine and its development.



Available also in 15Kg bags

PUPPY & JUNIOR

Growth & Development

Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

MESOMORPH MOLOSSOIDS

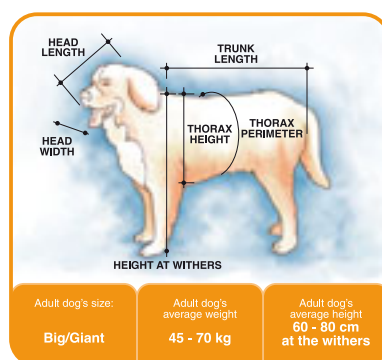
Body-Build: cylindrical

Size: large/giant

Age: 2 – 18 months



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Expressive - Vigorous - Charming.

When using **Proper Form & Temper** for the first time it is suggested to switch over the new food in a gradual way. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of water available.

VEAL CROQUETTES WITH PEAS - Complete nourishment for puppies.

Ingredients: veal (14 % min.); dehydrated poultry proteins; maize meal; dehydrated pork proteins; wheat meal; chicken and pork fat (stabilized with vitamin E); peas (4% min.); beet pulps; dehydrated fish proteins; hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; FOS (fructooligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of **Proper Form**. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	28,00%
Raw fats	17,00%
Raw fiber	3,50%
Raw ashes	7,00%

Integration per Kg

Vitamin A	20.000 I.U.
Vitamin D3	1.500 I.U.
Vitamin E	120 mg
Vitamin C	100 mg
Copper	20 mg

Daily Rations (80cl=330g)

Age of the puppy in months		0 - 3	3 - 6	6 - 12	12 - 18
Split into No. of meals		4	3	2	2
Adult dog's weight	45 - 55Kg	450 - 480g	620 - 670g	540 - 560g	480 - 520g
	55 - 65Kg	480 - 530g	670 - 760g	560 - 590g	520 - 600g
	65 - 75Kg	530 - 590g	760 - 800g	590 - 630g	600 - 640g

PROPERFORM & TEMPER

ADULT

Maintenance & Lightness

Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

The pluses of the Chicken & Beet Formula



Obesity Management

The formula meets the energy requirements correlated to the weight control in large molossoid dogs weighing more than 40 kg, starting from 18 months of age and having a life style with low calorie requirements.



Desensitizer Action

The nourishment contains very good alternative protein levels and a correct fat level (proteins/fats ratio 25/13) in order to improve the tolerance to food and to reduce tendency to fatness.



Flex Mobility

The use of the chicken as protein source allows supplying also cartilage precursors and therefore helping the flex mobility which may be a problem in this type of dog.



Digestion Active

The main matrix proteins (chicken) improve the digestibility and the balance of the fiber fraction (beet pulps and FOS); it maintains the digestive system in good conditions ensuring a very good digestion and good quality faeces.

Resolute

Sly

Stately
Appearance



Mesomorph Molossoids



Available also in 4Kg bags

ADULT

Maintenance & Lightness

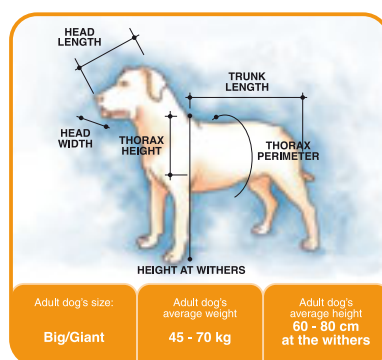
Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

MESOMORPH MOLOSSOIDS

Body-Build: cylindrical
Size: large/giant
Age: 2 – 18 months



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Resolute - Stately Appearance - Sly.

When using **Proper Form & Temper** for the first time it is suggested to switch over the new food in a gradual way. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of water available.

CHICKEN CROQUETTES WITH BEET PULPS - Complete nourishment for dogs.

Ingredients: chicken (14% min.) dehydrated chicken and turkey proteins; maize meal; rice meal; wheat meal; chicken and beef fat (stabilized with vitamin E); dehydrated fish proteins; beet pulps (4% min.); hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate; FOS (fructooligosaccharides); Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of Proper Form. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	25,00%
Raw fats	13,00%
Raw fiber	3,50%
Raw ashes	7,00%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	1.200 I.U.
Vitamin E	120 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	80cl=300g
40 - 50Kg	490 - 580g
50 - 60Kg	580 - 670g
60 - 70Kg	670 - 750g

PROPERFORM & TEMPER

MATURE & SENIOR

Maintenance & Lightness

Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

The pluses of the Fish & Beet Formula

Joint Care Flex

The glucosamine precursors contained in fish and chicken help the cartilage to regenerate and the fatty acids of Omega 3 series have anti-inflammatory properties on the articulations and perform a correct modulation of the immune system.



Anti Age

The high concentration of Vitamin E (200 mg/Kg) in combination with Vitamin C (500 mg/Kg) helps to hinder the ageing effects and protects the body tissues from the oxidation damages caused by the free radicals.



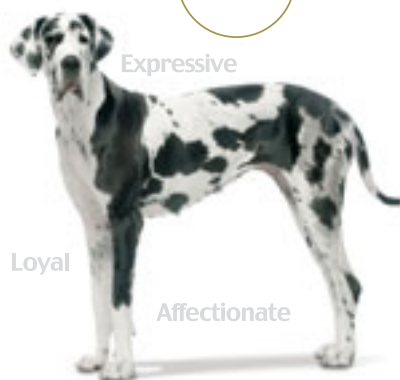
Immuno Health

The formula has been well balanced in order to maintain the vitality and the ideal physical fitness of large and giant senior molossoid dogs, it meets all the nutrition requirements, and it fights against the ageing effects. It reinforces the immune defenses and helps maintaining the articulation healthy.



Desensitizer Action

The combination of protein sources (fish and chicken) helps reducing the risk of intolerances to food.



Mesomorph Molossoids



MATURE & SENIOR

Maintenance & Lightness

Rottweiler • Bernese Cowherd
Great Dane • Newfoundland
Dogue de Bordeaux
Leonberger • Saint Bernard Dog

MESOMORPHIC MOLOSSOIDS

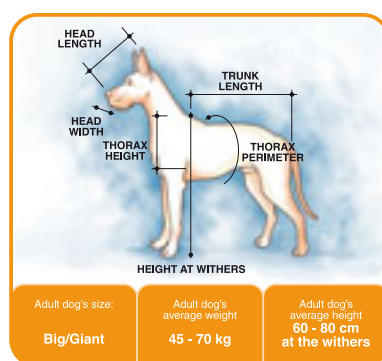
Body-Build: conical

Size: large/giant

Age: + 5 years



The high quality nutrition suitable to typology and attitude of the breed and to size, age, lifestyle and temper of the dog.



The different and well balanced levels of microelements, minerals and vitamins, are suitable to the physiology according to the requirements of the organism of dogs having a specific lifestyle as their temper may require and as indicated in the iconographic representations:

Expressive - Loyal - Affectionate.

When using **Proper Form & Temper** for the first time it is suggested to switch over the new food in a gradual way. The change of food should not take less than five days. Give out the nourishment according to the nutritional table. Let your dog always have a bowl of water available.

FISH CROQUETTES WITH BEET PULPS - Complete nourishment for dogs.

Ingredients: fish (14 % min.); dehydrated chicken and turkey proteins; maize meal; rice meal; wheat meal; chicken and beef fat (stabilized with vitamin E); dehydrated fish proteins; beet pulps (4% min.); hydrolyzed poultry proteins (appetibility enhancer); brewer's yeast; phosphoric acid; monocalcium phosphate; FOS (fruco-oligosaccharides); sodium chloride. Antioxidants, preservatives: EEC admitted additives.

Instructions for use: weigh the required quantity of Proper Form. Pour the croquettes in a bowl, add warm water or serve so as it is. Let your dog always have a bowl of fresh water available. Store the product in a cool and dry place.

Chemical analysis

Moisture	9,00%
Raw protein	27,00%
Raw fats	12,00%
Raw fiber	4,00%
Raw ashes	7,00%

Integration per Kg

Vitamin A	15.000 I.U.
Vitamin D3	800 I.U.
Vitamin E	200 mg
Vitamin C	50 mg
Copper	20 mg

Daily Rations

Adult dog's weight	80cl=300g
40 - 50Kg	460 - 540g
50 - 60Kg	540 - 620g
60 - 70Kg	620 - 700g

PROPER FORM & TEMPER

Customer service

The **PROPER FORM & TEMPER** products are available in all specialized shops and particularly in the veterinary clinics where you may find expert persons and ask for professional advice.

This is the reason why **PROPER FORM & TEMPER** is exclusively available in these sale points, in the perspective to offer the dog owners the utmost help and support. As a part of our engagement, the customer service of **PROPER FORM & TEMPER** puts at disposal of veterinaries, resellers, breeders and owners of dogs, nutrition experts ready to give any required information.

Regardless of age, size, breed, temperament, weight and life style in the specific place where your dog lives, you will always find a **GHEDA PETFOOD** product, formulated to meet the nutrition requirements of your dog in the best way.

For more information how to use and where to buy **PROPER FORM & TEMPER**, or in case you need to know more about the nutrition requirements of your animal friend, visit our web site www.gheda.it, we will be very pleased to help you.

PROPER FORM & TEMPER TAILOR-MADE NUTRITION
Super Premium Line Gheda Petfood