



## Specific nutrition for dogs' daily **FITNESS** and **WELLNESS**

**Gheda Petfood** proposes a range of high quality products based on a balanced formulation of healthy and natural ingredients. Since the beginning, **Gheda Petfood** has always thought to pets' health and wellness. Today, as in the past, we

produce petfood following the same philosophy: " food must be good, nourishing and healthy ".

**This** is the motto which has always inspired the "mission plan" of our own best experts at research and development of pet nutrition.

**These** are the expectations of each customer who is looking for the best nutrition for his own pets.

**These** are the expectations that we have at heart concerning health, fitness, vitality, temper and general wellness of each dog.

That's why we do our best to provide the **correct nutritional supply** to dogs' organism. Thanks to the best nutritionists' assistance the benefits of our formulae are more evident and owners of dogs can test it when they nourish them. **Gheda Petfood** also make use of

the best veterinarians' active collaboration and of the advises of the opinion leaders of the sector. Our technicians' test don't involve pets in any act of violence or cruelty.



**Since the beginning the endless love and delight arising from the close relationship we have with pets are the "boost" that has persuaded us to undertake this activity.**

## CONTROLLED and SAFE Nutrition



New **KIRA** line has been specifically formulated following the technical guide-lines which have the aim to satisfy nutritional needs for each life-style, according to the different physiological phases during dog's life. Nourishing a dog properly for his growth and development involves several factors such as the quality of ingredients, the right supply of proteins, fats, carbohydrates, minerals and vitamins.



**KIRA** is based on the concept of "healthy and controlled" nutrition to help dogs feel well and keep always fit. Every ingredient has been selected to provide a nourishment that guarantees the highest digestibility, intestinal assimilation and good taste.

A team works carefully every day to research the total quality of **KIRA** products for the safe Pet Food and in order to ensure the maintenance and the renewal of own quality certifications through an organized and controlled managerial system.



## BALANCED Formulations

New **KIRA** line consists of a range of complete and balanced products which are ideal to keep dogs' performances always high. Formulae have been studied to be adapted to dogs' lifestyle: when they are subject to work, when they are at rest or according to their different physiological phases of life. **KIRA** products have been studied to satisfy every dog's need, supplying the pet with the essential nourishing substances to have a better life-quality.

The right quantity of proteins and fats favours the body conditions. The right supply of vitamins helps the dog to reinforce his natural defences and provides important benefits for his organism.

All **KIRA** products stimulate a spontaneous consumption and have a long-lasting high appetibility and palatibility, thanks to the balanced mix of different meats at high biological value.





## RESEARCH and INNOVATION for a specialized nutrition

### INNOVATIVE nutritional programme for dog's HEALTH

New Kira line products contain as first ingredients:



#### **1 Meat** and meat derivatives

A combination of mix of proteins of animal origin as source of plastic constituents to ensure the development of the muscle tissue.\*

#### **2 Cereals** mainly rice and corn

Carbohydrates and essential fatty acids (linoleic acid), as complementary source of energy, guarantee the correct functioning of the digestive system.

#### **3 oils and fats**

Lipid substances, as source of energy, ensure excellent and easily assimilable energy levels, which develop the necessary quantity of calories in order to improve the performance of the dog's daily physical activities.

**In every formula an effective antioxidant mix reinforces the immune defence system and preserves the dog's health.**

\*(except for the product Adult Regular, in which it is at the second place)

Our purpose is to point out the quality of our products and we do our best to make this quality available for everybody, in order to reach our one and only goal: the complete satisfaction of our customers. We try to reach our aim thinking also to the ratio costs/benefits, quality and price. For sure your pets will thank you for your choice with their sweet effusions and endless love.



## Pluses & Benefits of Kira FORMULAE



KIRA contributes to supply with the best nutrition during each life-stage of your dog, in order to guarantee his health in a permanent and flexible way.

Growth and  
development in  
the first months  
of life

### Puppy Growth

with chicken and turkey



Weight maintenance  
and vigorous physical  
activity in the  
adult age

### Adult Active

with meats, vegetables and cereals



Lean body mass  
maintenance and  
regular physical  
activity in adult  
and mature age

### Adult Regular

with chicken and beef







# Puppy Growth

*croquettes with chicken and turkey*

## Produced benefits, evident results

- High quality fats, proteins and carbohydrates to help dogs in the **development of their digestive system**
- Calcium and phosphorus to help dogs in the **development of their teeth**
- Excellent ratio between proteins and fats to reinforce their **immune system**
- Vitamins to help reinforce their **natural defences**



**Available formats: 2Kg - 15Kg**







## Our specialists' recommended nutrition

In order to help your puppy's growth and development until he reaches his ideal body condition and maintain his optimal wellness state, you should follow **Gheda Pet Food's** guidelines

Chemical Analysis			
Raw protein	27,00%	Raw fiber	3,50%
Raw fats	15,00%	Raw ashes	8,00%

Integration per Kg	
Vitamin A	18.000 I.U.
Vitamin D3	1.000 I.U.
Vitamin E (alpha tocopherol min. 91%)	80 mg
Copper (copper sulphate pentahydrate)	20 mg

Suggested daily rations				
 Adult dog's weight of all sizes	 80cl = 300g			
	Up to 3 months: divide into 4 meals	From 3 to 6 months: divide into 3 meals	From 6 to 12 months: divide into 2 meals	From 12 to 18 months: divide into 2 meals
1 - 5 Kg	50 - 120 g	50 - 150 g	45 - 140 g	---
5 - 10 Kg	120 - 200 g	150 - 250 g	140 - 240 g	---
10 - 20 Kg	200 - 300 g	250 - 380 g	240 - 340 g	---
20 - 30 Kg	300 - 350 g	380 - 470 g	340 - 420 g	320 - 390 g
30 - 40 Kg	350 - 440 g	470 - 580 g	420 - 510 g	390 - 470 g
40 - 55 Kg	440 - 480 g	580 - 700 g	510 - 560 g	470 - 550 g
55 - 65 Kg	480 - 550 g	700 - 780 g	560 - 600 g	550 - 610 g

more value on nutrition





# Adult Active

with meats, vegetables and cereals

## Produced Benefits, evident results

- High quality fats, proteins and carbohydrates to help dogs in the **development of their digestive system**
- High caloric support from energetic constituents to favour their **higher resistance to exertion**
- Excellent ratio between proteins and fats to reinforce their **immune system**
- Vitamins to help them reinforce their **natural defences**



Available formats: 4Kg - 15Kg







## Performance Plus

### WITH MEATS





## Our specialists' recommended nutrition

In order to help your adult dog in the performance of all his daily physical activities, to maintain an ideal body condition and an **optimal wellness** state, you should follow **Gheda Pet Food's** guide-lines.

Chemical Analysis			
Raw protein	25,00%	Raw fiber	3,50%
Raw fats	15,00%	Raw ashes	8,50%

Integration per Kg	
Vitamin A	12.000 I.U.
Vitamin D3	700 I.U.
Vitamin E (alpha tocopherol min. 91%)	60 mg
Copper (copper sulphate pentahydrate)	20 mg

Suggested daily rations	
 Adult dog's weight of all sizes	 80cl = 300g
1 - 5 Kg	40 - 110 g
5 - 10 Kg	110 - 185 g
10 - 20 Kg	185 - 300 g
20 - 30 Kg	300 - 410 g
30 - 40 Kg	410 - 510 g
40 - 50 Kg	510 - 610 g

more value on nutrition





# Adult Regular

*croquettes with chicken and beef*

## Produced Benefits, evident results

- High quality fats, proteins and carbohydrates to help dogs in the **development of their digestive system**
- Excellent combination of proteins to maintain their lean mass, muscle tone and favour the **reduction of their fat mass**
- Excellent ratio between proteins and fats to reinforce their **immune system**
- Vitamins to help them reinforce their **natural defences**



**Available formats: 4Kg - 15Kg**







## Our specialists' recommended nutrition

In order to help your adult and mature dog keep fit until he reaches his ideal body condition and an optimal wellness state, you should follow **Gheda Pet Food's** guide-lines.

Chemical Analysis			
Raw protein	22,00%	Raw fiber	3,50%
Raw fats	10,00%	Raw ashes	8,50%

Integration per Kg	
Vitamin A	10.000 I.U.
Vitamin D3	800 I.U.
Vitamin E (alpha tocopherol min. 91%)	80 mg
Copper (copper sulphate pentahydrate)	20 mg

Suggested daily rations	
 Adult dog's weight of all sizes	 80cl = 300g
1 - 5 Kg	50 - 120 g
5 - 10 Kg	120 - 200 g
10 - 20 Kg	200 - 320 g
20 - 30 Kg	320 - 440 g
30 - 40 Kg	440 - 540 g
40 - 50 Kg	540 - 650 g

more value on nutrition





## Information Service

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

**KiRA** Info Service has at its disposal expert nutritionists ready to give all information that retailers, breeders and dog owners require. Whatever your dog's age, size, breed, temperament, weight or lifestyle are, you will always find a kind of feed **GHEDA PET FOOD** formulated in order to satisfy his nutritional needs in the best way.

For further information about how to use **KiRA** products and concerned selling point, or about your dog's nutritional needs, please contact us at our website **[www.gheda.it](http://www.gheda.it)**. It will be a pleasure for us to help You.

**KiRA**, DAILY FITNESS AND WELLNESS  
Gheda Petfood: the Natural choice